



"Not all entrepreneurs are the same. Neither are all businesses. In this engaging book, Joe Abraham helps you sort it all out and find the path that's right for you."

—SETH GODIN, author, *Linchpin*

# Entrepreneurial DNA

The Breakthrough Discovery That Aligns  
Your Business to Your Unique Strengths

Self-assessment tools

Strategies that fit your profile

Action plans to optimize your business

JOE ABRAHAM

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## [ i n t r o d u c t i o n ]

I vividly remember the experience of watching my first-ever television show. It was the late 1970s in New Delhi, India. Dad didn't see the point of us owning a TV, given that there was one national channel that delivered a few hours of fuzzy programming each evening. Our neighbors, however, had just bought a brand-new TV and invited me and my sisters to come over on a Wednesday night to watch an "American" show with them.

I was just beside myself in excitement. Not only was I going to get to see what a TV looked like, I was going to get my first real taste of America! I don't think I slept very well the night before. I remember tossing and turning in glee, just hoping and praying for daybreak so I could begin the official countdown to that coveted experience.

The day of the event, I remember bragging to my friends at school and on the playground about my elite invitation for later that night. By the time 8 p.m. arrived on the clock, I was bouncing off the walls. No sooner did my mom give us the okay to walk politely over to the neighbor's house, than I was pounding on their door, begging to be let in. A few minutes later, we were sitting cross-legged on a beautiful Persian rug, ready to take in the entire experience. "Who cares about the food and drink?" I remember thinking to myself, "Let's get this amazing device turned on!"

When the lady of the house finally walked over to turn the unit on, my heart skipped a beat. A few seconds of snowy fuzz eventually gave way to the breathtaking black-and-white footage of Lucy and Ricky Ricardo bantering back and forth on the *I Love Lucy* show.

I was in awe. Instantly I was transported to Lucy and Ricky's living room and kitchen thousands of miles away. It felt like I was right there with them.

That was a big night for me. I had experienced something amazing out of a 13-inch black-and-white screen. "This is the most incredible thing ever," I thought to myself. "I can't imagine anything better than this."

You and I now have the luxury of knowing that a 13-inch black-and-white TV with rabbit-ear antenna was not the end of TV innovation. Today as I pen the words on this page, my six-year-old is nagging me about the latest 3-D High Definition television that we absolutely *have* to own.

"Really? A high definition TV in 3-D?" I asked him. "Oh yeah, Dad. It's as thin as your computer screen and you put on these special glasses, and the stuff feels like it's coming out of the TV right on top of you," he replied.

Things change so fast, don't they? Black-and-white TV seems like the dark ages now.

I hope you'll feel the same way about *old-school entrepreneurship* once you are done with this book.

Here's why.

For centuries, entrepreneurs have been put in one big box. We have been told that we are all the same. That is the single biggest misconception in entrepreneurship—the one-size-fits-all approach to business startup, growth, and exit. Since we were assumed to all be the *same* (kind of like the borg in *Star Trek*), it was assumed that we should all have the same modus operandi in business and life.

In *old-school* entrepreneurship, Donald Trump, Sir Richard Branson, and Gary Vaynerchuk weren't different from you—they were a *better version* of you.

In *old school* entrepreneurship, if you didn't work an insane amount of hours, love marketing, selling, negotiating, and firing people, you were the inferior version of the genuine article.

In *old school* entrepreneurship, if an idea worked for someone else and it didn't work for you, you were the one with a big "L for loser" on your forehead.

I find it interesting that entrepreneurship—the source of every great innovation—has not experienced any true innovation of its own. We have been operating with a century-old playbook, a playbook that is the equivalent of that 13-inch black-and-white TV I first watched Lucy and Ricky on.

Sitting cross-legged on that Persian rug that night, I thought things could never get better than black-and-white television. After all, Lucy and Ricky looked and sounded great. At least, that's what I thought, given the paradigm in which I was living.

I want to give kudos to the folks who built the first black-and-white TV. They did an amazing thing. Without them, my kid wouldn't have a reason to drag me to the gadget store to buy a 3-D HDTV. The same is true of the good folks who have written books and taught classes on old-school entrepreneurship to date. They paved the way for what you and I are about to learn together now.

But it is time to move on.

The old-school, one-size-fits-all, black-and-white version needs to be archived in a museum somewhere. Instead, there is a whole new way for you and me to look at entrepreneurship. It is a whole new paradigm for how we can live and operate as entrepreneurs. I want to invite you to experience this next generation of entrepreneurship in its *multidimensional, rich, color, high fidelity coolness*.

In our short time together, I plan to introduce you to a game-changing paradigm in the world of entrepreneurship called Entrepreneurial DNA. In the first part of this book, you and I are going to focus on what I call the Discover process. The Discover

process is all about you figuring out what type of entrepreneur you really are. You'll learn about the tendencies, predispositions, strengths, and weaknesses of your unique entrepreneurial DNA (also called your BOSI Profile).

Next, we'll dive into the Design Process. The Design Process is all about you taking what you have learned and crafting a breakthrough strategic plan for your business that (for the first time) is built around your unique gifting.

Finally, we'll talk about the Deploy Process. This is where the rubber hits the road and you execute your breakthrough strategic plan into the marketplace.

I hope you are ready (for the breakthrough) and willing (to pull the trigger) to see what the next generation of entrepreneurship is all about.