

## **Entrepreneurial archetypes – and how they think!**

### **ABSTRACT:**

Stefan Lindstrom will talk about different entrepreneurs he has met over the years and what their driving forces are and what motivates people to do what we do. He will also have an interesting discussion around entrepreneur's quality or characteristics are genetically or if the social environment and heritage has impact on the individual. Stefan will profile different entrepreneurs he has met over the years. He'll discuss the forces that drove them to accomplish what they have done. What makes an entrepreneur? Mr. Lindstrom will discuss motivation, personality, and the roles of nature versus nurture. What is most important – heritage, culture, genetics? He'll examine all of the angles.

- Knowledge about different archetypes
- Understanding for different entrepreneurial behavior
- Psychology and social factors
- The influence of heredity and environment
- The need of intuition