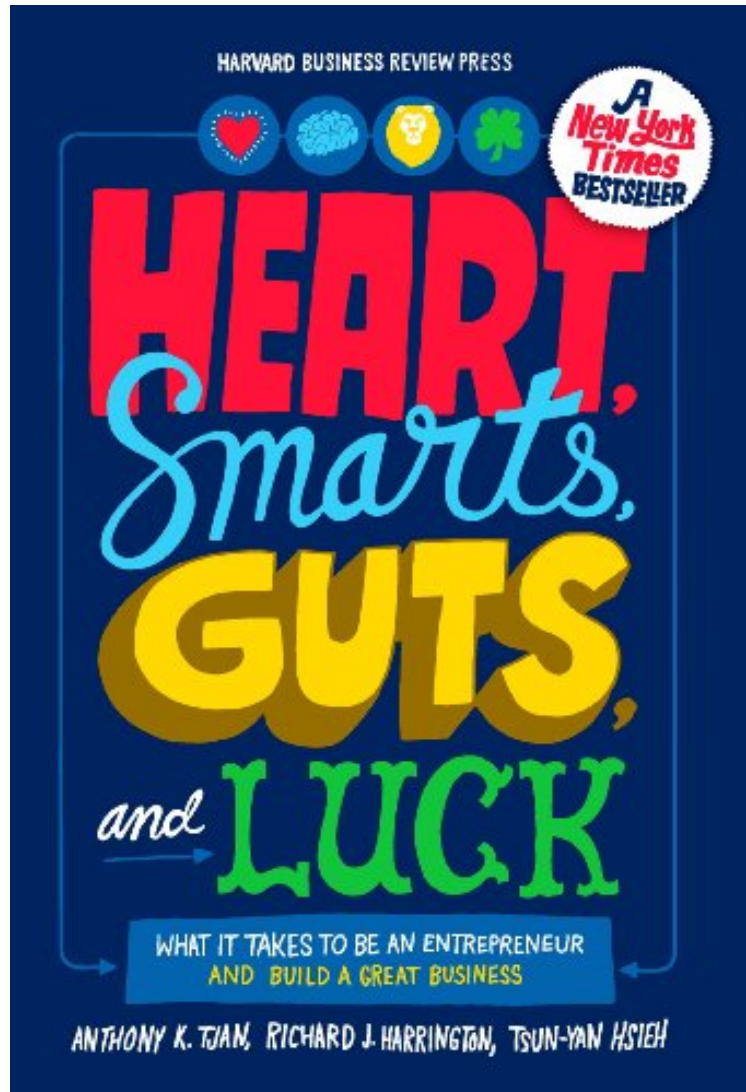


Heart, Smarts, Guts, and Luck: What It Takes to Be an Entrepreneur and Build a Great Business

Anthony K. Tjan, Richard J. Harrington, Tsun-Yan Hsieh
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Anthony K. Tjan, Richard J. Harrington, Tsun-Yan Hsieh : Heart, Smarts, Guts, and Luck: What It Takes to Be an Entrepreneur and Build a Great Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Heart, Smarts, Guts, and Luck: What It Takes to Be an Entrepreneur and Build a Great Business:

4 of 4 people found the following review helpful. A useful and intuitive framework for anyone in businessBy MWolffThe framework contained within this book instantly appealed to me because of its simplicity and accessibility. The traits of heart, smarts, guts and luck are intuitive, which makes them easy to apply to oneself and others. In that

sense, the book displays immediate value. All too often I find business and self-improvement books provide frameworks that are not easy to follow or grasp and therefore, tend to ignore them. I am not an entrepreneur and was concerned this book might not be useful to me and my profession. But that is not the case. These lessons apply to anyone in business who is looking to grow and succeed in an organization. One thing to note about the book- it is actually pretty fun to read. The authors added a little whimsy throughout the book- from cute illustrations to simple terms and chapter summaries. You can tell by the cover it is not a "typical" business book and indeed it is not. Definitely recommend this to anyone in business and anyone looking to understand what drives them to act the way they do. 0 of 0 people found the following review helpful. **Develop Self-awareness to Increase the Chances of Entrepreneurial Success** By William Keyser, Venture Founders LLC These four components in various mixes are vital to startup success. The three authors all know what they are talking about, having 'been there, done that'. Chances are high that startups will be undertaken by people not only with a mix of these components, but with one or more of them being more dominant than the others. The secret is to play to strengths, but without neglecting the weaker aspects or being unconscious about the negative aspects of the strong ones. Luck is not something taught on entrepreneurship courses, but maybe it should be. Not luck itself, but the ways in which entrepreneurs can favor their chances of it. The authors stress the way that luck can be favored. Through humility, intellectual curiosity and optimism. It figures, doesn't it? They also suggest that a lucky network can be developed through vulnerability, authenticity, generosity and openness. This is not a self-help book, though. It presents an orderly way to develop a self-awareness of heart, smarts, guts and luck so that the entrepreneur can better take advantage of each without the downsides of say being overconfident, only using book smarts, being foolhardy or overplaying the odds. 0 of 0 people found the following review helpful. **Learn What it Takes to Become a Great Entrepreneur?** By Marie Johnson, CMP The authors do a great job of defining the four (4) key business-builder character traits - Hearts, Smarts, Guts and Luck (HSGL). They aim to leave readers with two things: 1) increased self-awareness and 2) practical wisdom. They believe that figuring out which traits drive you and your decisions is the most important thing you can do to enhance your business leadership. As part of the book, they have a survey instrument (E.A.T.) to help suss out which traits are your strongest. They nicely navigate through the use of stories, examples, case studies and anecdotes. This book will not only help you understand yourself, but also your partners involved with starting, growing and scaling your business.

What's your entrepreneurial profile? Do you have what it takes to build a great business? In this book, three prominent business leaders and entrepreneurs now venture capitalists and CEO advisers share the qualities that surface again and again in those who successfully achieve their goals. The common traits? Heart, smarts, guts, and luck. After interviewing and researching hundreds of business-builders across the globe, the authors found that every one of them from young founder to seasoned CEO holds a combination of these four attributes. Indeed each of us tends to be biased toward one of these traits in our decision-making, and figuring out which trait drives you will lead to greater self-awareness and likelihood of success in starting and growing a business. So are you: Heart-dominant, like renowned chef Alice Waters or Starbucks's Howard Schultz? Smarts-dominant, like Jeff Bezos of Amazon or legendary investor Warren Buffett? Guts-dominant, like Nelson Mandela or Virgin's Richard Branson? Or are you most defined by the luck trait, like Tony Hsieh of Zappos (and a surprisingly high proportion of other successful entrepreneurs)? Heart, Smarts, Guts, and Luck includes the first Entrepreneurial Aptitude Test (E.A.T.), a simple tool to help determine your specific profile. Though no single archetype for entrepreneurial success exists, this book will help you understand which traits to dial up or dial down to realize your full potential, and when these traits are most and least helpful (or even detrimental) during critical points of a company lifecycle. Not only will you know how to build a better business faster, yours will also take your natural leadership style to the next level.

A New York Times, Wall Street Journal, USA Today, Publisher's Weekly Bestseller Named a Best Business Book of 2012 by Fast Company this book contains some valuable self-help advice; The Economist In examining what they regard as the four key aspects most often associated with successful entrepreneurs, they have understood the importance of clear messages to help people apply their findings; Management Today (Australia) "Heart, Smarts, Guts, and Luck," by Anthony Tjan, Richard Harrington, and Tsun-Yan Hsieh, gives you what you really need to succeed in business: Entrepreneurship tests, real world stories, workable strategies, and lots more. Maybe the subtitle of this excellent book says it best: What it takes to be an entrepreneur and build a great business; Check it out; USA Today Heart, Smarts, Guts and Luck will identify the right path for any entrepreneur from those in the early stages of a startup, to veterans scaling an established business; Open Forum from American Express Heart, Smarts, Guts and Luck is a book that you can read from start to finish. In fact, that's exactly what I recommend; Yours will have fun as the authors take you on a journey of self-discovery that includes examples of successful entrepreneurs in each entrepreneurial profile; Small Business Trends (smallbiztrends.com) Take the test and pick up the book for your team. They will both help you further hone your skills, and understand the skills of others in order to create a better team; 800 CEO READ ADVANCE PRAISE: Deepak Chopra, author, Spiritual Solutions; Cofounder of the Chopra Center for Wellbeing Reminds us all of the power of self-awareness for

success in business and life.”Sunil Mittal, Founder, Chairman, and Group CEO, Bharti Enterprises Heart, smarts, guts, and luck are crucial not just for those who start a business; they must also be in the DNA of everyone who wants to succeed in a transnational, high-growth company.”Tony Hsieh, New York Times bestselling author, Delivering Happiness; CEO, Zappos.com A practical and fun read for entrepreneurs.”Keith Ferrazzi, New York Times bestselling author, Never Eat Alone; Founder and Chairman, Ferrazzi Greenlight Great, really great . . . not just for businesspeople, but for anyone trying to make better decisions and to better manage relationships.”David Lawee, Vice President of Corporate Development, Google Refreshingly human. Gets at the core of what it takes to build a successful entrepreneurial venture.”Henry McCance, Chairman Emeritus, Greylock Partners The authors have a rare combination of entrepreneurial and operating backgrounds, together with the experience of partnering with founders in a venture capital context. They have collected a perspective on what makes a successful entrepreneur which everyone should enjoy and benefit from.”Lord Rothermere, Chairman, DMGT This book redefines the business book genre. It gets to the heart of the entrepreneur with clarity and common sense, which makes it both inspirational and a cracking good read.”