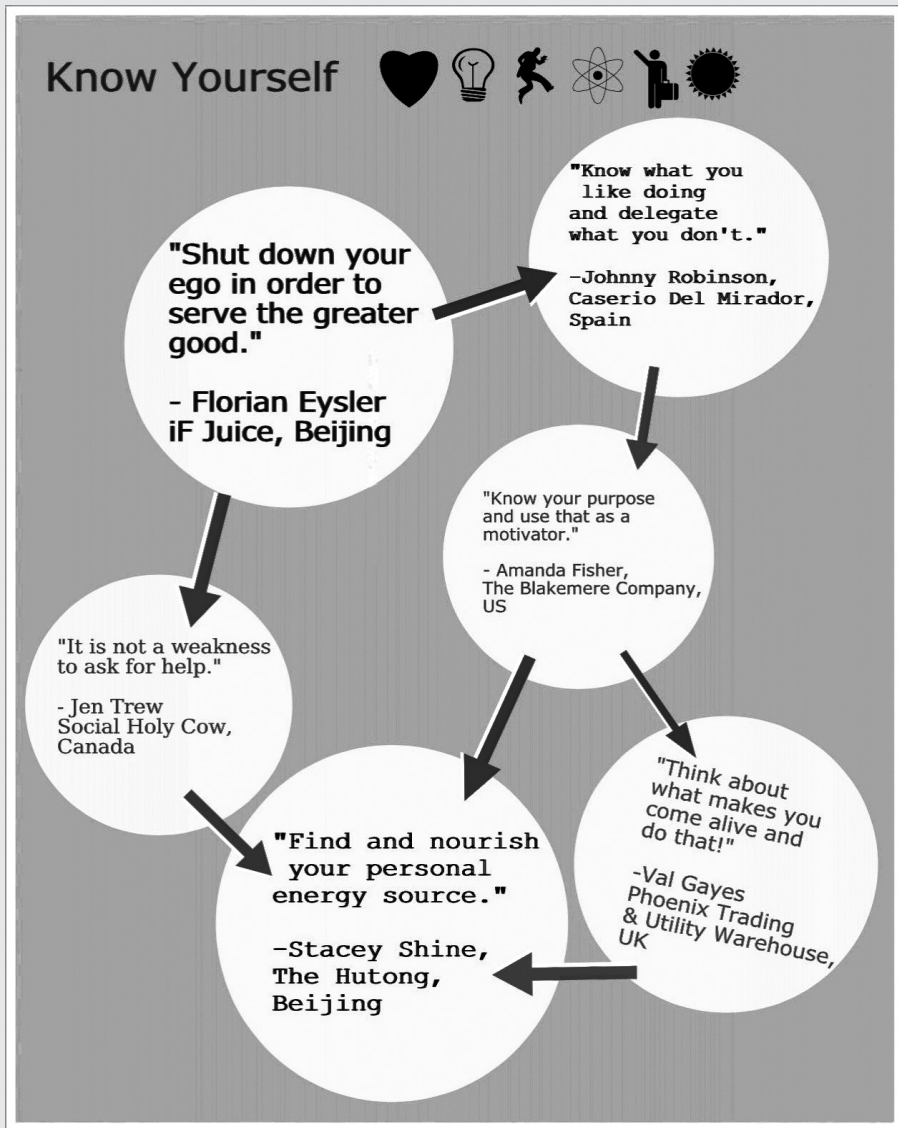
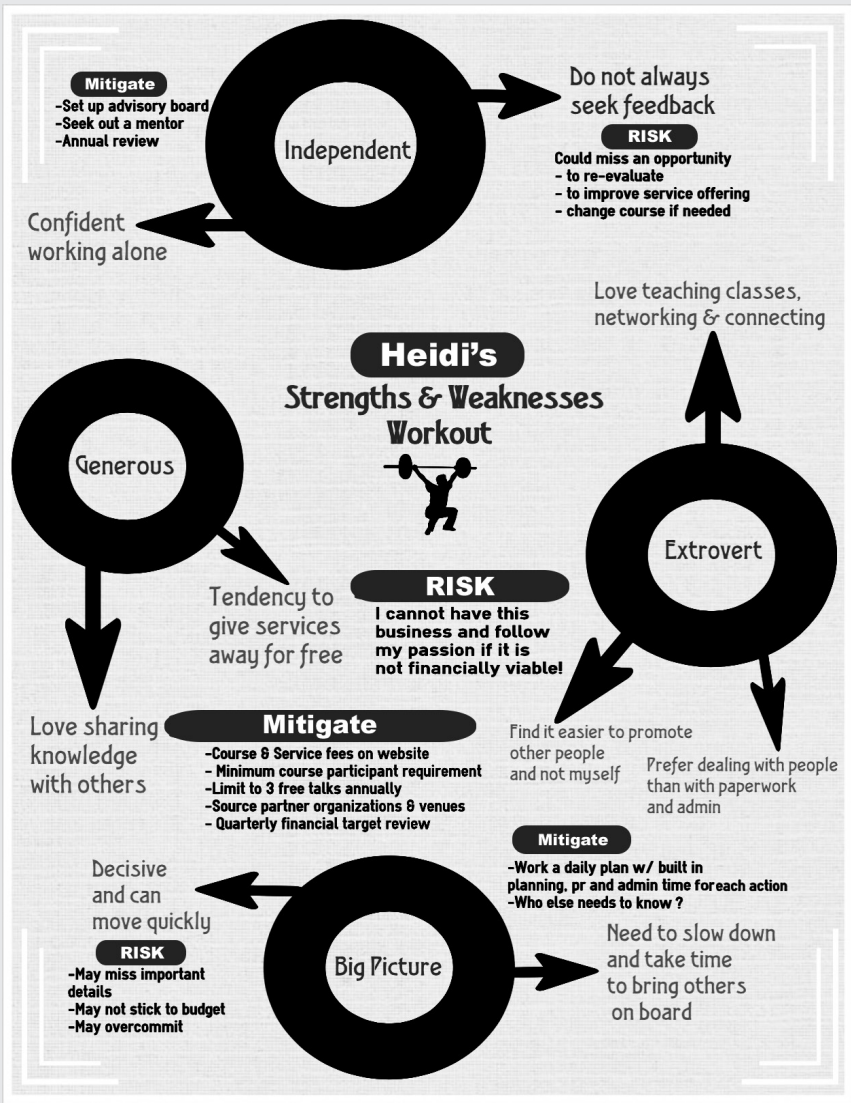


One characteristic that was shared by each of the entrepreneurs interviewed for this book was that each had a high level of self-awareness and were willing to look at themselves objectively, and continue learning new things about themselves as part of the journey. This is important because ultimately their businesses have been helped by this trait. It is important to be honest with yourself from the outset about your strengths and weaknesses. In a way, this can also be a test to see how good you are at taking on constructive feedback, another essential part of successful entrepreneurship. Can you take some constructive feedback from yourself to start with? If you can you are off to a great start already.



You can build a business on your strengths and you can sink a business if your weaknesses are not balanced out. A weakness in one area does not mean that you won't be able to tackle that aspect of running a business, but it does mean that you will be more successful if you prepare for that by either building up that skillset, or bringing in someone else to do it as soon as possible. At the same time, strengths can become a weakness if not kept in check. For example, you can be very independent and happy to do things on your own, but this independence could become a weakness once you start to grow and you aren't able to delegate effectively. Create your own strengths and weaknesses workout in order to set yourself up for success.



Start Up

Roadmap worksheet and reflection activities:

What am I passionate about, what do I love doing?

What are my skills and what do I need help with?

How can I make my business mobile?

What cultural differences do I come across on a daily basis?

What are the positive aspects of living in my 'adopted country'?

What are the challenging aspects of living in my 'adopted country' and what have I learned about myself as a result of experiencing these challenges?

What will I need to include in my own expat entrepreneur roadmap?

What do I know about myself from previous experiences, previous performance reviews or feedback received that is helpful to bear in mind?

What are my strengths?

Could any of my strengths become a weakness?

What are my weaknesses?

How could I mitigate these?

What external help do I need to mitigate these?