



How to Recognize an Entrepreneur Who Will Succeed

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Overview

We all know entrepreneurs and business leaders, who “should be able to do-it”, but somehow don’t.

- **Great experience, great resumes, Somehow, they just can’t deliver**
- **Also we know others who succeed, seemingly in spite of themselves.**

What is missing?

- **“Should-do” vs. “Can-do” vs. “Will-do”**
- **How do you find and recognize the Driver who “will-do” it?**



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“Will-do”

**“Will-do” for a start-up is the motivation of the person
“Driving the Bus”**

**Lack of real sustainable motivation is the primary fatal
flaw of entrepreneurs**

- Won’t do the appropriate behaviors to succeed

**You must understand the Motivation of your business
“Bus Driver”**

- **Passion**
- **Initiative**
- **Ethics**
- **Psychic Contract**



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Psychic Contract

Disclaimers:

- **Resonates with about 75% of people. May not for you.**
- **“Fathers” and “Mothers” may be gender reversed, or different people from actual parents**
- **There is a “Female” contract which differs slightly from the “Male”.**
- **Not a precise science. A grain of salt is useful**
- **May be tough to handle. Use it to understand others first**



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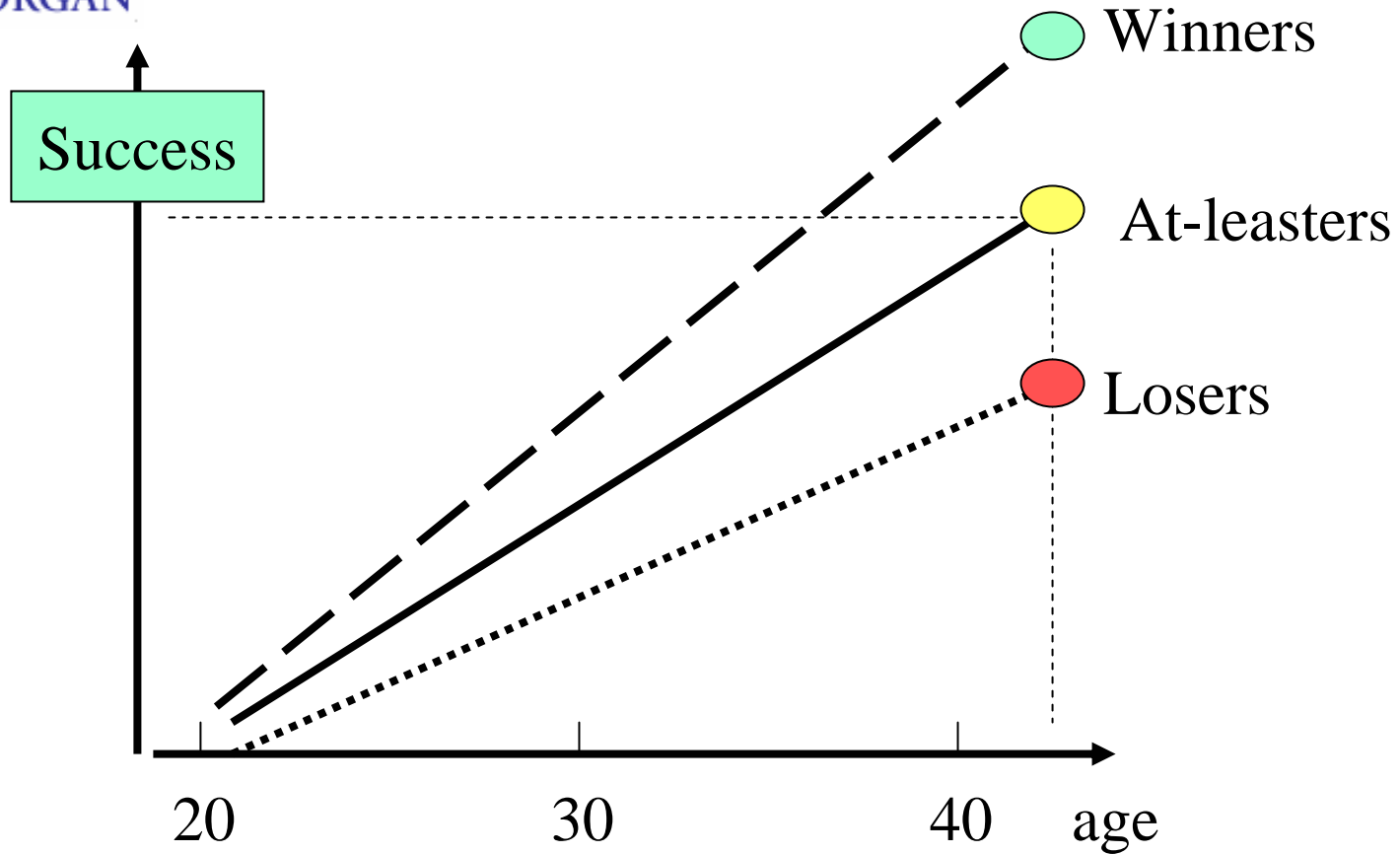
Psychic Contract

Stages in a Person's Life

- **Programming (age 0-5)**
- **Contracting (age 5-15)**
- **Rebellion (age 15-25)**
- **Embarking (age 25-30)**
- **Approaching (age 30-35)**
- **Reckoning (age 40-45)**
- **Responding (age 45-50)**
- **Apprehending, Awakening, Renewal (age 50-death)**



The Success Contract



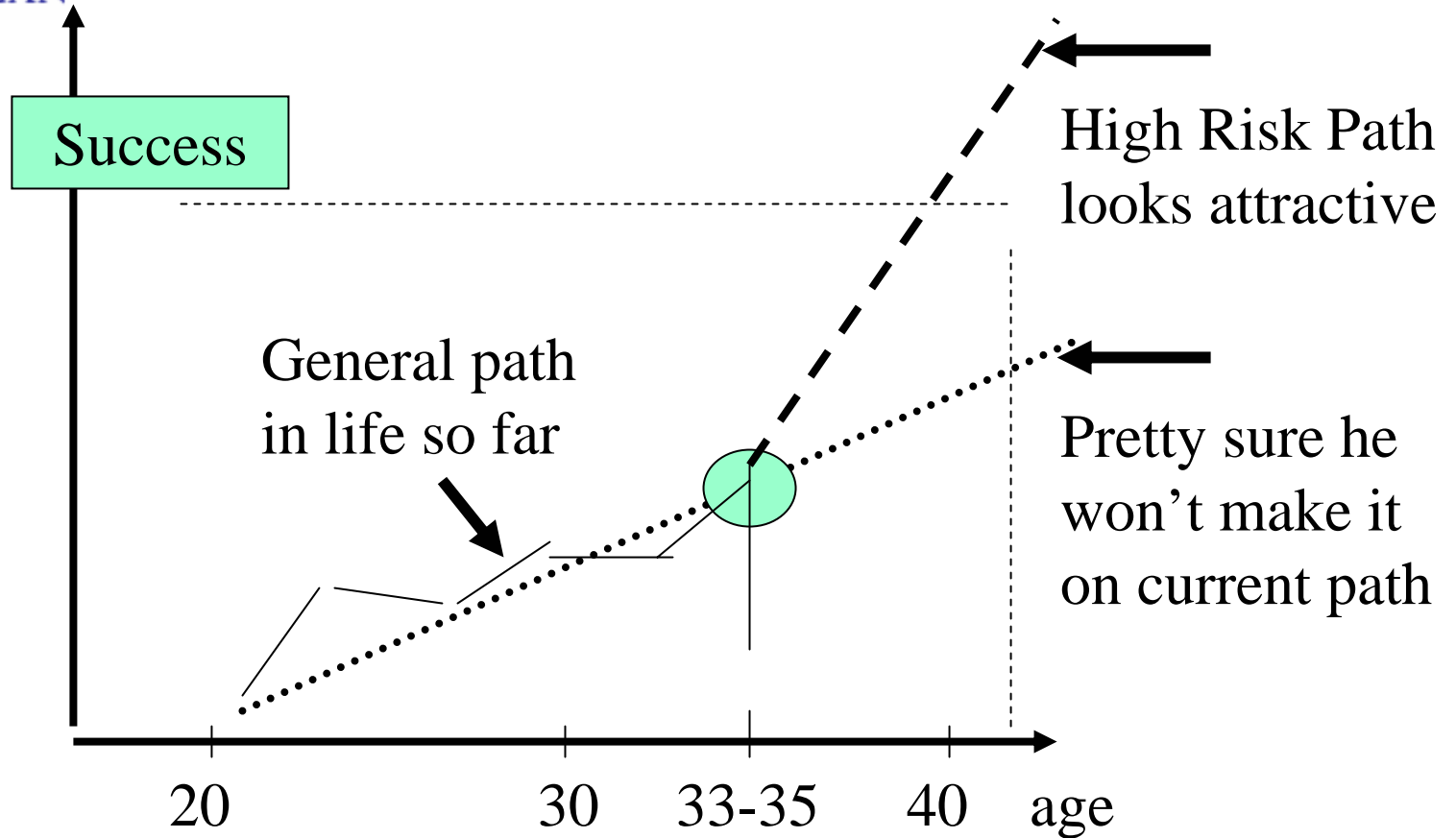


Success Contract

- **Winners**
 - “I made it, now what?”
- **Losers**
 - “I would have done better if not for -----”
- **At-leasters**
 - “I may not be as successful as I wanted, but at least -----”



Psychic Contract of the Entrepreneur





Psychic Contract of the Entrepreneur

- **If the Entrepreneur sees that the opportunity will give him a chance to make his contract, he will do the behaviors to get there**
- **Key Questions:**
 - **What is his contract?**
 - **Where is he now?**



Psychic Contract

Psychic Contract => Your drive to “make-it-happen”

Includes:

- Success Contract**
- Birth Order**
- Parental Directive**
- Role in Family**



Success Contract

- **The usual Contract is to “beat your Father”**
 - Typically by 10% to 50% or so
 - More for firstborns
- **Once you make it, you will pull back on the throttle, and coast**
- **Metrics: Wealth, Power, Prestige, (family)**



Second Order Contracts

- **Tough Contracts**
- **Daughter's Contracts**
- **Missing father**
- **No Approval**
- **Immigrant**
- **Pushed**
- **Others**



Tough Contracts

Outcomes for Children of “Rich Men”

- 1. Try to make the contract**
- 2. Rebel. Live to different values**
- 3. Torpedo the family business**
- 4. Mano-e-mano. Outperform in same game**
- 5. Success in a non-competing field. (Healthy)**
- 6. Chose the “family” contract as “at-leaster”**



Daughter's Contracts

- Daughters appear to have 2 strong contracts
 - One with the “Father” on Success
 - One with the “Mother” on Family
- Men do not appear to have as strong a family contract
- Women often struggle with the conflict between these 2 contracts



Other Contracts

- **Missing Father**
 - You can make it into “anything” you want
- **No approval by Father**
 - A cause of “serial entrepreneurship”
- **Immigrant Father**
 - Takes the Father’s success off the table
- **Pushed Contract**
 - “You will be a doctor, not a schmuck like your father”



When You make the contract

- **Once you make the contract, the drive goes away.**
 - **The reduction in Drive intensity is astonishing**
- **You would rather-**
 - **Mentor and advise**
 - **Write a book**
 - **Retire**
 - **Help others be successful**
 - **Do research**
 - **Give back**
 - **Focus on Family**



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How to use this Knowledge

- **Hiring and promoting**
- **Motivating**
- **Predicting disaster**
- **Negotiating and selling**
- **Mentoring**
- **Recognizing whose team to join or invest in**
- **Deciding when to sell a business**
- **Predicting the outcome of presidential elections.**



The last couple elections

In 2000, we had 4 candidates: McCain, Bradley, Gore, Bush

- **What did their Fathers do?**
- **Who had “made it” already?**
- **Who had the “Tough Contract”?**
- **Why didn’t Colin Powell run?**

In 2004, how did G.W. “make his contract”?

- **What about Kerry? or Dean?**



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Conclusions

- **Back a Driver with a “tough” Psychic Contract.**
 - Delivering the opportunity should “make the contract” or be on the path to get there.
 - Re-check motivation after the contract is passed. Sell or replace if problems
- **Beware of the “experienced entrepreneur”**
 - Most people are not motivated to be serial entrepreneurs
- **Beware of Fatal Flaws. It only takes one to kill a venture**