

# **CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS DYSLEXIA, LEARNING AND ENTREPRENEURIAL SUCCESS**

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## **ABSTRACT**

This paper briefly discusses two previously unrelated things and seeks to examine the relationship between them. The subject areas are dyslexia and entrepreneurship.

Two investigations were undertaken as the foundation for th study. These were the exploration of the incidence of dyslexia in corporate and owner manager populations, and the examination of the relationship between dyslexia and success in entrepreneurs. In the process of exploring these issues, other questions have emerged such as dyslexics are absent from some industry sectors but predominant iin others.

This research study produced some interesting findings. There was a significantly higher incidence of dyslexia in the owner manager popoulation than in the corporate management population (more than four times the UK national incidence). Both dyslexic and non-dyslexic entrepreneurial respondents possessed characteristics that are accepted as being present in successful entrepreneurs. The dyslexic entrepreneurs showed significantly higher degrees of creativity, lower levels of confidence and more developed oral skills than their non-dyslexic counterparts. Another interesting finding from this study was that whilst the non-dyslexic entrepreneurs came predominantly from working class families, dyslexic entrepreneurs came from middle-class families.