

IKEJA & DISTRICT SOCIETY



SHAPING YOUR BUSINESS PARTNER'S PERSONALITY

AUTHOR : ADEBOLA ODEYEMI, FCA

INTRODUCTION

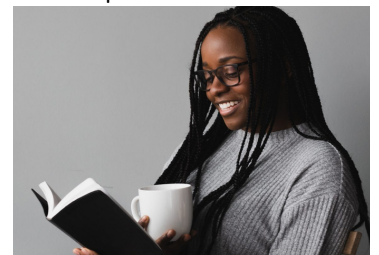
Does a business partner need to be an extrovert to be successful?

The reality is somewhere in the middle. If you're looking to create a successful partnership, your first thought might be to choose someone with a personality as similar as possible to your own. After all, you'll be working closely together and trying to overcome obstacles together. But truthfully, the best partnerships are often those in which people have some differences.

A good business partner will have a healthy combination of introverted and extroverted traits. The introverted traits include listening skills and a tendency toward self-reflection. The extroverted traits include an ability to communicate ideas effectively and an ability to influence others. Here's how each trait might play out in your relationship:

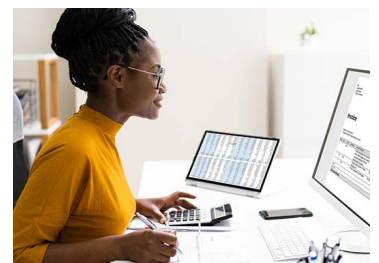
THE INTROVERT:

Remember that you're the quiet one who sometimes needs more time to think through decisions. If your partner is a "big talker" who can't sit still, they may get frustrated if you seem indecisive or lost in thought. Your partner may try to force you into making decisions quickly without taking that time for yourself. But it's important not to apologize for this part of your personality! It's what makes you great at what you do, and it's what makes your partnership so strong.



THE EXTROVERT:

Love big gatherings? Hate silence? Extroverts are known for being outgoing and sociable, which makes them natural leaders in many situations. Extroverts enjoy being around people and tend to thrive when they're active in groups of people. Their positive attitude and ability to work well with others help them build strong relationships with customers and coworkers alike.



A successful business partner is:

Open to new ideas | Independent | Team player

In the business world, it can be tempting to think of introverts and extroverts as two distinct categories of people, but most of the time we're somewhere in between. The truth is that even the most extroverted ones also need a bit of alone time every once in a while. And even the most introverted among us can be coaxed out of our shells.

So, it's important to remember that both introverts and extroverts have their strengths and weaknesses, so you probably want a mix of both on your team.

That being said, there are some characteristics you can look for in your business partner to help ensure that they'll mesh well with your own personality, regardless of whether they're an introvert or an extrovert.

Business partners don't need to be extroverts in order to make the cut. Many a successful business partnership has been formed by two introverts who were able to combine their strengths and make a profitable venture.

The most important thing about your business partner is that it's someone you trust. As an introvert, you're not likely to open up easily, but if one of your business partners is a friend or family member, you may feel more comfortable being honest about your doubts, goals, and aspirations than you would with a partner you just met through work.

There are lot of different ways to be successful when it comes to business. The one thing you absolutely need, no matter who or how you are? A business partner who gets you.

No, it doesn't necessarily have to be an extrovert—although if that's your thing, there are plenty of great extroverts out there looking for a win-win partnership arrangement. But what's most important is that you connect with your business partner on a core level:

Do they share your values and vision?

Are they going to bring the skills you need to make your dream a reality?

Can you see yourself working with them day in and day out?

If the answer is yes, don't hesitate to take the leap!

It's not a must, but it can be helpful.

If you're an introvert and you want to start a business with someone, you might be wondering if it matters that your partner is an extrovert.

The short answer is: NO!

The long answer is: it depends on the kind of business you're running or intending to start.

Some businesses require a high level of social interaction with clients, vendors, employees—you name it! If you're an introvert and your business partner is an extrovert, that can be helpful in these situations.

Other businesses don't require much interaction at all. They might even be run from the comfort of your own home! In those cases, it doesn't really matter whether your business partner is an introvert or extrovert (as long as they're not a total recluse).

In my opinion and life's experience, the biggest predictor of whether or not you'll be compatible with your future business partner (besides having skillsets that complement each other) is PERSONALITY TYPE. Surprisingly enough, research shows that introverts are more likely to make successful entrepreneurs than extroverts are!

CONCLUSION

The personality style of your partner plays a huge part in the success of your business relationship. Your personalities don't have to be a perfect fit for the partnership to work, but then again they don't have to be polar opposites either. All you need to remember is that having complementary personalities goes a long way toward making your partnership more profitable and effective.



“

JUST ONE GREAT PARTNERSHIP WITH THE RIGHT PERSON CAN HAVE AN INCREDIBLE IMPACT ON YOUR BUSINESS SUCCESS.

- JANINE OGG & JO FOSTER -