

# BOSI

KNOW YOUR ENTREPRENEURIAL DNA



The first principle of entrepreneurship: Understand your customer--the enterprise depends on them. If you don't have customers you have a failed startup now matter how brilliant your idea.

The second principle of entrepreneurship: You can't do it alone.

Sure, lots of startups start with one founder, but it's hard to grow much beyond that without help.

Help comes in many forms: a team, partnerships and networks. In this unit, we explore teams.

A startup team must work together, pooling ideas, resources and talents to develop value for customers.

The concept of BOSI, developed by [Joe Abraham](#), is a helpful guide that teams can use to work well together.

## HERE'S WHAT YOU'LL DO

Identify your BOSI profile and develop interview questions or a resume in order to form a team.

## BOSI

### ***Know Your "DNA"***

Unlike the genetic material that makes us humans, entrepreneurial DNA isn't exactly hard-wired--it can be developed. Over time, a person can change BOSI (pronounced 'bossy') dispositions. But Joe's research shows that most entrepreneurs lean primarily toward one of these four:

### **BOSI**

The initials stand for Builder, Opportunist, Specialist, Innovator. These four types of preferred working styles and dispositions are a key to being able to work together.

	Primary Role	Strengths	Weaknesses
B	Builder	<ul style="list-style-type: none"> <li>• Strategic planning and problem solving</li> <li>• Designing systems for scalable growth</li> <li>• Recruiting investors, partners, employees and customers</li> </ul>	<ul style="list-style-type: none"> <li>• Being patient with employees and their mistakes</li> <li>• Keeping top manager loyal for the long-term</li> <li>• Turning "off" your business mind (work-life balance)</li> </ul>

O	Opportunist	<ul style="list-style-type: none"> <li>• Finding new money-making opportunities</li> <li>• Promoting something you believe in</li> <li>• Being optimistic even after the toughest setbacks</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining a consistent long-term income</li> <li>• Saying "No" to money making opportunities</li> <li>• Doing important administrative/repetitive tasks</li> </ul>
S	Specialist	<ul style="list-style-type: none"> <li>• Delivering the main product/service to customers</li> <li>• Managing the day-to-day operations</li> <li>• Building long-term interpersonal relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Standing out in a crowded competitive landscape</li> <li>• Scaling up a venture and selling it for a high multiple</li> <li>• Lead generation and selling</li> </ul>
I	Innovator	<ul style="list-style-type: none"> <li>• Being creative and designing breakthrough product</li> <li>• Having a virtually limitless R&amp;D pipeline</li> <li>• A desire to change the world</li> </ul>	<ul style="list-style-type: none"> <li>• Business strategy and problem solving</li> <li>• Salesmanship</li> <li>• Engaging in conflict, firing employees, savvy negotiating</li> </ul>

source: <https://bosidna.com>

The information in the table above is reproduced from the BOSI reports emailed after completing the questionnaire.

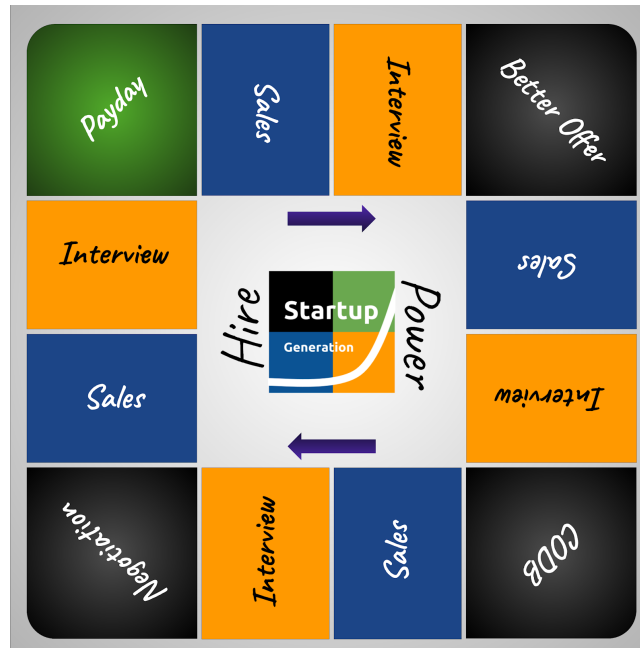
Designations are Primary and Secondary. A sheet describing your primary dispositions should have been downloaded/printed after taking the questionnaire. In addition to the information shown above, there is a description of common traits, red lights (things to avoid) and green lights (things to do).

Before you reveal your BOSI results, play one of the games below, as directed by a Facilitator.

### **1. Hire Power, a BOSI Board Game**

Startup Generation created this board game based on the BOSI model.

The board game may be played by a small Group (up to 8 individual players per set) or a larger group, up to 8 teams of players per set. Members of a team should collaborate in making hiring decisions.



Directions for playing the game are [found here](#). Allow 20-25 minutes to explain the rules and play one round.

## 2. BOSI Cards

IMSA's TALENT program developed a set of BOSI playing cards that consists of 96 statements commonly associated with the four types of DNA. Play as directed.

Sometimes it's hard to tell what the correct letter designation is from a single statement. That's why the BOSI questionnaire compares multiple statements.

## THE BIG REVEAL

Write your name on the wall under the appropriate letter: B O S I.

If you are a Builder, you may be asked to answer these questions:

- Are you willing to serve as a Builder? If not, you may use your secondary designation;
- What is your experience leading a project or group activity that required cooperation and teamwork?
- If someone on your team isn't cooperating, what can you do about it?

## ASSIGNMENT FOR NEXT SESSION

You'll receive a [BOSI Guide](#) sheet (or the link) for your role. Read it.

- If you are a Builder, you'll see instructions for developing interview questions to select complementary team members.
- If you are an Opportunist, Specialist or Innovator, you'll see instructions for creating a resume.