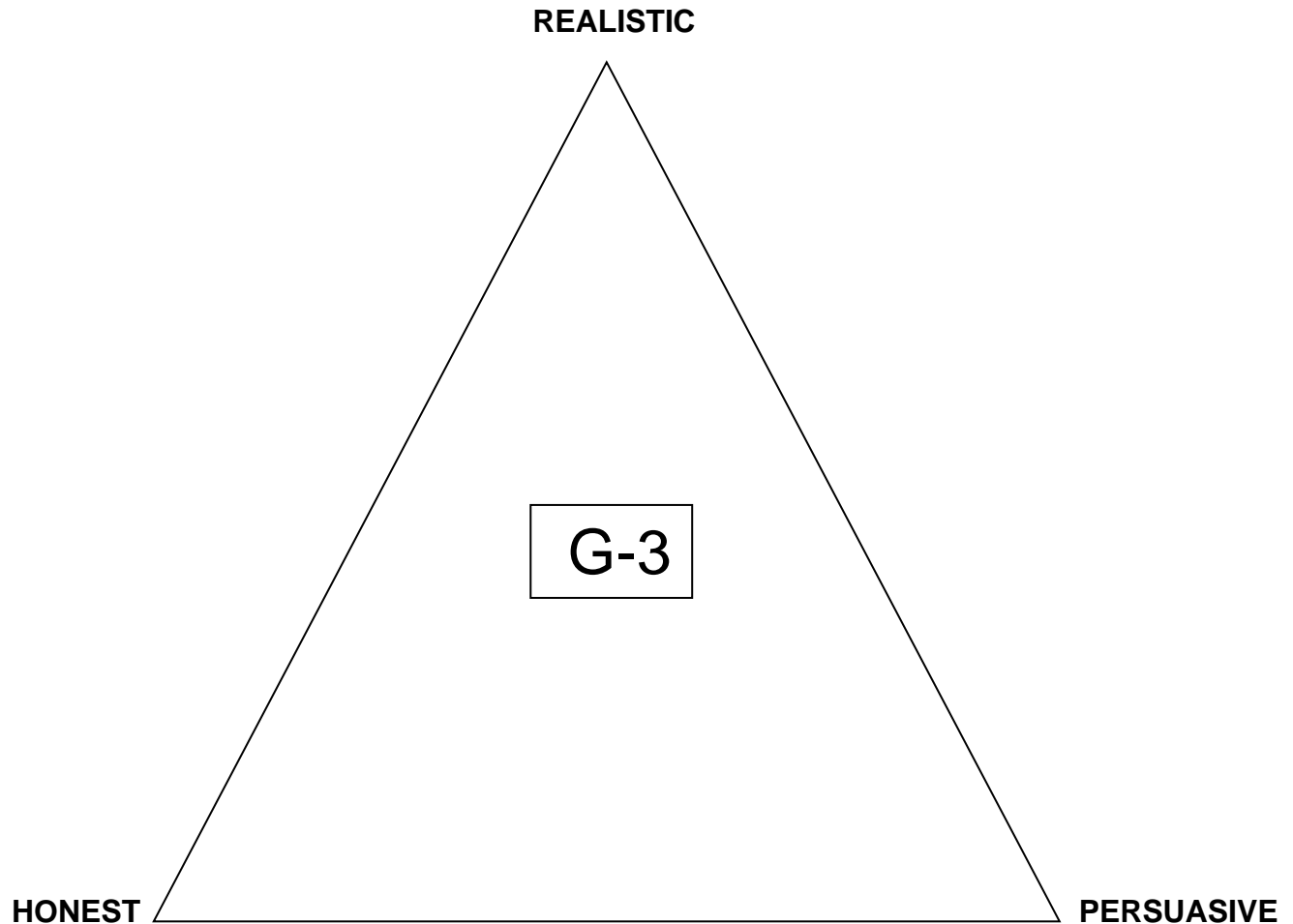


ALVAPRENEUR CONSULTING
The Pursuit of Personal & Professional Excellence
Entrepreneurial Grit Pyramid No. 3 – Mindset Impact Communicator



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An entrepreneur needs to have a sense of self, a sense of mission and a sense of humor. Maximizing your full potential as an entrepreneur means aligning your interests in a manner that plays to your strengths, enhances financial viability and increases the reach of your entrepreneurial mindset. This must be reinforced with a robust code of ethical values. In a global and high-tech environment, marketing to customers and attracting investors means you not only talk the talk but walk the walk. Your choice of words, delivery, and media are both an art and a science that cannot be left to chance in a viral social media world. Know and improve your skillsets with practice and collaboration. We call this adding to your “impact communicator” quotient. Your passion for entrepreneurial life must be consistently communicated with honesty, realism and persuasion. Your pitch deck must also reflect the very strength of your idea and the vibrant organizational team and culture you’re building and scaling.