



2BOBS

CONVERSATIONS ON THE ART OF CREATIVE ENTREPRENEURSHIP
WITH DAVID C. BAKER & BLAIR ENNS

There's pressure to fill a role that wouldn't come naturally to you.



A SOLOPRENEUR WEARS 12 HATS UNTIL ALL THAT'S LEFT IS THE CEO HAT.



LIGHTBULB MOMENTS:

DON'T STAY HERE!

- ☒ UNDERSTANDING SELF
- ☒ UNDERSTANDING HOW TO ADAPT YOURSELF

↳ for OTHERS or BUSINESS

YOU ARE NOT A PERSONALITY PROFILE!

ENERGY



THE BATTERY RUNS OUT EVENTUALLY!

PERSONALITY PROFILES
DON'T SHOW OUR RANGE.

SYSTEMS
NOT
STANDARDS

Who do you want me to be in this conversation?

- LISTENER?
- FRIEND?
- ADVISOR?

YOU DON'T HAVE TO **BE** A CERTAIN TYPE of PERSON... BUT YOU HAVE TO BE **WILLING** TO SHOW UP DIFFERENTLY FOR A SHORT TIME.

ALTER EGOS

"MIDWEST NICE" vs. CHUCK FINLEY



Letting them step into the forefront.

DESIGN YOUR **CUSTOM** SUIT.



- ± CHALLENGER
- ± RELATIONSHIP BUILDER
- ± OBJECTIVITY
- ± CLINICAL

ADJUST on the FLY

STEP INTO A NEW WAY OF ACTING!



YOU CAN DO THIS!
YOU DO IT EVERY DAY, PERHAPS WITHOUT REALIZING.

YOU CAN'T FAIL!

YOU CONTAIN MULTITUDES