AJG Direct: Making a Difference Matters

Monday 25 July, 2016

After research found that the attitudes and motivations of young entrepreneurs are changing, AJG Direct has reviewed how entrepreneurship is transforming the working world for the better.

About AJG Direct: http://ajgdirect.co.uk/about-us/

New research reveals that the new generation of entrepreneurs is determined and driven by the desire to make a difference. 36 percent of British respondents say that having control over their personal destiny by being their own boss is one of their key motivators. London-based direct sales and event marketing firm AJG Direct comments on the results: “It is fantastic to see that the new generation of entrepreneurs consists of real go-getters. Especially with the expected economical uncertainty we are pleased to see that they want to take control of their future and help drive the British economy forward.” AJG Direct adds: “It is crucial that we provide as much support as possible.”

This new generation of entrepreneurs is determined to transform the working world for the better. According to the study reported by Smallbusiness.co.uk, 42 percent of British entrepreneurs responded saying they are likely to put work before pleasure. The only European country that scored higher is Belgium with 43 percent. AJG Direct says that the mentality is changing. People are very motivated and willing to work hard. However, in a constantly changing market place, they want it to be flexible in how, when and with whom they do business. In fact, the results of the research show five personality traits that are most common among young entrepreneurs:

Principle planners

They show a methodical approach to work by planning carefully and do their research.

Driven techies

They trust in the efficiency and accuracy of technology and use it effectively to target their existing and new customers.

Instinctive explorers

They know their values and trust their instincts when making decisions and exploring unchartered territory. They are modern and aim to leave a legacy behind to be remembered by.

Real workers

They are not shy to work hard. The new generation of entrepreneurs relies on both technology and their instincts when making important decisions.

Thrill seekers

Looking for adventure and new challenges, they are determined to make a difference and are not scared of change or new projects.

AJG Direct says that these young entrepreneurs want to thrive and create a completely new and inventive marketplace. Especially in the sales and direct marketing industry, these five personality traits are crucial to be successful. This sector is very target driven and needs people who are not hesitant to work hard, are determined and persistent to produce and drive results, use technology and rely on their instincts at the same time when making decisions and inspire others to follow them by setting a great example.

Based in London, AJG Direct aims to become one of the UK’s largest direct sales and event marketing companies by systematically increasing their clients’ market share, growing sales on average by 65 per cent. The firm’s vision is to pass on their knowledge and help more young people realise their entrepreneurial ambitions by providing them with the relevant support and guidance on how to run their own successful organisation. “Small businesses are and will be the backbone of the British economy,” says AJG Direct. “Therefore, we want to make our contribution and are passionate to pass on our knowledge and help the new generation to get a great start.”

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