CONTROVESIAL: Fortitude Plethora Encourage Entrepreneurs to Embrace ‘Negative Traits’

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Following an article written in The Washington Post highlighting a link between Entrepreneurship and Mental Health issues, Manchester-based Fortitude Plethora reveal their views on the subject.

Fortitude Plethora understand while being an entrepreneur does have its benefits, it also has its challenges. When entrepreneurs first start out, they're often considered a one-man show, meaning they're responsible for doing everything on their own. This usually equates to working long hours, juggling numerous projects and having to constantly come up with new ideas. This can be overwhelming for many and doubt can set in, as to whether they are capable of becoming a success.

About Fortitude Plethora: http://www.fortitudeplethora.com/about-us/

The Washington Post recently released an article titled: 'Crazy Good: How Mental Illness Helps Entrepreneurs Thrive. With the stigmas that are associated with those who suffer from mental health this may seem counter-intuitive. Why would an unstable person be most attracted and suited to launch a business?

It's just a fact that the entrepreneurial lifestyle often lends itself to reduced resilience against mental health issues. Fortitude Plethora's Managing Director, Toni Stewart, who also studied Psychology agrees with The Washington Post article written by Matt McFarland. She believes that many individuals can spin their traits and use them as a positive attribute to their character.

Some of these are listed below;

Depression can bring empathy and creativity. Martin Luther King Jr. and Mahatma Gandhi attempted suicide as teenagers. Uncommon levels of empathy can allow a businessman to better understand a customer's need. And a creative mind won't be satisfied on the corporate ladder, but instead in a fast-moving start-up where he or she can unfurl ideas and dreams.

Individuals with ADHD naturally make decisions faster, are comfortable working independently and are more creative, necessary skills at a start-up level. They're likely to be bored working for someone else, And Fortitude Plethora believe that this can lead to individuals developing great leadership skills.

The Washington Post are quick to stress the research has been submitted to a journal and is being reviewed. They cautioned that the findings are new and have not yet been replicated by other researchers.

Fortitude Plethora highlight the UK are forward-thinking when it comes to entrepreneurship and mental health issues, perhaps this is due to the positive impact micro-businesses & entrepreneurs have on the local economy, after all, they are the ones creating new companies and new jobs. 'I think the one thing we can take from this article is; don't prejudge, people can be successful for many reasons. I think, for business owners, this demonstrates that it is possible to overcome any challenge that comes our way' adds Ms Stewart.

Fortitude Plethora is an outsourced sales and event marketing firm based in Manchester. The firm specialises in developing highly unique direct marketing campaigns for their clients. The campaigns are taken directly to consumers in order to accurately represent their clients' brands as well as forming long-lasting and personal connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. Fortitude Plethora offer their services on a 'no win-no fee' basis, which means that their clients can use their services with no financial risk to their business, even in times of economic change.

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