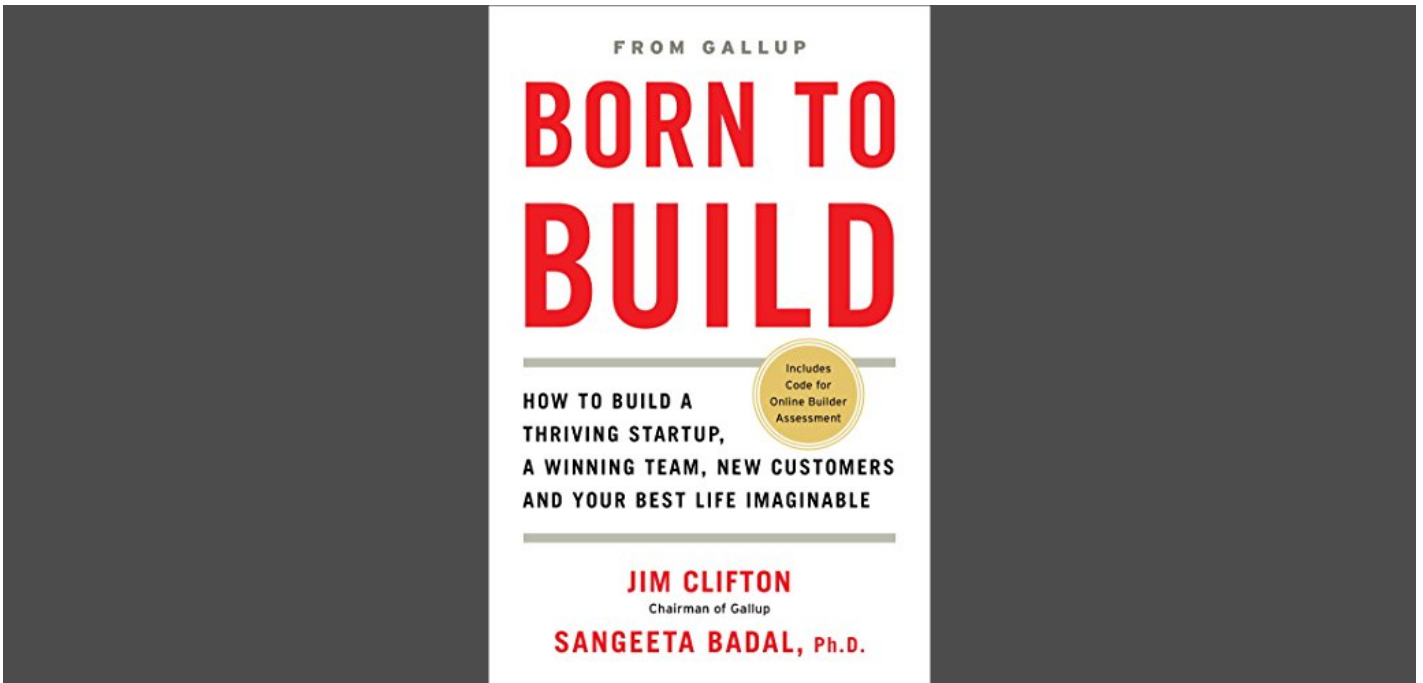


# PDF | Born to Build

by Jim Clifton and Ph.D. Sangeeta Badal



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People will ask you throughout your life, Where do you work? and What do you do? They never ask you, What are you building?

When conversations change to What are you building? the world will change.

Written for anyone trying to figure out how to make the most of their lives *Born to Build* seeks to inspire entrepreneurs and ambitious, self-motivated people to build something that will change the world. A builder's venture could be a small business that grows into a mammoth enterprise, a thriving new division in an existing company, a nonprofit, a social enterprise, a church, a school anything that creates economic growth and makes a lasting impact on society.

*Born to Build* is written by Gallup Chairman and CEO Jim Clifton and Sangeeta Badal, Ph.D., Principal Scientist for Gallup's Entrepreneurship and Job Creation initiative, and is grounded in years of research. This book goes beyond the conventional economics-based business training and instead offers a uniquely psychological approach to venture building. It gives readers the tools and techniques they need to understand who they are, what motivates them and what they can build and how. By following the practical steps in *Born to Build*, readers will have the tools to build a sustainable and profitable venture of any size from scratch.

Central to the book is a code that allows readers to take Gallup's Builder Profile 10 (BP10) assessment, which identifies their innate talents and motivations and shows them how to make the most of their talents to build a successful enterprise.



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