

ADHD – en tillgång för entreprenörskap?

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Johan Wiklund

*Professor, Syracuse
University, USA*

*Editor-in-Chief,
Entrepreneurship Theory
& Practice*

Ground rules



PLEASE ask questions throughout!



Use chat function

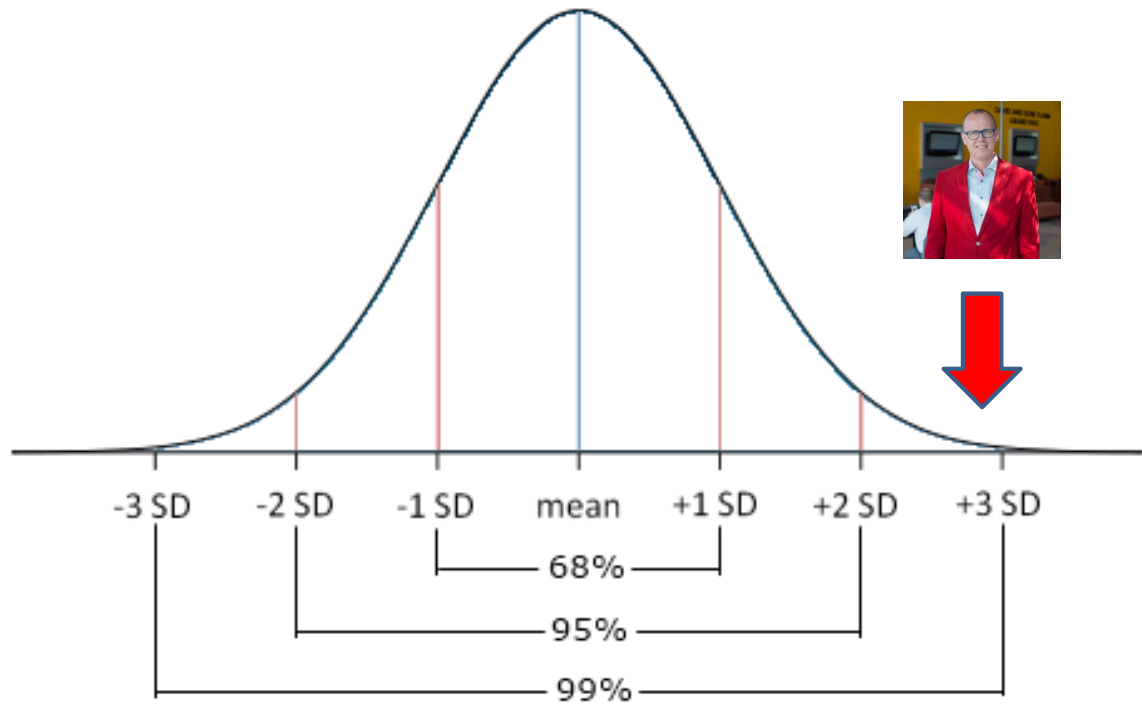


I will field questions along the way and at the end



I am a human
outlier

2 meters tall





Good or bad?



Depends on context

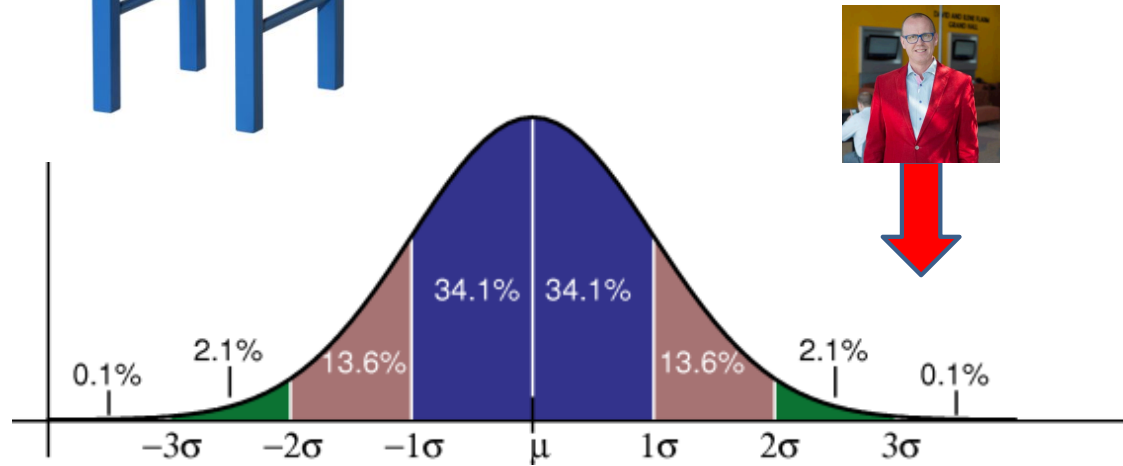


No human characteristic is universally good or bad!

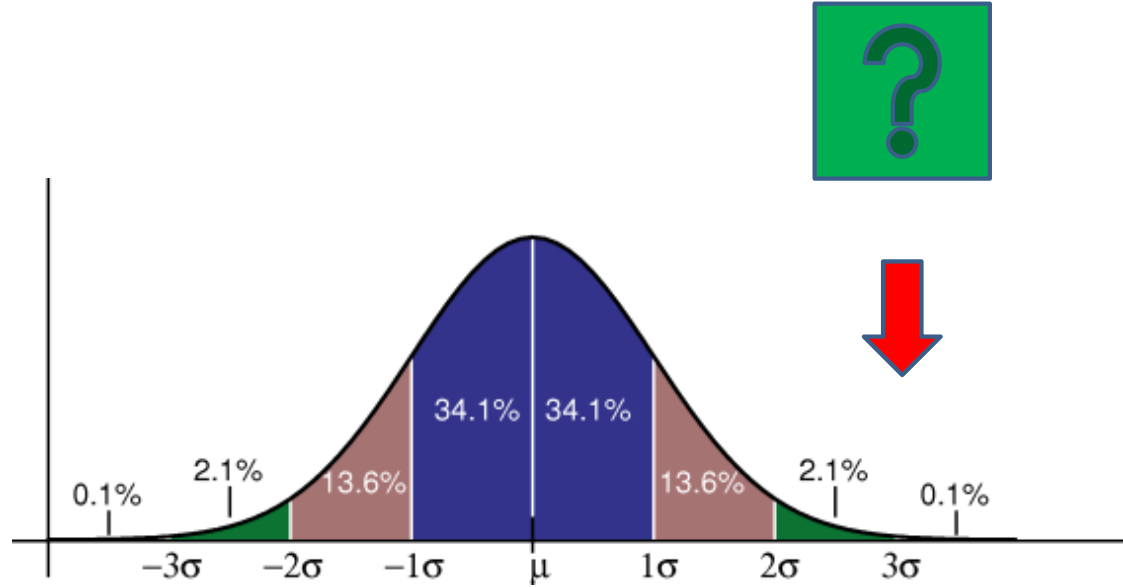


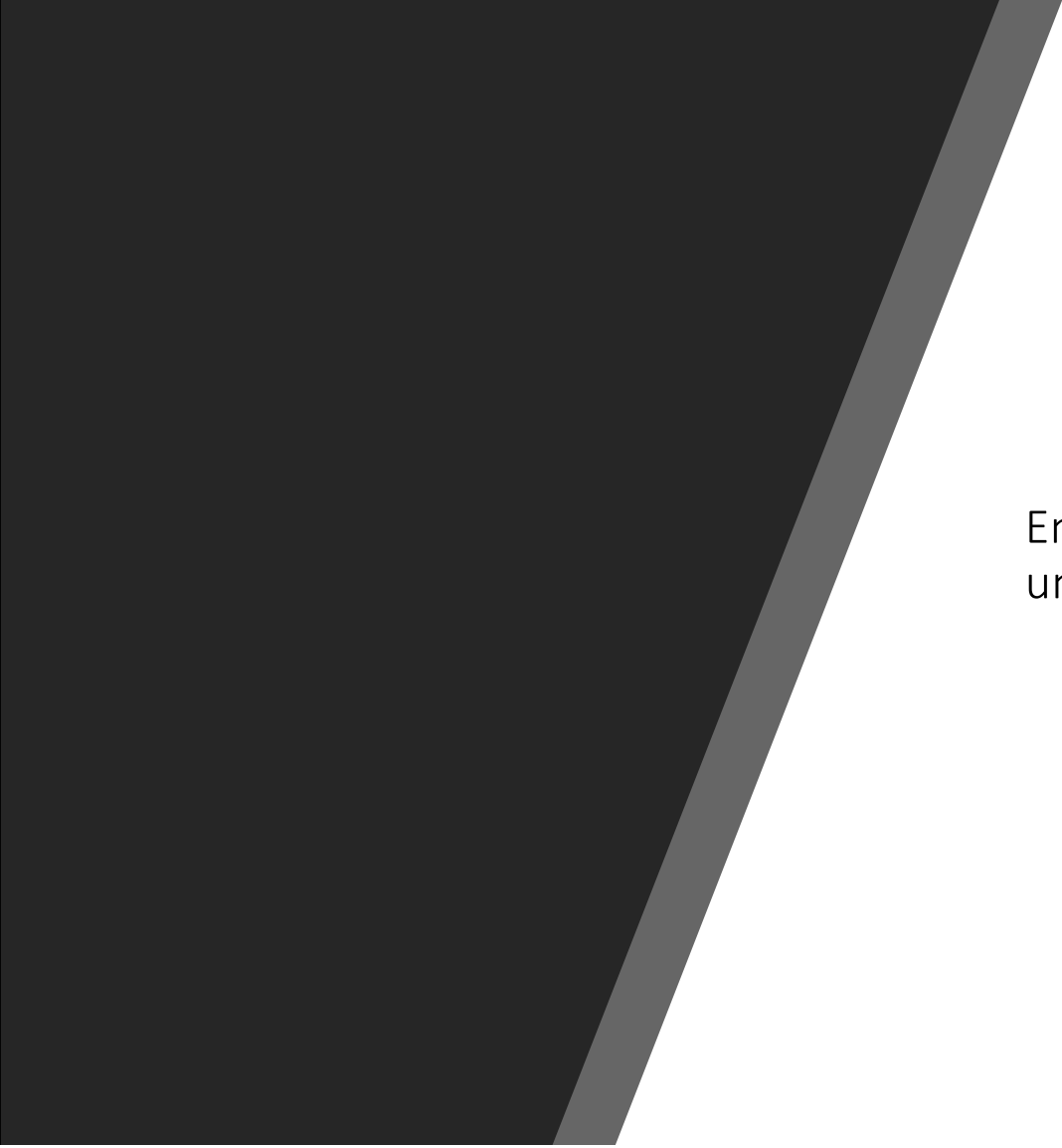
I'm interested in mental outliers

Furniture design




Job design






Entrepreneurs can design job to fit
unique needs and strengths



“People with ADHD have problems adapting their energy levels to what the situation requires”



“People with ADHD have problems adapting the situation to what their energy levels require”

ADHD

Attention Deficit Hyperactivity Disorder (DSM-5, ICD-11)
Inattention and/or Hyperactivity/Impulsivity
Impairment and/or suffering



ADHD

Neurodevelopmental
condition

ADHD

Life-long

Common (13% of US youths have diagnosis)

Increasing

ADHD

Crime, violence, drugs, alcoholism, injuries, suicide, divorce, underperformance in school, dropout, unemployment, job turnover, financial problems

ADHD

Diagnosis vs. symptoms?

What does
ADHD feel
like?

I don't have a short
attention span.

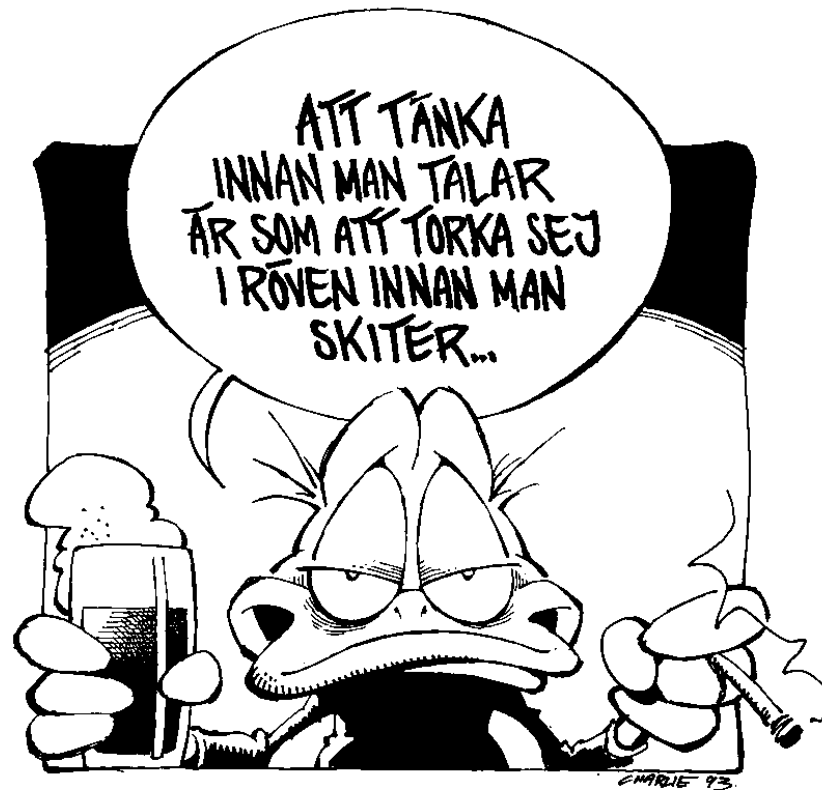
You have a short
interesting span.

someecards
user card



What does ADHD feel like?

Impulsivity

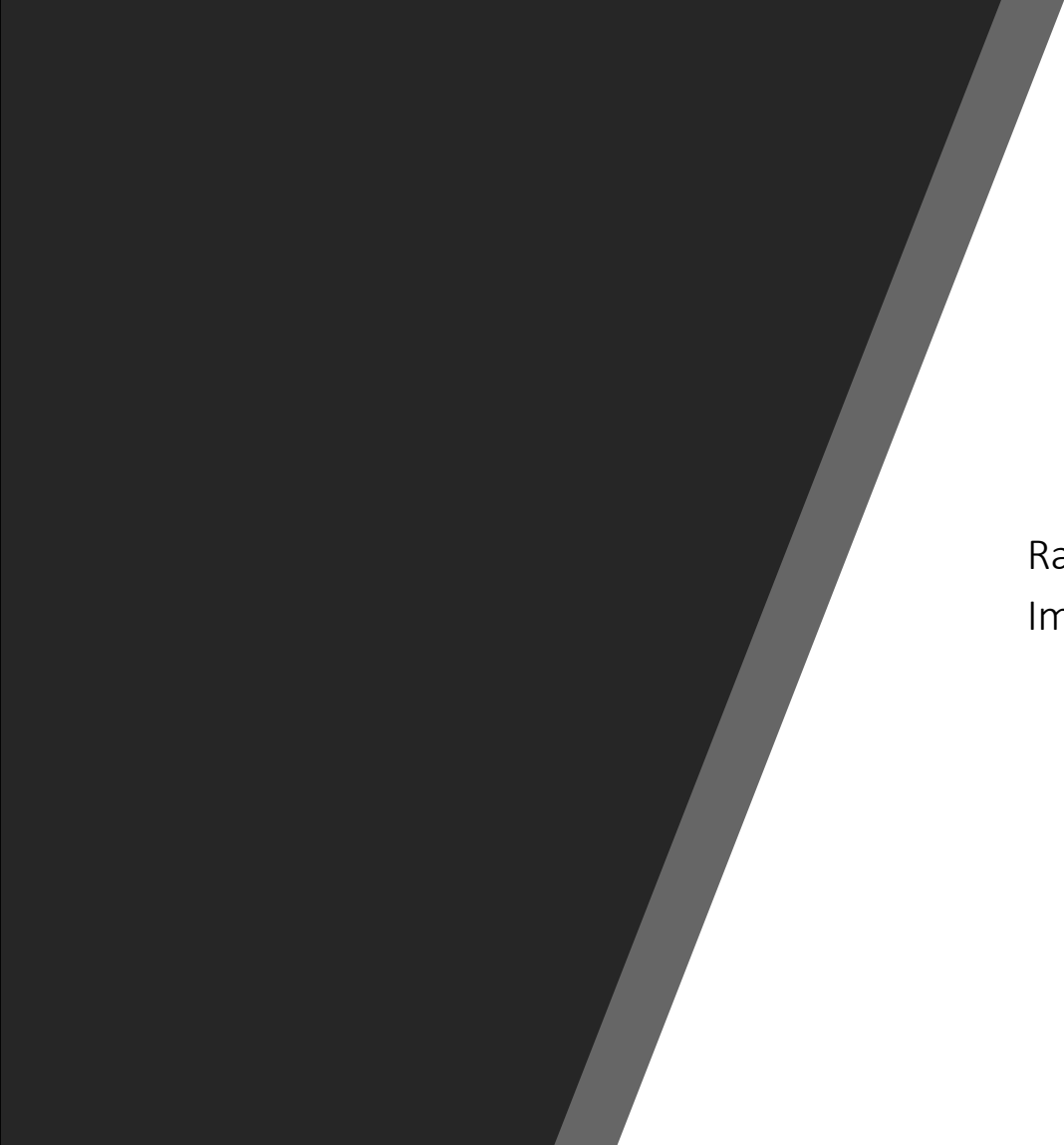


Inability to wait
Acting without
forethought
Reward seeking
Poor tolerance to
delay of
gratification



Uncertainty





Rational people → anxious, wait, collect info
Impulsive people → charge ahead



Entrepreneurship context

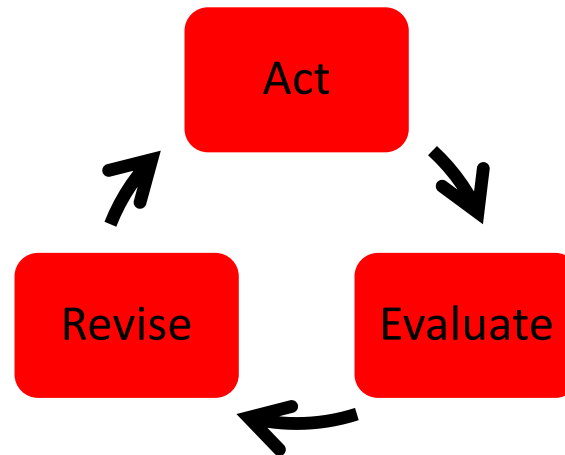


High, irreducible uncertainty

High uncertainty renders analytical approach unsuitable



Trial-and-error approach better





Entrepreneurial
action under
uncertainty

Lean startup

Design thinking



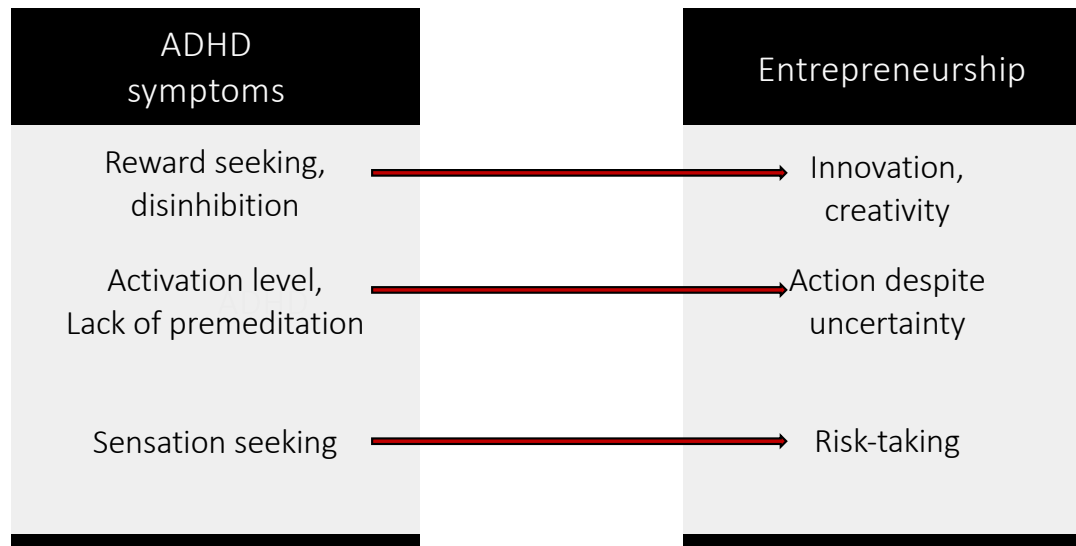
Inherent fit between ADHD and entrepreneurship

David
Neeleman



“With the disorganization, procrastination and inability to focus, and all the other bad things that come with ADHD, there also come creativity and the ability to take risks.”

Fit



Findings to date across samples and countries



Hyperactivity and impulsivity positive for ENT



Inattention has no influence (or negative)



ADHD symptoms increase ENT aspirations



ADHD diagnosis increases ENT aspirations



ADHD symptoms increase chance of starting business



ADHD diagnosis increases chance of starting business



Entrepreneurs with ADHD symptoms run more innovative firms



Entrepreneurs with ADHD diagnosis believe ENT fits them



Entrepreneurs with ADHD diagnosis perform worse on average



If educated or married they perform BETTER

References for previous slide

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Why are our findings so different from mainstream ADHD research, which is ALL negative?



We find what we look for

Medical doctors →
Negative implications of ADHD



Entrepreneurship scholars →
Positive and negative
implications specifically in ENT



Looking forward



Teams/support people



Wellbeing and selfcare



Are people with ADHD more likely to become entrepreneurs

Relevant
comparison

	Employee	Entrepreneur
ADHD	1	3
No ADHD	2	4

Thanks for your (in-)attention

