

## 4 prejudices are common among start-up groups

Each member of the startup team has different thoughts and biases. The important thing here is that you need to understand and reconcile those personal ideas to build a sustainable cooperative relationship.

Having prejudice against others and being judged by others is a natural conflict of people. We do this every day, at home, at school or at work. That's how we explain unusual things around us because we have too little information or we don't understand other people's personalities or personalities.

In an environment of small businesses with close ties, prejudices also appear. However, instead of allowing these "patriarchal" views to limit opportunities or lower organizational culture, in fact, employers can use them to identify the best qualities of Each member of the group, making everyone realize each other's strengths, weaknesses and orientations, and create a foundation for the team to become more engaged and interact with each other.

Here are 4 common prejudices among start-up groups and how to use them as advantages. Remember, these 4 prejudices correspond to 4 types of people that you should not underestimate their abilities. Because behind the "shell" it is a treasure trove with lots of ideas and talents that have never been explored.



### 1. Driver (Leader)

The leader is **the leader of the organization** and is often **the founder of** the startup. "Driver" knows how business should start and the company's future destination he is aiming for.

"Driver" felt that the startup he had built as a child and made an effort to keep it in the best "protection round". For this person, the "8-hour working day" is a concept that doesn't exist and always expects that its members have the same level of commitment.

## 2. Contrarian (People who go against the tide)

"Contrarian" probably knows the leader for a long time, even before the official startup is started. He knows what "Driver" thinks and sees both their ups and downs and events.

Thanks to such a long-term connection, "people who are behind the tide" are allowed to "soften" the typical qualities of the "driver", for example, when "Driver" is too excited for an idea. Then, "Contrarian" will give arguments to make the opponent awaken and look straight into reality; when "Driver" is too optimistic, "Contrarian" will give valuable advice on possible mistakes; or when the leader believes in a person, the opponent will remind him to be cautious.

This motivation is likely to become a factor for a long-term and sustainable partnership.

## 3. Silent (Silent person)



This is the image of people "very serious". They often go to the office, sit in front of the computer screen all day and on time, will leave the office. However, never underestimate them.

"Silence" always knows exactly what he is doing and always gives valuable ideas to other members of the group. Most importantly, the appearance may not speak up, but when you say it, you should listen to what he says, both "golden words".

## 4. Jester (Joker)

"Jester" possesses the character of an outgoing, sociable person, and never has fun to joke around with others. However, don't be fooled by that sense of humor.

In business, they are very serious people, can give many interesting ideas about any topic they care about and in their minds are always filled with millions of ideas.

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