

## LEADERSHIP DNA FOR START-UPS

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### **ABSTRACT**

*The word DNA resembles the core identity of a person. It is the source which helps in growth, development & functioning of any Individual. Similarly, leadership DNA are the factors to be cultivated in an individual to transform person into a leader.*

*Some of the famous leaders of the various era are Bill Gates, Ratan Tata, Dhriubhai Ambani, Mark Zuckerberg, Steve Jobs, Bhavish Aggarwal, Vijay Shekhar Sharma, Deepinder Goyal & many more. None of them were born as a leader but had qualities which made them great leaders. Similarly, to start a business or to grow a business some set of qualities of leadership are required. Which form the DNA of leadership for the Entrepreneur.*

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