

The Hunter diagnosis does not contradict the ADD diagnosis.

It isn't that all entrepreneurs are ADD, although with the massive over-diagnosis of that "condition," most might be labeled as such using current standards. Hartmann argues that ADD children are displaying characteristics that were not only acceptable, but also desirable and prized in earlier times. I believe that entrepreneurs are displaying traits necessary both for success in private business and for the survival of our society as a whole.

The problem is not that there is something *wrong* with these traits; it's that the common wisdom of how to utilize those skills is erroneous. In a world of farmers, the hunter is an oddity. He stands out. We are always suspicious of those who stand out when they are supposed to blend in.

I will discuss the pervasiveness of farming mentality in the next chapter, but for now, it is sufficient to say that farming is all about doing things systematically. A huge portion of common business knowledge tells entrepreneur hunters that they have to become farmers in order to succeed.

- Manage what you measure.
- Develop job descriptions.
- Know your numbers.
- Pursue Six Sigma quality.
- Failure to plan is planning to fail.
- Achieve ISO 9000 certification.
- Document your policies and procedures.
- Runaway growth is dangerous.
- The devil is in the details.

Where are the words that appeal to the hunters?

- Do something you love.
- Make a lot of money.
- Don't sweat the small stuff.
- Work hard.
- Have fun.

Which one gets you more excited, the first collection of "business knowledge" or the second list? If you chose the second, you might be ADD but at the very least, you have the makings of a hunter.

Look at the traits of a typical ADD “sufferer”:

Overly distracted, frequently late, forgetful, overwhelmed by responsibilities, a dreamer, a tendency to overlook details, poor listening skills, hyperactive focus for long periods on a single task, a tendency to procrastinate, underestimating the time needed to complete tasks, relationship problems stemming from a tendency to tune out things that interfere with what they are doing. (Helpguide.org: *Adult ADD/ADHD, signs symptoms, effects and treatment*)

Dang, that is a description of 90% of the business owners I know. We should replace that with the *hunter's diagnosis*:

Works tirelessly in pursuit of a vision not seen by others, juggles more responsibilities than normal people can handle, able to get the big picture, sees the potential outcome of actions through multiple iterations and decision trees, carries the burden of providing not only for his own family, but for the families of those who work for him, accepts the liability of bad results as a consequence of making decisions, accomplishes massive amounts of work while understanding that he will never, ever be “caught up,” functions in chaos when everyone else is panicking, has no time to waste listening to idiots, can accomplish huge projects in short time frames, able to leap mid-sized buildings with a running start.

There you have it. The hunter's diagnosis doesn't contradict the ADD diagnosis.

In fact, many of the behaviors described are identical. It is just a different perspective. What the farmers think of as a problem, hunters should recognize as ability.