

Recipe for Success: Entrepreneurship and Psychological Science

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What does it take to be an entrepreneur and succeed in business, apart from time, money, and a winning business plan?

It turns out there are a few necessary behaviors entrepreneurs and start-up teams need in order to build and maintain thriving businesses. Though there is no guaranteed formula for success, psychological science can shed light on the personal and team-based elements that can help entrepreneurs become captains of industry.

In this episode of Under the Cortex, we look the crossroads of business acumen and psychological science with the help of Nikki Blacksmith and Mo McCusker, the cofounders and co-CEOs of Blackhawke Behavior Science, the winners of the [2021 APS Entrepreneurship Poster Awards](#).