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Entrecode®

My Entrepreneurial Profile Summary Sample Candidate

My Self

Questionnaire



My Entrepreneurial Overview

The basis of this entrepreneurial report is the Entrecode® model (www.entrecode.co.uk) of successful entrepreneurs who have created and led high value businesses, often starting with virtually nothing. The Entrecode® model was derived from more than fifteen years of research undertaken by Professor David Hall and his associates.

This page provides an overview of your relative strengths in the 6 core areas outlined within the Entrecode® model, which are grouped into four categories in this report. The list of strengths is presented in order from your strongest 'Signature Strength' to the area of greatest challenge for you. The implications for 'Signature Strength' and 'Challenge Area' are described in more detail on the pages that follow.

Signature Strength

Getting in the Zone



Page 3

Supporting Strengths

Building Capability



Opening Up to the World



Lesser Strengths

Staying in the Zone



Seeing Possibilities



Challenge Area

Creating Superior Opportunities



Page 4



Signature Strength

Getting in the Zone



Adopting the right mindset for success



Build on your strength

- Create a compelling vision for your business that is bold and exciting.
- Find ways to focus your mind on achieving your goals.
- Formulate back-up plans to help you cope should things go wrong.
- Act decisively when plans change to ensure you keep momentum.



Avoid overplaying your strength

- Being busy can give the illusion of progress.
ACTION: Don't confuse activity with productivity; set clear deadlines, meet them and avoid getting distracted by other tasks.
- The drive for success can lead to overworking and cause burnout.
ACTION: Renew your energy in order to stay fresh; learn to say no and relax.
- You may get frustrated with others who are not as driven as you.
ACTION: Recognise that having different types of workers adds value; workhorses are the dependable performers who complement more driven team members.



Use your strength to maximum effect

- Encourage pride in achievement within your team.
- Grasp opportunities to make things happen.
- Lead by example and show others how to be highly efficient.
- Make sure you engage with your team as you drive the business forward.



Challenge Area

Creating Superior Opportunities



Identifying client problems and creating solutions that can help your business grow

How your challenge area could prevent success

- Causing you to miss lucrative market gaps because you consider them to be impenetrable.
- Making you reticent to sell if you dislike being sold to.
- Resulting in the failure to share your ideas in time due to being nervous.
- Discouraging you from confronting the competition because of a lack confidence in the credibility of your ideas and solutions.

Tackle your challenge area

- Conduct thorough research and consult widely in order to gain an in-depth understand of a new market's potential.
- Ensure you protect your solution from competitors and take legal advice if necessary.
- Spend time building customer trust and involve them in key stages of the development of the solution to ensure a solid end result.
- Consider how you might be doing your customers a disservice if you didn't offer them your solution.

Challenge Area Tip

The key to creating superior opportunities is to build trust with your customers so they allow you to work with them to define their problems which you can then resolve effectively.



Key Questions to ask Yourself as an Entrepreneur

It is never easy. Based on your signature strength and challenge area, here are two key questions to ask yourself:

- Am I so driven that I have become obsessive and one-dimensional? Am I in danger of losing perspective?
- Do I have an effective solution that is different from the competition?

Your Overall Entrepreneurial Behavioural Strengths Fit

Fairly Strong



Succeeding as an entrepreneur always presents many challenges to overcome whether or not you have a strong behavioural fit. Your entrepreneurial success will depend on many factors in addition to your behavioural strengths. Other key factors include having extensive experience in your field and applying your skills effectively to bring about an entrepreneurial solution. An important consideration is the relevance and the commercial viability of the solution given the competitive landscape in which you are operating.

Thank You

This report is designed to help you think about how you could be a more effective entrepreneur given your relative strengths. The actions presented in this report are designed specifically to help you develop your entrepreneurial characteristics and confidence. We wish you every success in developing your entrepreneurial capabilities.



About this Report

This report is based upon the My Self assessment, which explores an individual's strengths within a work context.

Your responses have been compared with a group of 1,240 international professionals and managers and then rank ordered.

Since the questionnaire is a self-report measure, the results reflect the individual's self-perception. Our extensive research has shown this to be a good indicator of how people are likely to operate in the workplace. Nevertheless, due consideration must be given to the subjective nature of using an individual's self-perception in the interpretation of these data.

It should be remembered that the information contained in this report is potentially sensitive and every effort should be made to ensure that it is stored in a secure place.

The information contained within this report is likely to remain a good reflection of the individual's self-perception for 12-24 months, depending upon circumstances.

The report was produced using Saville Assessment software systems. It has been derived from the results of an assessment completed by the respondent, and reflects the responses they made.

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