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# Entrepreneurial Report Sarah Sample



Professional  
Styles

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## About this Report

This report is based upon the Styles assessment which explores an individual's approach to work in a number of relevant areas. It indicates an individual's entrepreneurial potential based on the Entrecode® model of successful entrepreneurs.

The results are based on a comparison with a group of 2,600 international professionals and managers and are presented on a 1 to 10 Sten scale. A score of 1 indicates low potential and a score of 10 indicates high potential.

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 the Saville Assessment software systems. It has been derived from the results of a questionnaire completed by the respondent, and reflects the responses made by them.

## Introduction to the Entrepreneurial Potential Report

This report provides information on the entrepreneurial potential of Sarah Sample based on responses to the Styles questionnaire.

### The Entrecode® Research Model

The basis of this entrepreneurial potential report is the Entrecode® model ([www.entrecode.co.uk](http://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 report predicts potential for each of the 6 core areas outlined in the Entrecode® model, from 'Getting in the Zone' through to 'Building Capability':



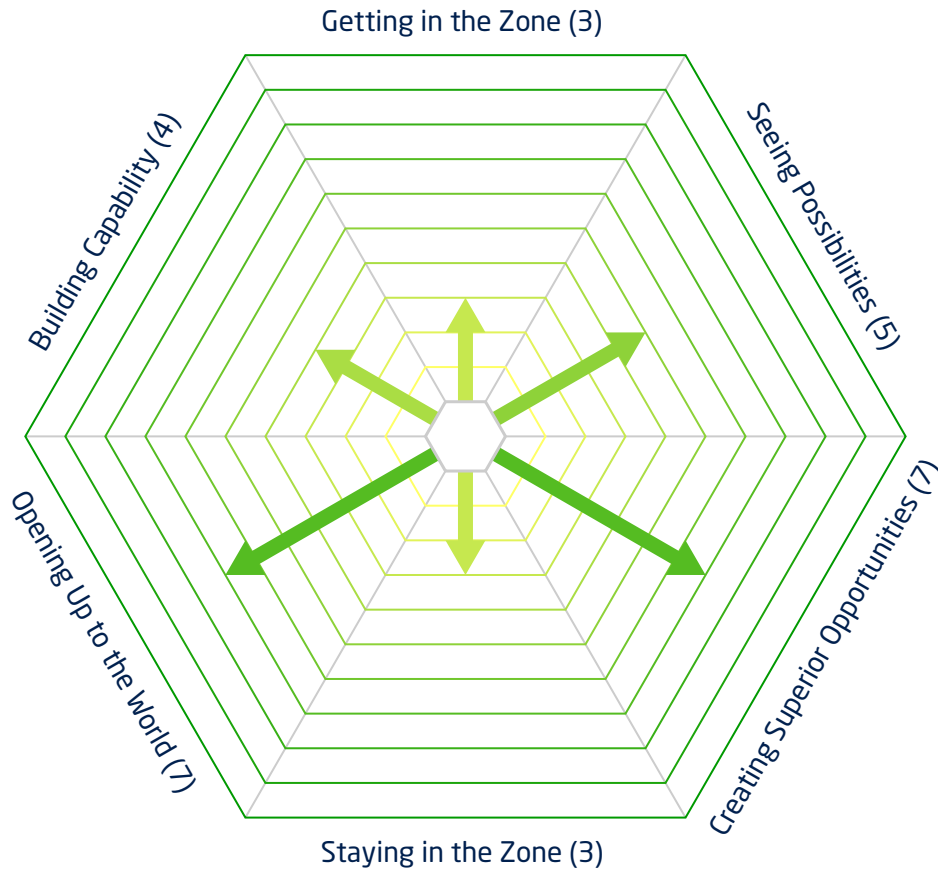
### Entrepreneurial Potential Summary

The Entrepreneurial Potential Summary provides information on the 6 core areas of the Entrecode® model, followed by a brief description of each area.

### Entrepreneurial Potential Profile

The Entrepreneurial Potential Profile provides greater detail by breaking the 6 core areas down into 21 aspects of entrepreneurial potential. For each of the 21 areas a description is provided which varies according to Sarah Sample's score.

## Entrepreneurial Potential Summary



### Getting in the Zone

the optimal state of mind to create success

### Seeing Possibilities

the unique ways in which entrepreneurs view the world, take in information and create insights

### Creating Superior Opportunities

identifying client problems that need to be solved and leveraging solutions to transform business results

### Staying in the Zone

prioritising, sequencing and focusing energy on a very specific target

### Opening Up to the World



building networks, and forming relationships to enable the business to develop

### Building Capability




focusing efforts on building the capacity of the business

## Entrepreneurial Potential Profile

### Getting in the Zone

<b>Achievement Drive</b>		places less personal emphasis than others on achieving results
<b>Compelling Vision</b>		may often focus on the here-and-now rather than creating a vision for the future
<b>Energy</b>		may be less interested than others in putting energy into making things happen
<b>Action Oriented</b>		may not feel particularly comfortable taking the initiative and may have some difficulty in taking action quickly

### Seeing Possibilities

<b>Big Picture</b>		likely to focus on a narrow set of issues and may lose sight of the big picture
<b>Options Thinking</b>		explores a wider range of alternative approaches to issues than most
<b>Savvy</b>		is reasonably comfortable relying on own intuition and experience to guide judgements

### Creating Superior Opportunities




<b>Problem Seeking</b>		seeks to understand the problems that challenge their customers
<b>Synthesis</b>		reasonably skilled at integrating information to come up with new approaches
<b>Problem Solving</b>		less likely to produce solutions and may not be particularly interested in identifying new business opportunities
<b>Customer Delivery</b>		focused on personally delivering a high quality service to customers

## Entrepreneurial Potential Profile




### Staying in the Zone

<b>Focus</b>		may be easily distracted and lose sight of the key priorities
<b>Positive Mindset</b>		maintains an optimistic outlook, responding positively to new challenges
<b>Self-determining</b>		may not feel particularly comfortable making decisions which will shape own destiny
<b>Persistence</b>		sometimes shows less persistence than others, particularly when faced with difficulties or setbacks

### Opening Up to the World

<b>Expressing Passion</b>		can be reasonably persuasive and inspirational to others
<b>Purposeful Networking</b>		builds and sustains appropriate networks to establish useful business relationships
<b>Creating Partnerships</b>		reasonably skilled at negotiating, generating sales and building strong commercial partnerships

### Building Capability

<b>Building Up the Team</b>		reasonably focused on building and motivating the team
<b>Experiential Learning</b>		ready to try things out and to learn from pragmatic experimentation and experience
<b>Staying on Track</b>		may become complacent, and not put great effort into keeping things on track

## Entrepreneurial Potential Scale

The results are based on a comparison with a group of 2,600 international professionals and managers and are presented on a 1 to 10 Sten scale.

- 1 = higher potential than about 1% of the comparison group
- 2 = higher potential than about 5% of the comparison group
- 3 = higher potential than about 10% of the comparison group
- 4 = higher potential than about 25% of the comparison group
- 5 = higher potential than about 40% of the comparison group
- 6 = higher potential than about 60% of the comparison group
- 7 = higher potential than about 75% of the comparison group
- 8 = higher potential than about 90% of the comparison group
- 9 = higher potential than about 95% of the comparison group
- 10 = higher potential than about 99% of the comparison group