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Entrepreneurial Potential Report
Chris Park

Professional

Styles

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About this Report

This report is based upon the Wave® 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 an international group of over 24,000 professionals and managers.

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.

This report has been generated electronically. Saville Assessment do not guarantee that it has not been changed or edited. We can accept no liability for the consequences of the use of this report, howsoever arising.

The application of this assessment is limited to Saville Assessment employees, agents of Saville Assessment and clients authorized by Saville Assessment.

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Introduction

The Entrecode® Research Model

The basis of this entrepreneurial potential 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 report predicts potential for each of the six 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 six 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 six core areas down into 21 aspects of entrepreneurial potential. For each of the 21 areas a description is provided which varies according to Chris Park's score.

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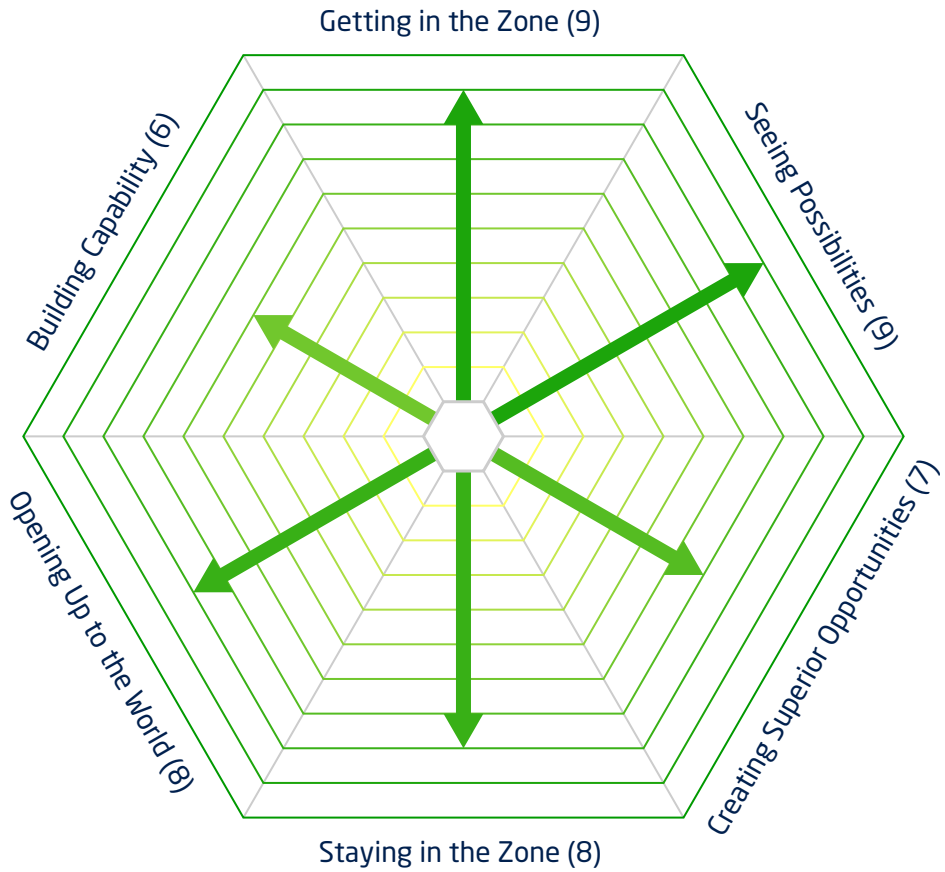
Entrepreneurial Potential Summary



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
prioritizing, 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

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Entrepreneurial Potential Profile

Getting in the Zone

Achievement Drive		shows determination and purpose to succeed and achieve results
Compelling Vision		creates a strong, compelling vision of what they would like the future to look like
Energy		shows energy and eagerness to make things happen
Action Oriented		does not hold back from taking the initiative, preferring to take action quickly and decisively

Seeing Possibilities

Big Picture		focused on the big picture and likely to be less interested in low-level issues
Options Thinking		explores a wide variety of options and alternatives, is rarely stuck for an answer
Savvy		relies on own intuition and experience to make judgements

Creating Superior Opportunities

Problem Seeking		spends time finding out what problems customers face
Synthesis		highly skilled at integrating information from diverse sources to develop new approaches
Problem Solving		produces very strong commercial solutions to customer problems that lead to new business opportunities
Customer Delivery		may sometimes be less focused than others on personally delivering a high quality service to customers

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Entrepreneurial Potential Profile

Staying in the Zone

Focus		generally stays focused on priorities, not easily distracted
Positive Mindset		maintains an optimistic outlook, responding positively to new challenges
Self-determining		takes firm, unwavering control of shaping their own destiny
Persistence		reasonably persistent in seeing things through to the end, recovering from setbacks as quickly as most people

Opening Up to the World

Expressing Passion		expresses ideas and opinions in a highly persuasive and inspiring manner
Purposeful Networking		spends some time building and sustaining appropriate networks to establish useful business relationships
Creating Partnerships		skilled at negotiating, generating sales and building strong commercial partnerships

Building Capability

Building Up the Team		reasonably focused on building and motivating the team
Experiential Learning		may occasionally learn from active experimentation but more likely to learn in other ways
Staying on Track		consistently strives for continuous improvement to ensure the business stays ahead of the competition

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Entrepreneurial Potential Scale

The results are based on a comparison with an international group of over 24,000 professionals and managers.

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

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