

Entrepreneurial Report User Guide

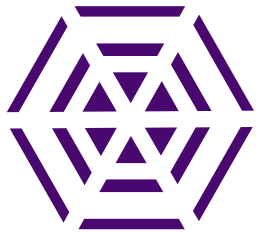


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This User Guide sets out the recommended use of this report. If you have any questions about appropriate uses of this report and how to get the most out of it, please ensure you speak to a specialist who is qualified to use the full range of Saville Assessment Wave tools.

About the Entrepreneurial Report

The Entrepreneurial Report enables recruiters, investors, venture capitalists and organizations to fine tune their decision making, ensuring they recruit, retain, develop and invest in the right people.



The report is powered by Entrecode – a model of how successful entrepreneurs create and lead high-value business, often starting with virtually nothing. The model is based on more than 15 years of research by Professor David Hall.

The report provides an overview of an individual's entrepreneurial potential, strengths and development needs based on their responses to a Wave assessment. Organizations can use the report to help them identify those most able to innovate and lead change.

Benefits

- Predicts entrepreneurial potential.
- Encourages corporate entrepreneurship and innovation.
- Builds effective innovation teams.
- Helps identify corporate managers who have the entrepreneurial talent to lead business transformation.
- Utilizes the Entrecode® model developed over 15 years by Professor David Hall (www.entrecode.co.uk)

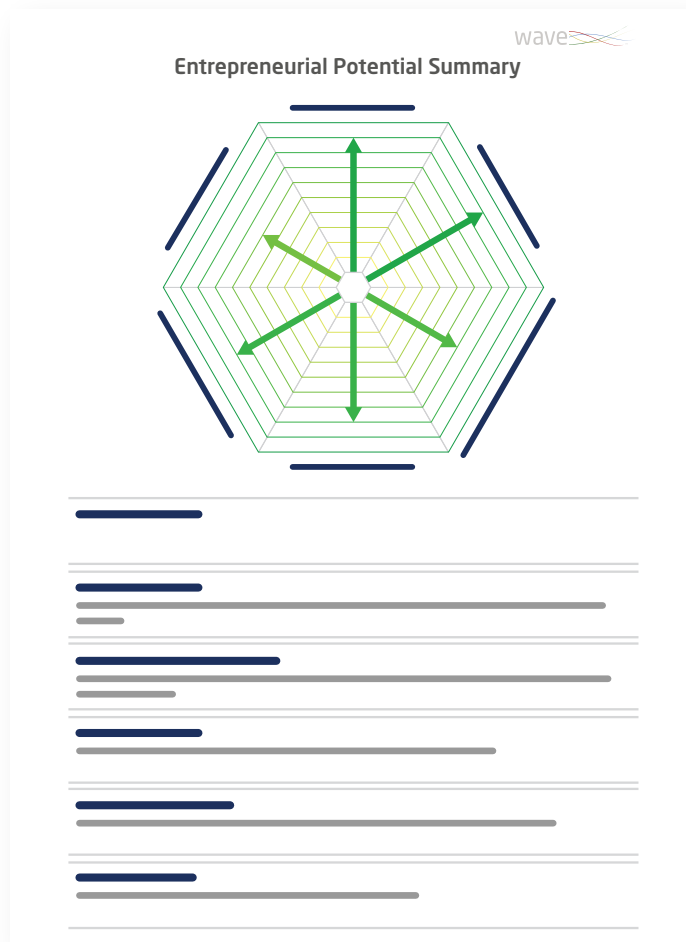
Availability

PS

Professional
Styles

FS

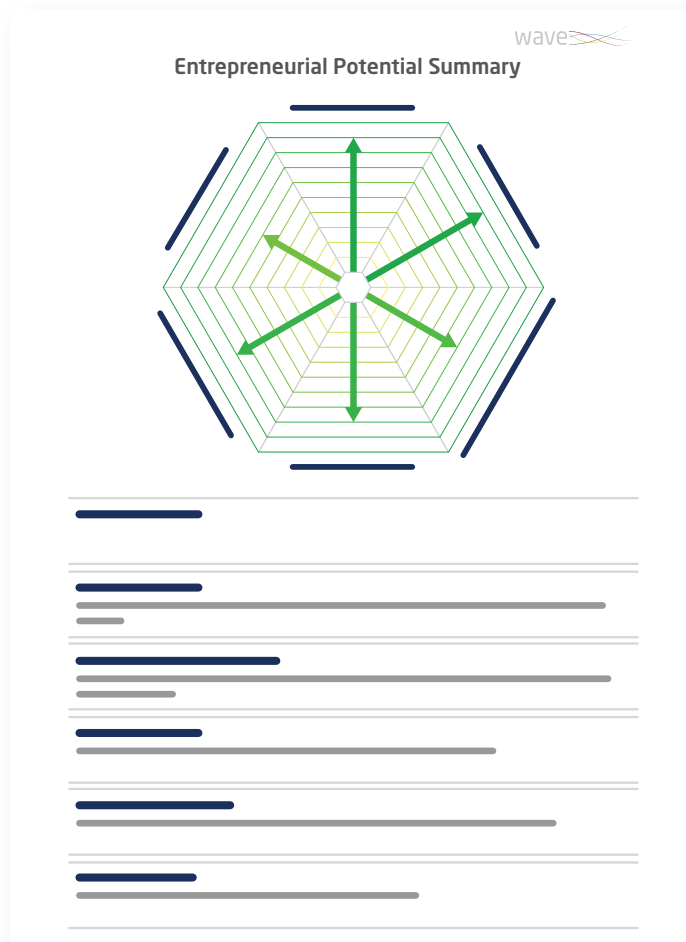
Focus
Styles



The Report

Entrepreneurial Potential Summary

Page 4 of the report presents scores for the six core areas in the Entrecode® model along with narrative definition for each areas.



The six core areas of the Entrecode® model, their definitions and the breakdown into 21 aspects of entrepreneurial potential are displayed below.

Getting in the Zone: the optimal state of mind to create success

- Achievement Drive
- Compelling Vision
- Energy
- Action Orientated

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

- Big Picture
- Options Thinking
- Savvy

Creating Superior Opportunities: identifying client problems that need to be solved and leveraging solutions to transform business results

- Problem Seeking
- Synthesis
- Problem Solving
- Customer Delivery

Staying in the Zone: prioritizing, sequencing and focusing energy on a very specific target

- Focus
- Positive Mindset
- Self-determining
- Persistence

Opening Up to the World: building networks, and forming relationships to enable the business to develop

- Expressing Passion
- Purposeful Networking
- Creating Partnerships

Building Capability: focusing efforts on building the capacity of the business

- Expressing Passion
- Purposeful Networking
- Creating Partnerships



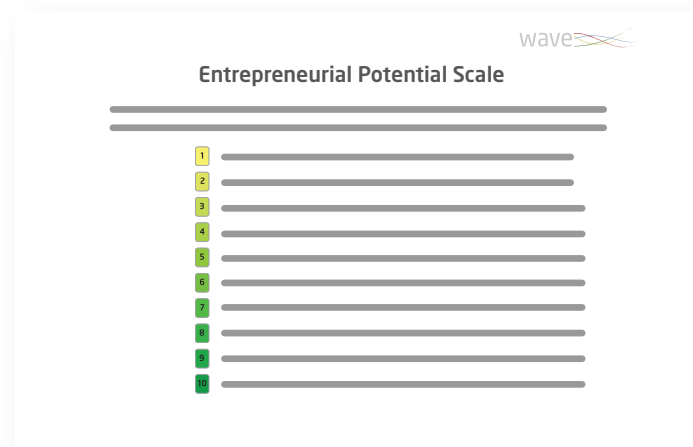
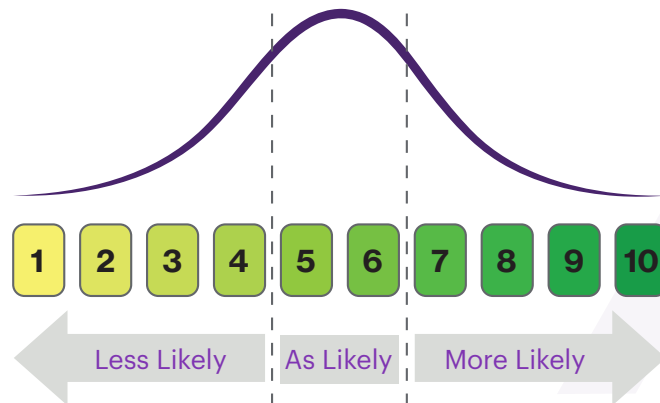
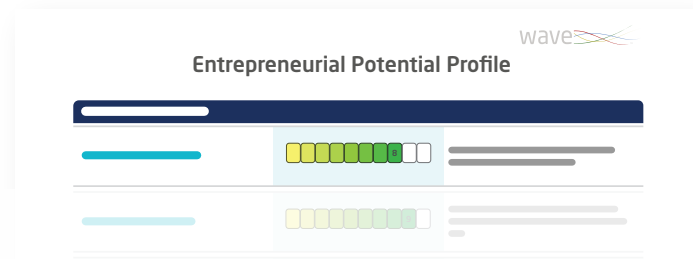
Entrepreneurial Potential Profile

Pages 5 and 6 of the report provide an indication of an individual's likely potential across the 21 aspects of entrepreneurial potential.

The report presents the entrepreneurial potential name (e.g., Achievement Drive), alongside the sten score and narrative descriptor that is dynamic and will change depending on the individual's score helping to provide interpretation of the sten score.

✓ TOP TIPS

- Whilst all 21 entrepreneurial indicators are presented to provide a comprehensive picture of an individual, focus on those areas that are most relevant to the individual's context.
- Use the narrative descriptors to add meaning to the profile and as a springboard for further exploration into how to harness or enhance entrepreneurial potential.



Entrepreneurial Potential Profile

The assessment score relates to the behavioral questionnaire that the individual completed. These scores use benchmarking and provide an indication as to how somebody is likely to perform in comparison to the benchmark group.

TOP TIPS

- Profiles are scored using a benchmark to give them meaning. Where an individual scores a seven and above, their responses to the questionnaire suggest they see this as an area of strength and it is likely that they have high potential in this area.
- Where an individual scores a four and below, their responses to the questionnaire suggest that they do not see this area as an area of strength and they are likely to have lower potential in this area.
- Scores of five and six are considered average when compared with the benchmark group.

Page 7 outlines the Entrepreneurial Potential Scale which provides further information on interpreting the results of the Entrepreneurial Potential Profile.

Using the Entrepreneurial Report

Recruitment or Venture Capitalist Settings

The Entrepreneurial Report may be used to support recruitment and activity related to private investment/venture capital.

Profile the role

Conduct an in-depth analysis of where entrepreneurial capability is required using the Entrecode® model. Identify the areas that are most critical to your business or business proposition.

Assess fit

Review the individual's scores and narrative comments in the critical areas. Are there any elements of their profile that suggest they are likely to excel or struggle in?

Review strengths and challenge areas in relation to critical areas

either via an interview or a one-to-one discussion with the individual, ask for examples of when they have demonstrated the critical areas. Validate areas of strength and probe areas of concern, asking for additional examples if required.

Provide feedback

Share the profile and discuss areas of strengths and potential challenge areas.

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A major finding of the research was that successful innovators, change agents and business developers have the same profile as successful entrepreneurs.

Professional David Hall – Entrecode®

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Using the Entrepreneurial Report

Individual Development

The Entrepreneurial Report may be used to support individual development in a one-to-one setting.

1 Prepare the Discussion

- Read through the individual's report and ensure you understand what the report is saying and how you would like to describe it using your own words.
- Identify the areas that are most important for the individual and their situation.

2 Introduce the Session

- Describe the purpose of the session (e.g. to support in your development) and set the parameters of confidentiality.
- Start a dialogue:
 - How did they find completing the assessment?
 - What are their entrepreneurial aspirations?
 - What does entrepreneurial potential mean to them?
 - What do they perceive to be their key entrepreneurial strengths?
 - What do they find difficult about being entrepreneurial?

3 Discuss Entrepreneurial Report

- Review the Entrepreneurial Potential Summary with the individual
 - Which of the six areas do they think are most relevant to their context?
 - Which of the six areas would they benefit most from focusing on?
- Review the Entrepreneurial Potential Profile with the individual
 - Focus on the areas clustered under the core areas identified as most important on the previous page.
 - Review both the score and the underlying narrative and ask the individual to reflect on these:
 - When has this helped you be more entrepreneurial?
 - How could you further utilize this area to enhance how entrepreneurial you are?
 - In what situations would it be important to demonstrate this area further?
 - When have you seen entrepreneurs do this really well? What is it they do that you could learn from?

4 Set Development Priorities

- Identify 3 or 4 areas for development, focus on both enhancing strengths and developing potential challenge areas.
- Work together to produce tangible approaches to support development and create specific actions.
- Agree on a timeframe to review together how successful these actions have been and where they could be updated.



About Saville Assessment, a WTW Company

Our mission is to transform assessment around the world. We enable organizations to identify potential, accelerate performance and achieve outstanding results. Our portfolio of leading-edge assessments are designed based on extensive research into successful workplace performance and the critical relationship between motive, talent and workplace culture. With representatives in over 80 countries we are transforming how organizations Hire, Build and Lead talent globally.



[savilleassessment.com](https://www.savilleassessment.com)

info@savilleassessment.com

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