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Entrecode®

# Entrepreneurial Potential Report

## Jo Wilson



Focus

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 31,000 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.

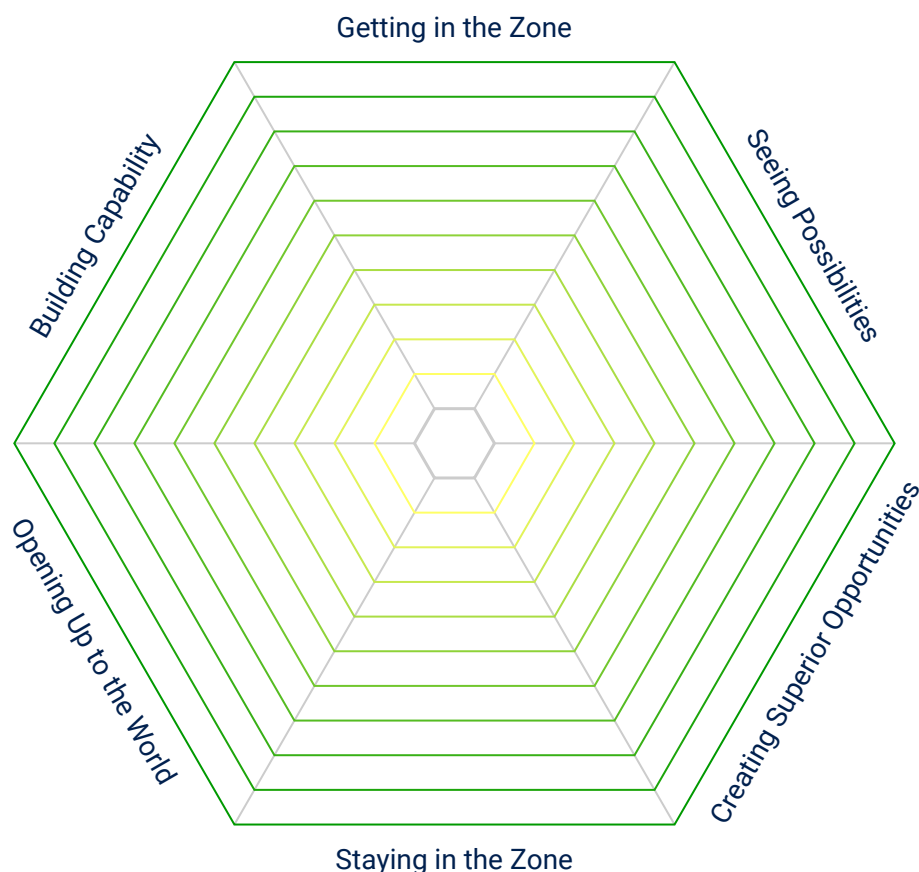
The application of this assessment is limited to Saville Assessment employees, agents of Saville Assessment and clients authorized by Saville Assessment.

# Introduction

## 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 six core areas outlined in the Entrecode® model, from 'Getting in the Zone' through to 'Building Capability':



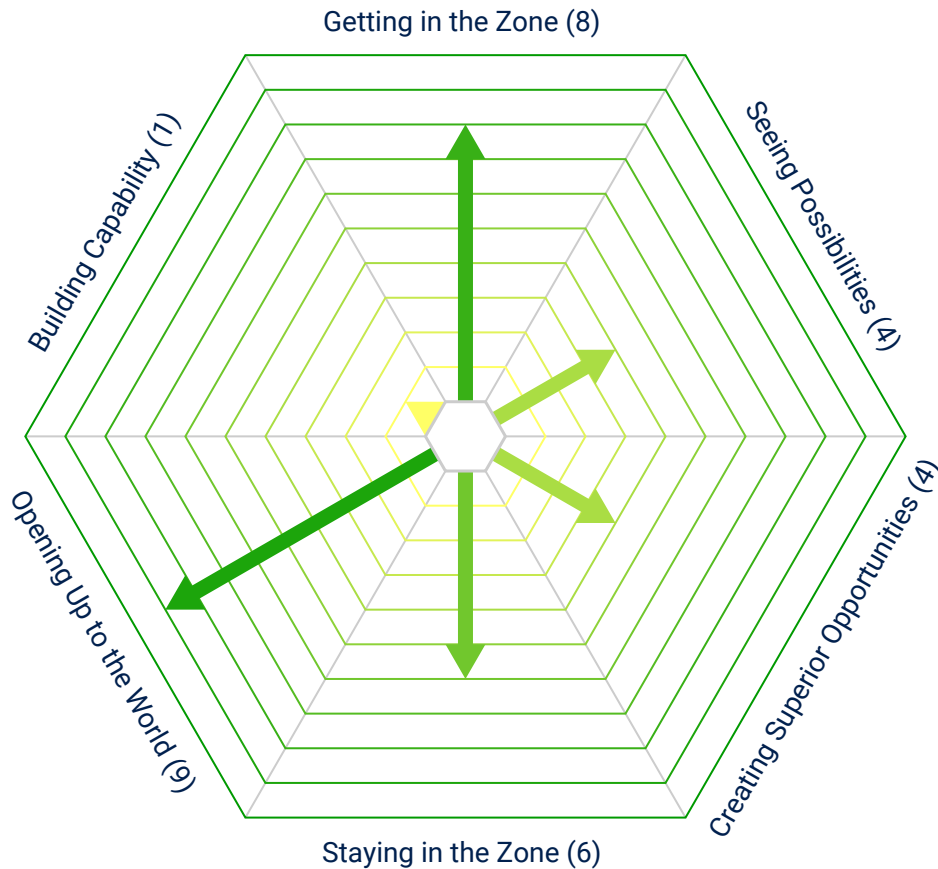
## Entrepreneurial Potential Summary

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 Jo Wilson'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

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

# Entrepreneurial Potential Profile

## Getting in the Zone

### Achievement Drive



shows determination and purpose to succeed and achieve results

### Compelling Vision



may often focus on the here-and-now rather than creating a vision for the future

### Energy



shows energy and eagerness to make things happen

### Action Oriented



displays a strong preference for acting quickly and decisively, being impatient to move things on

## Seeing Possibilities

### Big Picture



likely to focus on a narrow set of issues and may lose sight of the big picture

### Options Thinking



likely to explore fewer alternative approaches to issues than others

### Savvy



confidently uses own intuition and experience to make judgements

## Creating Superior Opportunities

### Problem Seeking



spends time finding out what problems customers face

### Synthesis



may be less inclined than others to make the connection between insights gained from different sources

### Problem Solving



produces reasonably strong commercial solutions to customer problems that may sometimes lead to new business opportunities

### Customer Delivery



may be less focused than others on personally delivering a high quality service to customers

# Entrepreneurial Potential Profile

## Staying in the Zone

### Focus



stays focused on clear priorities, avoiding distractions

### Positive Mindset



generally displays a positive outlook and is prepared to adapt to new challenges

### Self-determining



takes firm, unwavering control of shaping their own destiny

### Persistence



shows less persistence than others, particularly when faced with difficulties or setbacks

## Opening Up to the World

### Expressing Passion



talks enthusiastically and persuasively, may be seen by many as inspirational

### Purposeful Networking



shows great flair in building and maintaining 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



may be less interested than others in co-ordinating and motivating the team

### Experiential Learning



unlikely to choose active experimentation as the primary method of learning

### Staying on Track



may become complacent, and not put great effort into keeping things on track

## Entrepreneurial Potential Scale

The results are based on a comparison with an international group of over 31,000 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