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Entrecode®

# 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.

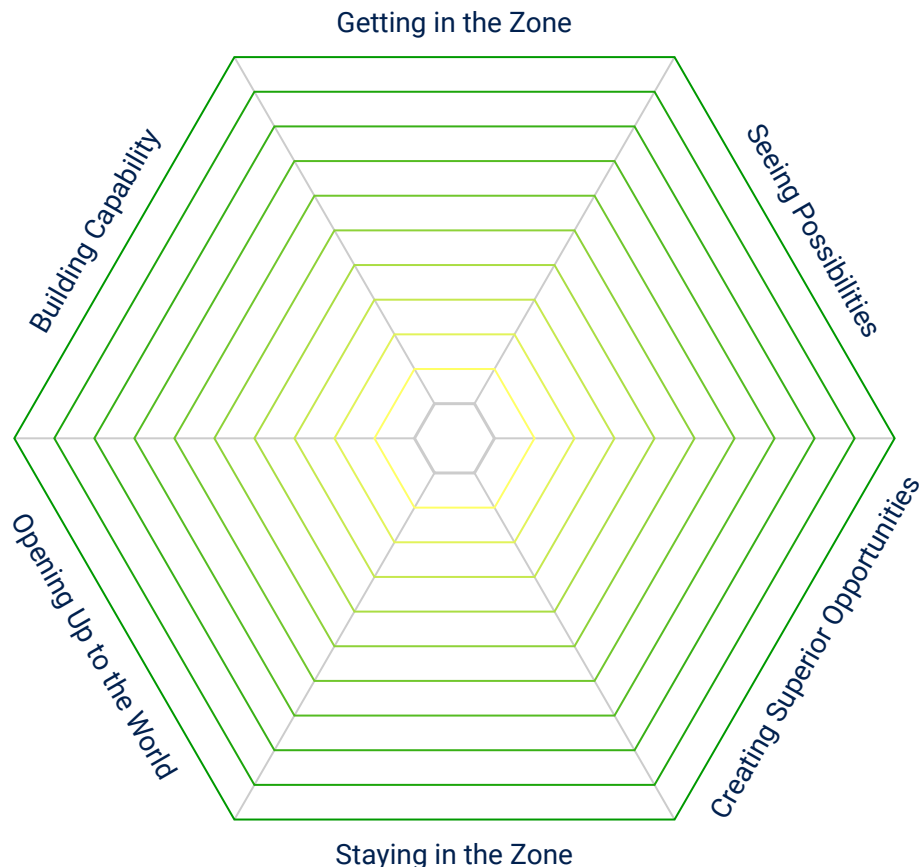
The application of this assessment is limited to Saville Assessment employees, agents of Saville Assessment and clients authorized by Saville Assessment.

# 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':



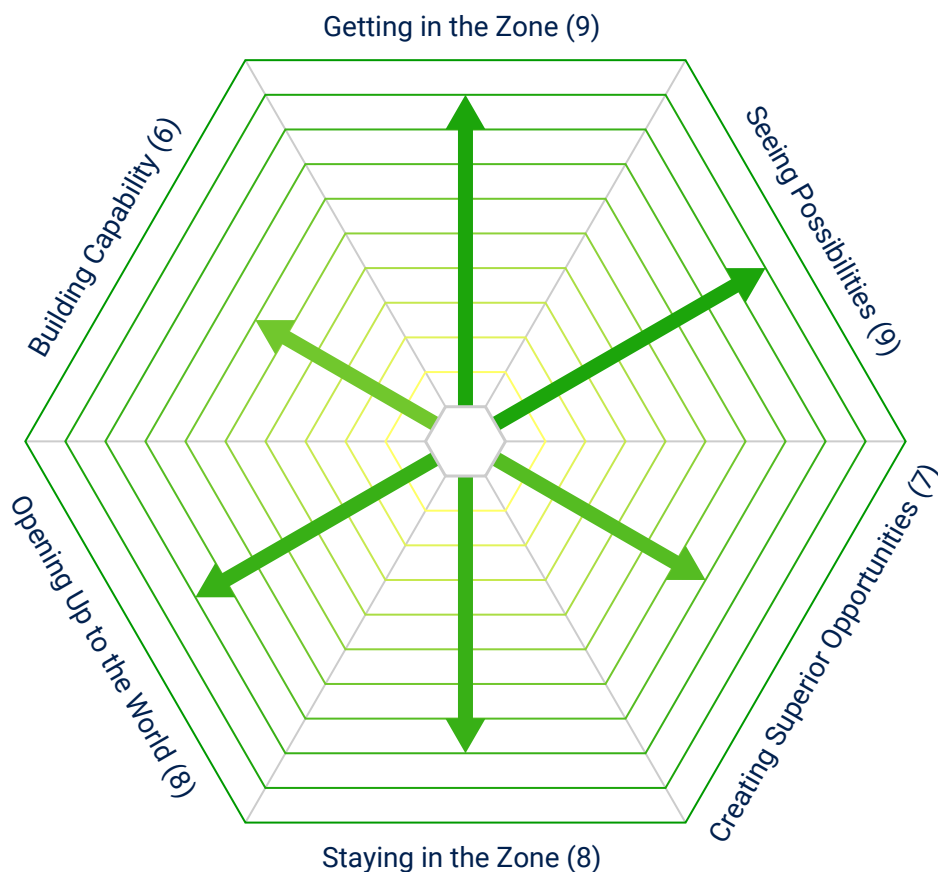
## Entrepreneurial Potential Summary

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 Chris Park's score.

# Entrepreneurial Potential Summary



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## Getting in the Zone

the optimal state of mind to create success

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## Seeing Possibilities

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

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## Creating Superior Opportunities

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

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## Staying in the Zone

prioritizing, sequencing and focusing energy on a very specific target

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## Opening Up to the World

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

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## 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

# 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

## 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