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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.

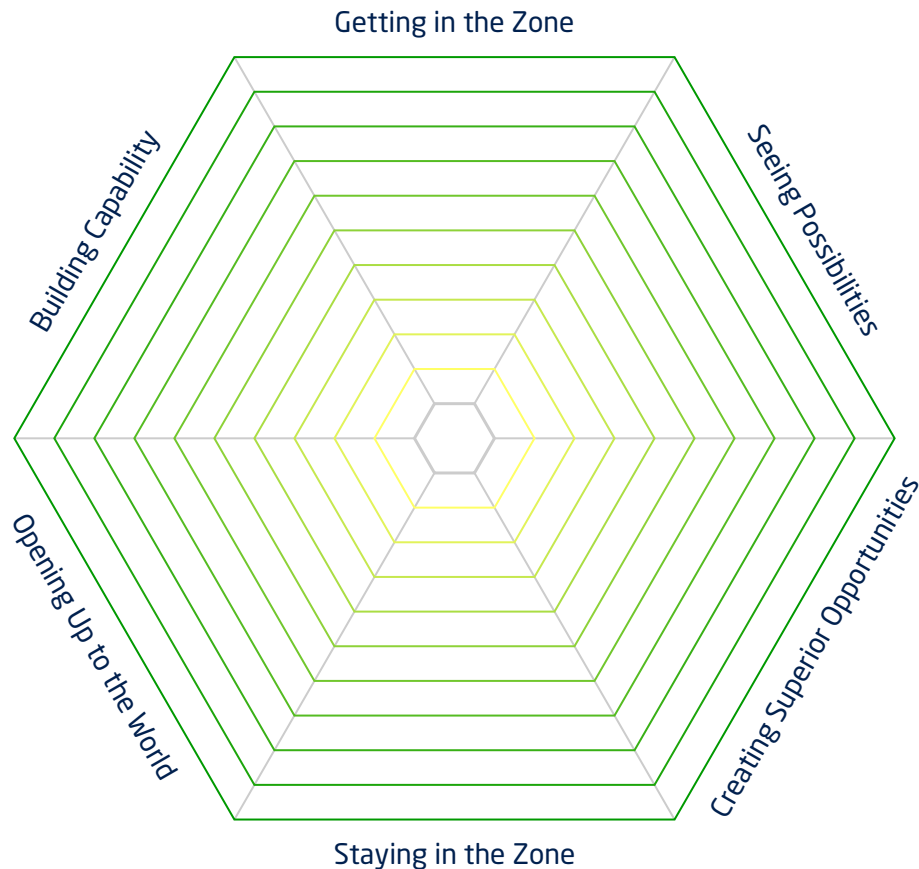
The application of this assessment is limited to Saville Assessment employees, agents of Saville Assessment and clients authorised by Saville Assessment.

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':



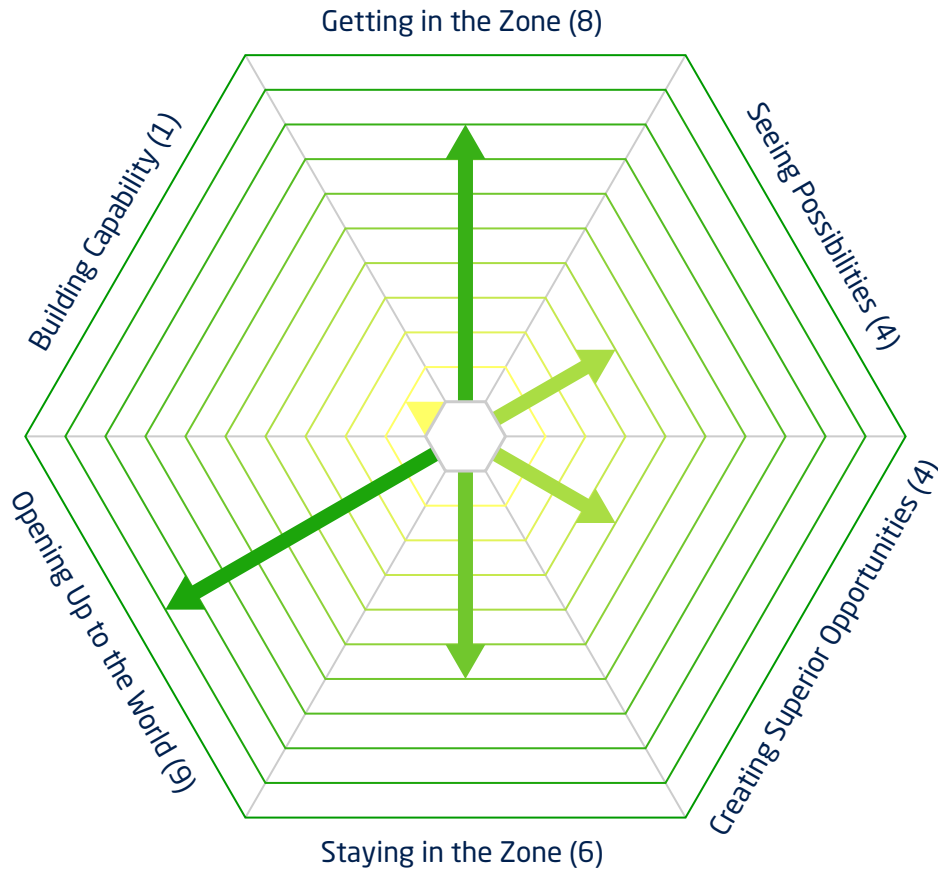
Entrepreneurial Potential Summary

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 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

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

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