

# Entrepreneur Assessment

Your Name:

## Personality Style

Read the following descriptions. Which sounds more like you: A or B?

- A. You tend towards a people focus. You have a strong gut instinct, looking more for experiences or relationships (extroverted or introverted doesn't matter yet). You are concerned with **who** is doing something or **why** it is important, rather than what it does, or how it works?
- B. You tend toward task oriented and are controlled in your thinking. More analytical and reasoning – introspective. Your interests are around **what** it does or **how** it works, or what **they** do and how **they** work (analytical but about people).

Next, read these definitions. Which sounds more like you: C or D?

- C. You tend towards being active in your communication. You are present and tend to speak first on subjects you know a lot about. Your questions are more defined as statements. Your thoughts are conceptual, and in the moment rather than reflective or historical.
- D. You tend towards being more reflective in your communication. You ask more questions and tend towards ideals and facts. You are curious and seek to understand, listen and absorb.

Take the two letters that most closely resemble you and read below.

## Results

(caveat, this is very quick and dirty – not designed to be a clinical assessment, more an introduction to your basic personality)

AC: **Feeler | Speaker** (Yellow, Influencer, Experienter, SP)

SP: EXPERIENCERS: They are craftsmen, sports lovers, adventurers. People who love to have a good time and hate feeling tied down and restricted.

COMMUNICATION STYLE: SP's talk mostly about what is going on in the moment and what is immediately at hand. They take things literally rather than figuratively and use similes rather than metaphors. Their speech is filled with details and devoid of planning. Inclined to be specific rather than general.

AD: **Feeler | Listener** (Green, Sensing, Traditionalist, NF)

NF: IDEALISTS: Intuitive Feelers are sensitive, expressive and spiritual.

COMMUNICATION STYLE: NF's are sensitive to subtleties in gestures and metaphoric behaviour. When NT's and NF's are together, some great abstract conversations can happen. They are rich in hyperbole and exaggeration and yet short on gradation: it's either amazing or disgusting.

BD: **Thinker | Listener** (Blue, Compliant, Idealist, SJ)

SJ: TRADITIONALISTS: They are rule people. Serious and responsible. They like to feel needed and useful. You can really count on them.

COMMUNICATION STYLE: SJ's speech moves from one topic to another associatively. No single topic is pursued at length and issues, if surfaced, tend not to get settled. They are good at small talk. They remember facts – people's birthdays, kids names etc. This is concrete. They are wary of fancy words and prefer conventional language and old sayings.

BC: **Thinker | Speaker** (Red, Dominant, Conceptualist, NT)

NT: CONCEPTUALISTS: Intuitive Thinkers are independent, logical and skeptical. Above all, they value competence.

COMMUNICATION STYLE: NT's prefer to use abstract language. They speak more of ideas rather than objects. They avoid the irrelevant, trivial and redundant. They do not waste words, state the obvious or repeat themselves. They assume that what is obvious to them is obvious to others. They do this as to not bore or offend their listeners. They enjoy playing with words.

For more exploration and more accuracy, check out the following sites: Myersbriggs.org. DiSC at ChrisLocurto.com. True Colours at hsgd.org. Social Styles at tracomcorp.com. Temperaments at fourtemperaments.com, Insights at insights.com. There are other sites and other methods, as well. Kolbe, Birkman, Pro.file, etc.

Feeler      Feeler      Thinker      Thinker

**Which personality sounds most like you?**

Speaker      Listener      Listener      Speaker

## Introvert/Extrovert

Simple questions on this one:

1. Do you tend to get energized by being around people? Or
2. Do you tend to reenergize by being alone?

Answering 1. Means you lean towards Extroverted and, 2. Means you lean towards Introverted. Of course, there are blends and subtleties. If you feel quite comfortable in either situation, you may be an Ambivert.

There are many tests online for this sort of thing. **Which are you?**

Introvert      Extrovert

## Teachability and Humility

So, what does unteachable look like?

- Doesn't take notes, read books, or learn anything unless it's the bare minimum or what's essential for exam purposes.
- Doesn't ask questions or attempt anything that might reveal your ignorance or risk you looking stupid.
- Doesn't accept responsibility for your failures but blame anyone and everyone else.
- Doesn't seek or accept one-to-one personal guidance or mentoring from parents, teachers, pastors, elders, etc.
- Doesn't listen, but talk, talk, talk about yourself, especially when you're with someone you could learn a lot from.
- Doesn't take criticism or correction without resentment or retaliation.
- Resist moving out of personal comfort zones in work, study, ministry, or relationships, but always look for the easy and familiar route.
- Doesn't read, listen to, or learn anything that challenges existing presuppositions, practices, and prejudices.

In contrast, teachability means:

- You're aware of the limitations of your own knowledge and abilities.
- You admit limitation, inability, and ignorance to others who can teach and help.
- You regularly ask for help, instruction, guidance, and advice (before the event, not after disaster strikes).
- You learn from anyone and everyone you can (the best educated pastor I know writes notes for his own benefit even when listening to a novice preacher).
- You listen to others carefully and patiently with a desire to learn from everyone.
- You're prepared to move out of your comfort zone, try something different, make mistakes, look stupid, answer wrongly, etc.
- You don't give up when you fail at something, but seek help, and try again and again until you get it right.
- You're willing to change your views and practices when convincing evidence is presented to you, even if it means admitting you were wrong.

**Grade yourself out of 10. 10 being the most teachable.**

## Intellectual Humility

(Modified from Shane Snow)

1 – Not Like Me at All      2 – Not Much Like Me      3 – Somewhat Like Me      4 –Very Much Like Me

Question		1	2	3	4
1.	I spend a lot of time watching fictional TV & movies (not including reality TV or news)				
2.	I am curious about many different things				
3.	I spend a lot of time reading or watching news				
4.	I have lived and/or travelled to many different regions or countries?				
5.	I value artistic, musical, theatric, and different cultural experiences				
6.	I like to try new foods, even if they are weird				
7.	My ideas are usually better than other people's ideas.				
8.	For the most part, others have more to learn from me than I have to learn from them.				
9.	When I am really confident in a belief, there is little chance that belief is wrong.				
10.	I'd rather rely on my own knowledge about most topics than turn to others for expertise.				
11.	I have at times changed opinions that were important to me, when someone showed me I was wrong or they had good reasons.				
12.	I respect that there are ways of making important decisions that are different from the way I make decisions.				
13.	I can have great respect for someone, even when we don't see eye-to-eye on important topics and can still have a great discussion.				
14.	I tend to feel personally threatened when others disagree with me on topics that are close to my heart.				
15.	How many books have you read in the last 12 mths? 0-2, 3-4, 5-6, 7+				

# Grit Scale

Angela Duckworth is the master of this. You can find the test at <https://angeladuckworth.com/grit-scale/>

Here are a number of statements that may or may not apply to you. There are no right or wrong answers, so just answer honestly, considering how you compare to most people. At the end, you'll get a score that reflects how passionate and persevering you see yourself to be.

1 – Not Like Me at All      2 – Not Much Like Me      3 – Somewhat Like Me      4 –Very Much Like Me

Question		1	2	3	4
1.	New ideas and projects sometimes distract me from previous ones				
2.	Setbacks don't discourage me. I don't give up easily				
3.	I often set a goal but later choose to pursue a different one				
4.	I am a hard worker				
5.	I have difficulty maintaining my focus on projects that take more than a few months to complete				
6.	I finish whatever I begin				
7.	My interests change from year to year				
8.	I am diligent. I never give up				
9.	I have been obsessed with a certain idea or project for a short time but later lost interest				
10.	I have overcome setbacks to conquer an important challenge				

# Emotional Self Awareness (EI/EQ)

EI is a vital part of leadership and entrepreneurship. In this next section, we are evaluating your levels in different areas. There is not a good or bad profile, just giving us a view of where we might add value.

1 – Not Like Me at All

2 – Not Much Like Me

3 – Somewhat Like Me

4 –Very Much Like Me

Area and Elements	code	Question	1	2	3	4
Self-Awareness						
Effective Listening	S1	I am able to ignore the negative parts of communication to hear the main message.				
		I am able to get a clear picture of others’ needs by listening.				
Feedback	S2	I provide effective feedback to help improve employees’ work by focusing on specific issues.				
		Feedback for employees is clearly communicated and focused on several key activities to improve productivity.				
Empathy	S3	I am able to understand problems or issues from others’ points of view.				
		I find it easy to understand people and their motivations and am good at asking them about it				
Leading Self						
Executing Tasks	L1	I find it easy to execute tasks that bring me closer to achieving my objectives.				
		When life gets hectic, I am able to stay focused on executing what is most important.				
Time Management	L2	I have the discipline needed to work on achieving my objectives over TV/games/foolishness				
		I am able to adapt to changes and re-evaluate my priorities.				
Questioning the Status Quo	L3	Regardless of what the world sees, I tend to see underneath the veneer at what is really happening				

		I tend to seek a deeper understanding of why a problem is presented, rather than the easy answer				
<b>Focus</b>						
Obsession	F1	I am constantly expanding my knowledge of the industry and market I operate in.				
		Most of my time is spent thinking about why the problem exists that I'm working to solve.				
Tenacity	F2	When a setback occurs, it means it's time to dig in and push harder.				
		Failure just means another opportunity to get it right				
Objectivity	F3	When someone tells me my idea isn't good, I ask more questions and determine how to make it better.				
		I get input about my business from as many mentors, customers, friends, family and people as possible.				
<b>People</b>						
Delegating	P1	I need the help and wisdom of others to help me to get the best results.				
		I trust the talents and creativity of my people to come up with great solutions on their own.				
Inspiring others	P2	I enjoy helping others succeed.				
		I find people often get more accomplished after I spend time with them. They feel inspired.				
Organizing people	P3	I show appreciation for employees on a regular basis.				
		I involve other people early in problem solving.				
<b>Communication</b>						
Impulse Control	C1	I always pause after someone speaks to make sure they know I am listening.				
		When others are yelling at me, I always control my temper and avoid being defensive.				

Expressing care for Others	C2	Dealing with the person's need at the time is more important than getting the work done.				
		When someone is experiencing difficulties, I can put myself in their shoes.				
Business Writing and Presentations	C3	I am often told how well I can illustrate or communicate my point				
		I believe in fewer slides and less words to allow the point of my communication to be better adopted.				



# Skills

No business is reliant on only one person. Even a solo-preneur requires vendors or contractors to help in areas they choose to, or need to, delegate. However, the more your business is going to scale, the closer and more important the understanding of your specific talents and needs for others to build the business.

This section will help to create your profile as a puzzle piece that will illuminate what other puzzle pieces might look like to build out a perfect picture for your business success.

Answer these questions as if you were comparing to, or answering to, an expert in that particular area.

1 – Not Like Me at All      2 – Not Much Like Me      3 – Somewhat Like Me      4 –Very Much Like Me

Area and Elements	code	Question	1	2	3	4
Visionary vs Implementer						
Visionary	O1	I see the big picture and get bogged down by details				
		I prefer to create the vision and dreams of what it could be				
		I prefer to be out in front and seeing how everything comes together				
Implementer	O2	My focus is getting things done and executing				
		My focus is making sure the parts work				
		I prefer to be behind the scenes creating the quality				
Culture Leadership (Vision, Mission, Values, Goals – VMVG)						
Creating VMVG	U1	I cannot underestimate the importance of VMVG				
		I have taken teams through the development of VMVG				
Implementing VMVG	U2	I have helped a team transition into new VMVG				
		I have held team members to VMVG trough one on one meetings				
Hiring for VMVG	U3	I always interview team members for theirs and comparing to ours VMVG				
		I have hired and fired team members based on clearly defined VMVG				

Team Building						
Strategy	T1	I have planned hiring strategies for teams				
		I feel very comfortable on when to hire, who to hire, and how to hire.				
Creating	T2	I have hired people from marketing to onboarding				
		I have built a team over 15 people				
Operating	T3	I have lead teams				
		I have lead leaders/managers who have teams				
Financials						
Creating	N1	I have done financial modeling including budgets, cash flow and breakeven documents for a business				
		I have created the same models to present to investors				
Reading	N2	I am comfortable reading financial statements				
		I can talk clearly about the impact financials have on a company				
Following	N3	I am disciplined in following budgets				
		I am creative in making money go a long way				
Product Development						
Creation	D1	I have deep needs analysis skills				
		I have created the technical specs or user experience maps for a solution				
Technical	D2	I have worked closely with engineers to create				
		I have created prototypes				
Commercializing	D3	I have taken a product full life cycle to market				
		I have worked with customers to refine the product				
Selling						
Phone	E1	I am comfortable picking up the phone to ask anyone for anything				

		I have the discipline to daily pick up the phone				
Discipline	E2	I have worked extensively with at least one Sales funnel software (Salesforce, Pipedrive etc)				
		I work with Engineering like discipline to fill in the CRM				
Meetings	E3	I am comfortable leading client sales meetings				
		I have closed several deals of significant size				
<b>Marketing and Promotion</b>						
Strategy	A1	I have been paid to build marketing strategies for companies				
		I have years of hands on marketing and promotion experience				
Creation	A2	I have been writing and promoting content for at least 3 years				
		I have created content that attracted 1000's of followers				
Delivery	A3	I have worked closely with my clients to understand their needs				
		I have mapped out their experience before and after the marketing and promotion				
<b>Industry Experience</b>						
Research	I1	I have done in depth research in this industry				
		I have several contacts in this industry				
Hands On	I2	I have sold into or worked in companies in this industry				
		I have created solutions that were successful in this industry				
Leadership	I3	I am seen as an expert in this industry				
		I have been in leadership in a company in this industry				
<b>Raising Capital</b>						

Access to Capital	R1	I have raised money through Grants and/or banks				
		I have raised money through friends, family & fans, and Angels or VC's				
Pitch Deck Creation	R2	I have built several PowerPoint decks for communicating stories				
		My design skills have been consistently complimented on				
Working with Investors	R3	I have worked extensively with investors				
		I have successfully exited a company				

## Delegation

Great leadership necessitates delegation. Identify talents, skills and strengths you believe you have in the appropriate quadrant. Put together the areas that you should focus on versus those you should give away.

**Use the Skills and elements listed previously as the basis for what to put in each quadrant.**

	Gives you Energy	Drains your Energy
You ARE good at		
You are NOT good at		

# “How would you handle...” scenarios

Give a brief answer to each question below

Question	
	How would you react if you found someone is stealing your Intellectual Property?
	How do you handle someone telling you your baby (your business) is ugly/stupid?
	How do you handle getting a “No” from investors, or customers, or from a panel of judges
	What do you do if you get an investor that changes and does not give as much money as you needed?
	What do you do if you find out your burn rate is high and suddenly no finances are coming in
	What do you do if you and all your friends love your idea, and yet no one is buying or investing?
	What if things are tough at home and there is still so much to do in your business? How do you balance?