

EP10

ENTREPRENEURIAL PROFILE 10™

PROFILE

After years of research, Gallup identified 10 innate talents that successful entrepreneurs share.

This report presents your 10 talents in rank order.

Gallup recommends that you focus on your top four talents because they provide the best opportunity for business success.

Use this customized report to learn how you can apply your talents most effectively in an entrepreneurial endeavor.

Read your full report for a greater understanding of your entrepreneurial talent and style.

TALENTS

01
CONFIDENCE

02
DISRUPTOR

03
KNOWLEDGE

04
DETERMINATION

STYLE

**RELATIONAL**

You create mutually beneficial relationships and collaborative environments that inspire creativity. You inspire customers and employees to be advocates for your business.

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Understanding and using your top four entrepreneurial talents can help you successfully start and grow a business.

To increase the likelihood of your success, read these descriptions and consider how to apply your talents when building a business.

| TALENT ORDER | PEOPLE WITH HIGH LEVELS OF THIS TALENT | ACTION ITEMS |
|---------------------|--|--|
| 01 CONFIDENCE | <ul style="list-style-type: none"> • know themselves well • have strong self-belief • convince others of their ability to get positive results | <ul style="list-style-type: none"> <input type="checkbox"/> Assess the competition if entering new markets. <input type="checkbox"/> Surround yourself with partners who can challenge your thinking. <input type="checkbox"/> Consider diverse points of view to assess opportunities realistically. |
| 02 DISRUPTOR | <ul style="list-style-type: none"> • think of novel ways to move the business forward • are brimming with new ideas • imagine possible futures | <ul style="list-style-type: none"> <input type="checkbox"/> Make incremental improvements to your offerings. <input type="checkbox"/> Increase experimentation. <input type="checkbox"/> Share perspectives with your network. |
| 03 KNOWLEDGE | <ul style="list-style-type: none"> • constantly search for new information about the business • obsesses about the business • value information as an asset | <ul style="list-style-type: none"> <input type="checkbox"/> Share ideas with others to build your knowledge base. <input type="checkbox"/> Seek opportunities to learn about new business trends. <input type="checkbox"/> Ask your customers and employees for their input. |
| 04 DETERMINATION | <ul style="list-style-type: none"> • exhibit a tremendous work ethic • are tenacious and persistent • have the ability to recover from setbacks | <ul style="list-style-type: none"> <input type="checkbox"/> Visualize your future and stay with the overall plan. <input type="checkbox"/> Stay focused on your long-term goals. <input type="checkbox"/> Learn from your mistakes and move forward. |

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TALENT ORDER

PEOPLE WITH HIGH LEVELS OF THIS TALENT

ACTION ITEMS

05
RELATIONSHIP

- have high social awareness
- build diverse networks
- attract and maintain partnerships

- ☐ Interact individually with your most important customers and employees.
- ☐ Attend a local networking event that is relevant to your business.
- ☐ Set goals for what you want to accomplish at the event.

06
DELEGATOR

- easily delegate authority
- are proactive collaborators
- recognize team strengths

- ☐ Assign work based on what team members do best.
- ☐ Develop your team members' potential.
- ☐ Communicate clearly to avoid costly mistakes.

07
RISK

- are comfortable with ambiguity
- take a rational approach to decision-making
- embrace challenges enthusiastically

- ☐ Remove emotion from your decision-making process.
- ☐ Review available resources before taking action.
- ☐ Take incremental steps when confronting challenges.

08
SELLING

- are ambassadors for the company
- are persuasive
- communicate clearly

- ☐ Get to know your prospects on an individual basis.
- ☐ Communicate your value proposition to your customers.
- ☐ Partner with a business development person.

09
INDEPENDENCE

- can single-handedly operate a business
- autonomously set goals and take action
- are able to multitask

- ☐ Anticipate the day-to-day needs of your business.
- ☐ Find team members with the right skills and talent.
- ☐ Make the most of your network to help manage your business.

10
PROFITABILITY

- have sharp business instincts
- set clear goals
- plan growth strategies

- ☐ Focus on your finances.
- ☐ Cut unnecessary costs.
- ☐ Consider partnering with financial experts.

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Gallup has identified three distinct entrepreneurial styles. While you likely exhibit elements of all three, you lead with the style highlighted below.

Entrepreneurial style is a crucial consideration when building effective teams. Ensure your team includes individuals who lead with different styles.

STYLE

DESCRIPTION

TALENTS



ACTIVATION

Your Talent: You make things happen. Because you are not afraid to take risks, you are likely to be forceful in your approach. You work hard to reach your goals. You also push others to improve their efforts, thus positively affecting productivity.

Using Your Talent: Continually analyze the environment for new opportunities. When bringing a promising idea to market, start small to minimize risk.

DELEGATOR

DETERMINATION

INDEPENDENCE

RISK



RELATIONAL

Your Talent: It is easy for you to create mutually beneficial relationships. You accurately recognize and harness others' abilities. You excel at creating collaborative environments that inspire creativity. This enables you to create solutions that disrupt markets.

Using Your Talent: Keep the mission, goal and purpose of your venture in mind as you create new offerings. Make the most of your relationships to commercialize your ideas. Turn your employees and customers into advocates for your business.

DISRUPTOR

KNOWLEDGE

RELATIONSHIP



STRATEGIC

Your Talent: You have an extremely clear growth strategy. You tend to take a long-term approach and a big-picture perspective. You focus on business goals and measure success by the profitability of your business.

Using Your Talent: Aggressively pursue growth strategies. Energize customers and employees by painting a vision for the future. Be the voice and face of your company.

CONFIDENCE

PROFITABILITY

SELLING