

# Entrepreneurial Report for Jo Wilson

*powered by Entrecode®*



Focus

Styles

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## About this Report

This report is based upon the 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 a group of 1,240 international professionals and managers and are presented on a 1 to 10 Sten scale. A score of 1 indicates low potential and a score of 10 indicates high potential.

Since the questionnaire is a self-report measure, the results reflect the individual's self-perceptions. Nevertheless, our research has shown it to be a valid predictor of how people will operate in the workplace.

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 provide a valid overview of the respondent's approach to work for 12 to 24 months, depending upon circumstances.

The report was produced using the Saville Consulting software systems. It has been derived from the results of a questionnaire completed by the respondent, and reflects the responses made by them.

## Introduction to the Entrepreneurial Potential Report

This report provides information on the entrepreneurial potential of Jo Wilson based on responses to the Styles questionnaire.

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



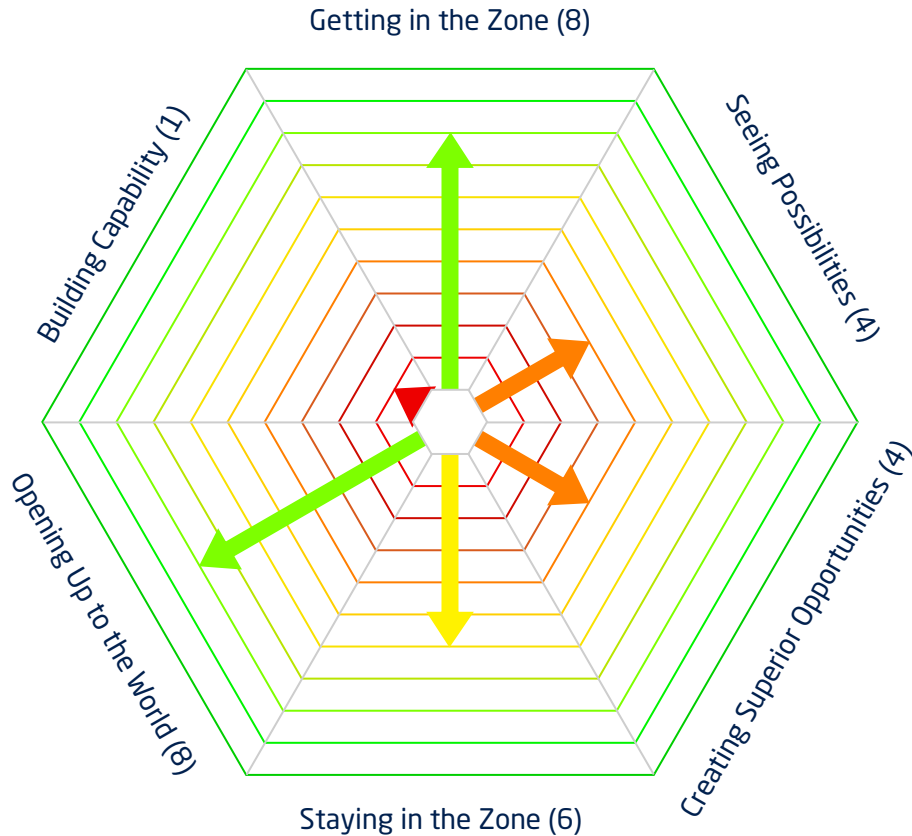
### Entrepreneurial Potential Summary

The Entrepreneurial Potential Summary provides information on the 6 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 6 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

<b>Achievement Drive</b>		shows determination and purpose to succeed and achieve results
<b>Compelling Vision</b>		may often focus on the here-and-now rather than creating a vision for the future
<b>Energy</b>		shows energy and eagerness to make things happen
<b>Action Oriented</b>		displays a strong preference for acting quickly and decisively, being impatient to move things on

### Seeing Possibilities





<b>Big Picture</b>		likely to focus on a narrow set of issues and may lose sight of the big picture
<b>Options Thinking</b>		likely to explore fewer alternative approaches to issues than others
<b>Savvy</b>		confidently uses own intuition and experience to make judgements

### Creating Superior Opportunities


<b>Problem Seeking</b>		spends time finding out what problems customers face
<b>Synthesis</b>		may be less inclined than others to make the connection between insights gained from different sources
<b>Problem Solving</b>		produces reasonably strong commercial solutions to customer problems that may sometimes lead to new business opportunities
<b>Customer Delivery</b>		may sometimes be less focused than others on personally delivering a high quality service to customers

## Entrepreneurial Potential Profile




### Staying in the Zone

<b>Focus</b>		stays focused on clear priorities, avoiding distractions
<b>Positive Mindset</b>		generally displays a positive outlook and is prepared to adapt to new challenges
<b>Self-determining</b>		takes firm, unwavering control of shaping their own destiny
<b>Persistence</b>		sometimes shows less persistence than others, particularly when faced with difficulties or setbacks

### Opening Up to the World

<b>Expressing Passion</b>		talks enthusiastically and persuasively, may be seen by many as inspirational
<b>Purposeful Networking</b>		shows great flair in building and maintaining appropriate networks to establish useful business relationships
<b>Creating Partnerships</b>		skilled at negotiating, generating sales and building strong commercial partnerships

### Building Capability

<b>Building Up the Team</b>		may be less interested than others in co-ordinating and motivating the team
<b>Experiential Learning</b>		unlikely to choose active experimentation as the primary method of learning
<b>Staying on Track</b>		may become complacent, and not put great effort into keeping things on track

## Entrepreneurial Potential Scale

The results are based on a comparison with a group of 1,240 international professionals and managers and are presented on a 1 to 10 Sten scale.

- 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