



**ENTREPRENEURIAL
MINDSET PROFILE®**
INSPIRE ACTIVATE UNLEASH

**INDIVIDUAL FEEDBACK REPORT
SAMPLE SUSAN SAMPLE
NOVEMBER 12, 2024**

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Thank you for taking the **ENTREPRENEURIAL MINDSET PROFILE® (EMP)**. We hope you find this feedback report to be beneficial as you consider, develop and leverage your unique strengths in entrepreneurial mindset. Just a few reminders as you explore your results:

- The philosophy underlying the EMP suggests that some aspects of the entrepreneurial mindset are relatively stable characteristics and behaviors (the **Personality Scales**), and others are cognitive and problem-solving skills which can be more easily learned and developed (the **Skills Scales**). Your feedback report presents scores on both sets of scales—Personality and Skills—which are compared to an entrepreneur norm group as well as a corporate manager norm group.
- There are no "good" or "bad" scores on the EMP. Your results will not tell you whether you **are**, or **are not**, entrepreneurial or whether you **should**, or **should not**, become an entrepreneur. Rather, they help you identify ways in which you are most and least like entrepreneurs *in general* and corporate managers *in general*. Also, the way in which you interpret your results—the degree to which you believe your scores are serving you well or presenting stumbling blocks or both—is *context-dependent*. To a very large extent, professional satisfaction depends on the goodness of fit between an individual's characteristics and abilities, and the context, which includes the nature of the work, that person's role, the type of organization and the needs of various stakeholders. Therefore, an effective response to your scores involves identifying and leveraging your relatively higher scores in pursuit of your goals and deciding the most appropriate response to your relatively lower scores.
- A "strengths-based" approach can help you target areas for development. Research suggests that you can enhance your performance more easily by clearly identifying and leveraging your unique strengths rather than solely concentrating on your weaknesses. As you look through your report, pay close attention to your own relatively high scores, as identified in the **Personality and Skills Profiles** (pages 6 & 13). Please note that while high scores on the EMP are considered strengths, and can confer tremendous benefits, it's also possible for strengths to be *overplayed*, inadvertently causing challenges or even preventing you from achieving your goals. One good way to take full advantage of your strengths without overusing them is to consider applying them in service of a new goal or endeavor. Long-standing strengths applied to new situations or goals can be very powerful.
- Sometimes the most effective response to a low score is to work very intentionally on enhancing it. For example, if you score low on Idea Generation and if you believe that scale is important for success in your current or desired line of work, it might be worth taking the time and going to the effort to learn and practice techniques for generating a greater number of novel ideas. Sometimes, however, you might decide that it is not worth expending energy to develop a skill on which you scored relatively lower, depending on your current context.

Personality Scales



INDEPENDENCE

The desire to work with a high degree of independence



PREFERENCE FOR LIMITED STRUCTURE

A preference for tasks and situations with little formal structure



NONCONFORMITY

A preference for acting in unique ways; an interest in being perceived as unique



RISK ACCEPTANCE

A willingness to pursue an idea or a desired goal even when the probability of succeeding is low



ACTION ORIENTATION

A tendency to show initiative, make decisions quickly and feel impatient for results



PASSION

A tendency to experience one's work as exciting and enjoyable rather than tedious and draining



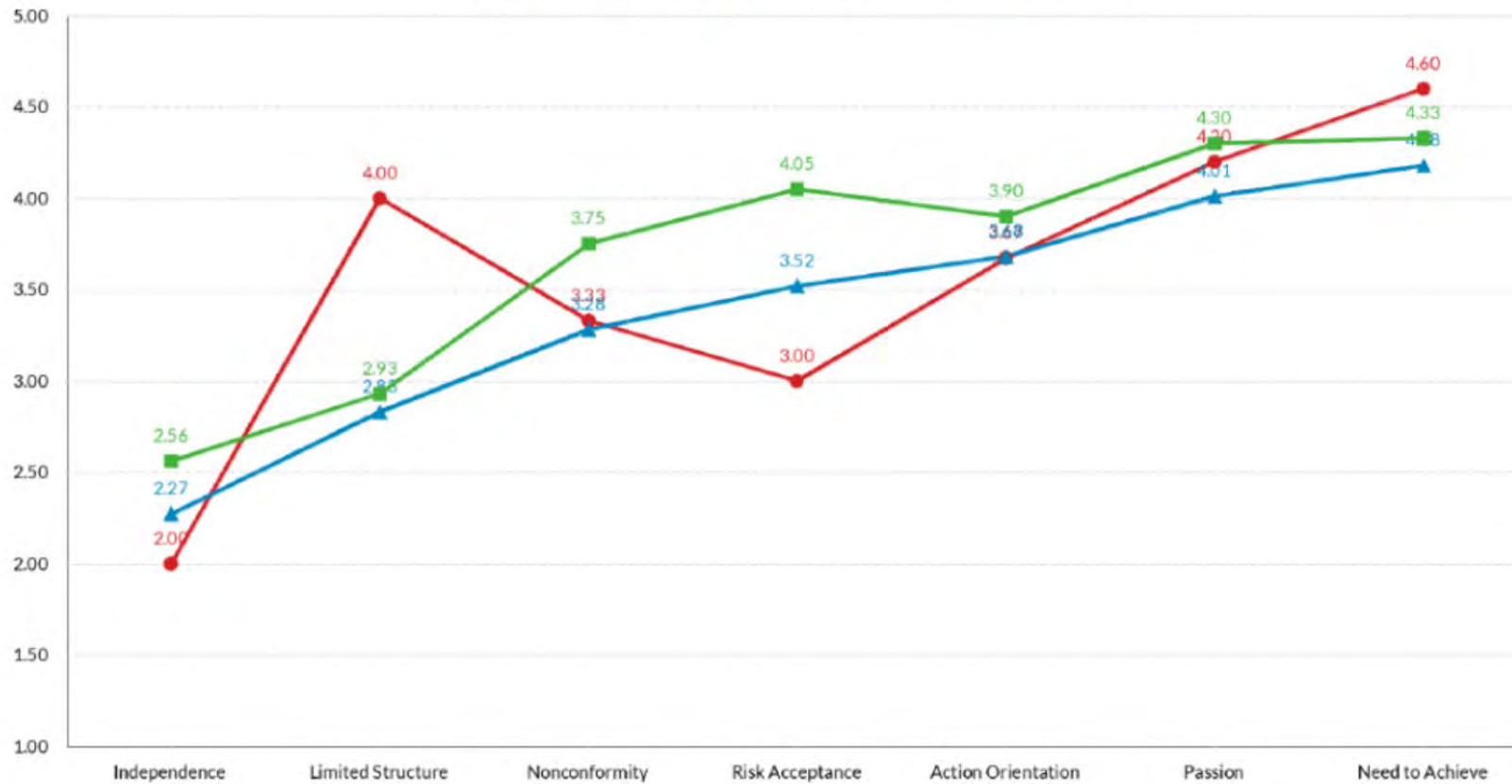
NEED TO ACHIEVE

The desire to achieve at a high level

SAMPLE SUSAN SAMPLE

Personality - the Who and the Why

—■— Entrepreneurs —▲— Corporate Managers —●— Sample Susan Sample



Personality Profile

Below are the benefits and challenges for your particular scores on the Personality Profile. Please note that not all of the bullet points will necessarily be true for you, but please consider the ones which are most applicable to your current situation, job role and future plans. Also, keep in mind that the scales highlighted in this section are your highest and lowest scores *relative to the norm groups*, not necessarily the highest and lowest scores in an absolute sense. High and low scores are identified compared to the entrepreneur norm.

HIGHER SCORES



Limited Structure

Benefits

- [Blurred text]
- [Blurred text]
- [Blurred text]

Challenges

- [Blurred text]
- [Blurred text]
- [Blurred text]



Need to Achieve

Benefits

- [Blurred text]
- [Blurred text]
- [Blurred text]

Challenges

- [Blurred text]
- [Blurred text]

LOWER SCORES



Risk Acceptance

Benefits

- [Blurred text]
- [Blurred text]
- [Blurred text]

Challenges

- [Blurred text]
- [Blurred text]



Independence

Benefits

- [Blurred text]
- [Blurred text]
- [Blurred text]

Challenges

- [Blurred text]
- [Blurred text]

Personality Items

For each item, respondents are asked to indicate how well it describes them on a 5-point scale running from "1" (does not describe me well) to "5" (describes me well). **Items and scores in italics are reverse-scored.** For example, one of the items in the Independence scale is "I like to consult with others on important decisions." The more independent someone is, the more likely they would disagree with this item. So, a rating of "1" (does not describe you well) would be converted to a "5" before being averaged with the other items on that scale. On all reverse-scored items, 5s are converted to 1s, 4s to 2s, 2s to 4s, and 1s to 5s. Ratings of 3, already at the mid-point of the range, remain as 3. **In the report, the item scores you see represent your actual responses, that is, the ratings you gave before they were converted.**

An asterisk (*) following a norm group score indicates that it is significantly different from the Self Score on this scale.

Does not describe me well 1 2 3 4 5 Describes me well

INDEPENDENCE

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	2.00	2.27 *	2.56 *
I like to consult with others on important decisions.	<i>(5.00)</i>	<i>(3.81)</i>	<i>(3.76)</i>
I like to make decisions on my own.	<i>(4.00)</i>	<i>(3.52)</i>	<i>(2.89)</i>
I like to work with others on important decisions.	<i>(4.00)</i>	<i>(3.70)</i>	<i>(3.41)</i>
I like to make decisions on my own.	2.00	2.50	2.79
I like to consult with others on important decisions.	<i>(3.00)</i>	<i>(4.25)</i>	<i>(4.08)</i>

Does not describe me well 1 2 3 4 5 Describes me well

Items and scores in italics are reverse-scored. (See page 7.) * Asterisks indicate significant differences. (See page 7.)

LIMITED STRUCTURE

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.00	2.83 *	2.93 *
<i>I feel that my work structure affects my health.</i>	5.00	2.97	3.19
<i>My work structure is a daily distraction.</i>	3.00	2.67	2.72
<i>Working with this structure is often a pain in the neck.</i>	4.00	2.92	3.05
<i>The working conditions in my work are not healthy.</i>	(2.00)	(3.30)	(3.40)
<i>I prefer work that has strong structure.</i>	(2.00)	(3.19)	(3.02)

NONCONFORMITY

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	3.33	3.28	3.75 *
<i>I prefer to work in a more relaxed atmosphere than the norm.</i>	4.00	3.54	4.34
<i>People would describe me as a conformist.</i>	2.00	2.68	3.33
<i>It is not hard for me to conform.</i>	3.00	3.27	3.84
<i>It is hard for me to conform with others' opinions and attitudes.</i>	4.00	3.78	3.96
<i>My work environment is not a good fit for me.</i>	(3.00)	(3.15)	(2.87)
<i>I don't go along with what other people think is right.</i>	(2.00)	(2.50)	(2.17)

Does not describe me well 1 2 3 4 5 Describes me well

Items and scores in italics are reverse-scored. (See page 7.) * Asterisks indicate significant differences. (See page 7.)

RISK ACCEPTANCE

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	3.00	3.52 *	4.05 *
<i>I am willing to take on more risk if the potential is high enough.</i>	3.00	3.70	4.30
<i>It is better to be safe than sorry.</i>	(3.00)	(2.97)	(2.51)
<i>It is better to be a leader than a follower.</i>	3.00	3.88	4.41
<i>It is better to be a risk taker than a risk avoider.</i>	(3.00)	(2.40)	(1.94)
<i>I am not a risk taker.</i>	(3.00)	(2.61)	(2.01)

ACTION ORIENTATION

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	3.67	3.68	3.90 *
<i>My decision-making style is slow and deliberate.</i>	(4.00)	(2.99)	(2.97)
<i>When things are not going my way,</i>	4.00	3.71	4.03
<i>My decision-making style is to go with the flow.</i>	4.00	4.05	4.47
<i>When things are not going my way,</i>	(2.00)	(2.04)	(1.89)
<i>I prefer to plan, to think, and to act in a deliberate way.</i>	4.00	3.97	4.27
<i>I tend to make decisions quickly.</i>	4.00	3.42	3.59

Does not describe me well 1 2 3 4 5 Describes me well

Items and scores in italics are reverse-scored. (See page 7.) * Asterisks indicate significant differences. (See page 7.)

PASSION

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.20	4.01 *	4.30 *
<i>I like to work on my own.</i>	<i>(4.00)</i>	<i>(2.29)</i>	<i>(2.11)</i>
<i>Working for someone else is a waste of my talents.</i>	<i>(2.00)</i>	<i>(2.60)</i>	<i>(2.35)</i>
<i>I would rather work for someone else than start my own business.</i>	<i>(1.00)</i>	<i>(1.73)</i>	<i>(1.37)</i>
<i>I would rather work for someone else than start my own business.</i>	5.00	4.35	4.72
<i>I would rather work for someone else than start my own business.</i>	5.00	4.36	4.61

NEED TO ACHIEVE

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.60	4.18 *	4.33 *
<i>I like to work on my own.</i>	5.00	4.43	4.50
<i>Working for someone else is a waste of my talents.</i>	5.00	4.37	4.40
<i>I would rather work for someone else than start my own business.</i>	<i>(2.00)</i>	<i>(2.49)</i>	<i>(2.44)</i>
<i>I would rather work for someone else than start my own business.</i>	5.00	4.27	4.52
<i>I would rather work for someone else than start my own business.</i>	4.00	4.27	4.65

Skills Scales



FUTURE FOCUS

The ability to think beyond the immediate situation and plan for the future



IDEA GENERATION

The ability to generate multiple and novel ideas and to find multiple approaches for achieving goals



EXECUTION

The ability to turn ideas into actionable plans; the ability to implement ideas well



SELF-CONFIDENCE

A general belief in one's ability to leverage skills and talents to achieve important goals



OPTIMISM

The ability to maintain a generally positive attitude about various aspects of one's life and the world



PERSISTENCE

The ability to bounce back quickly from disappointment and to remain persistent in the face of setbacks

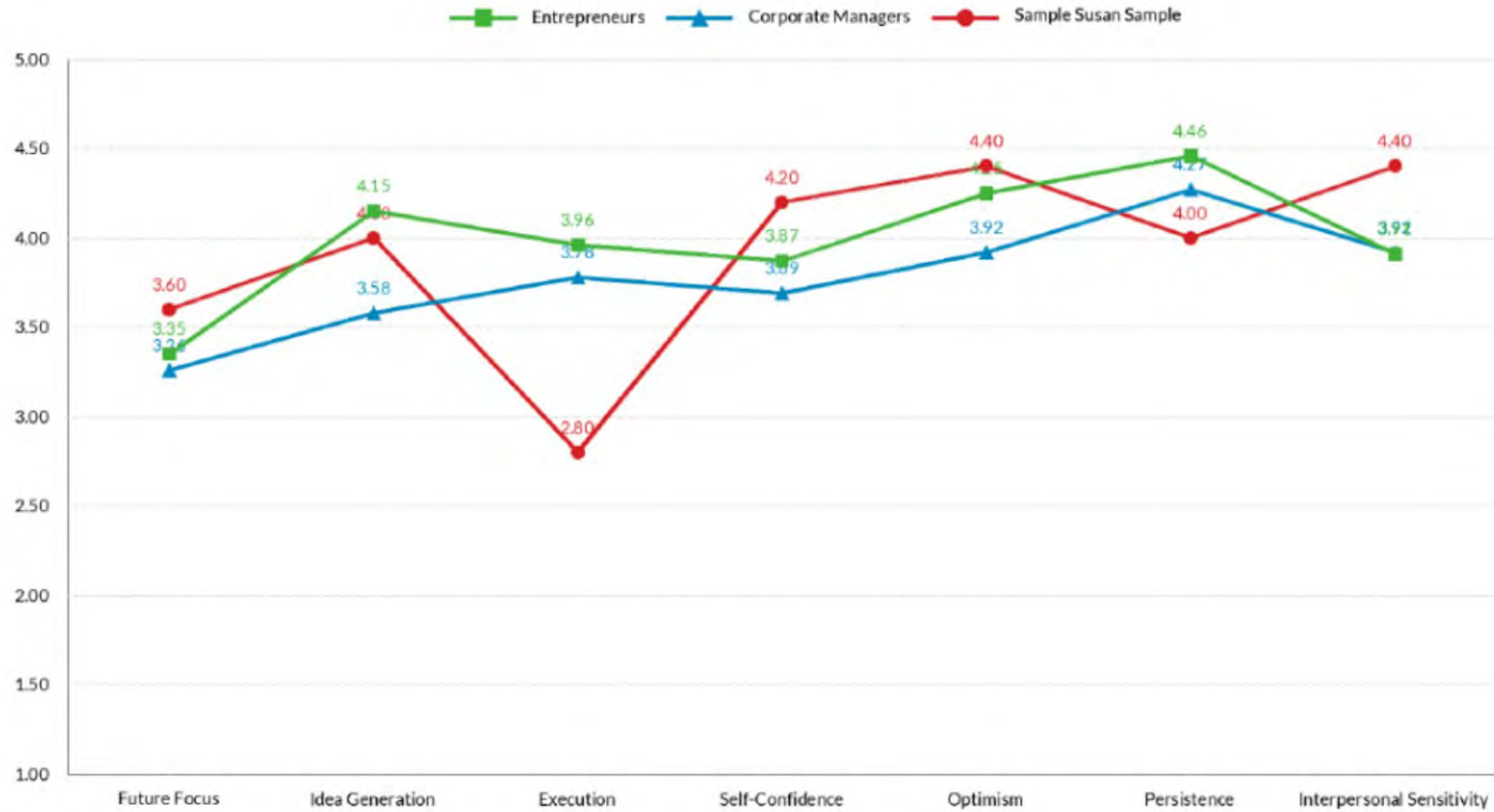


INTERPERSONAL SENSITIVITY

A high level of sensitivity to and concern for the well-being of those with whom one works

SAMPLE SUSAN SAMPLE

Skills - the What and the How



Skills Profile

Below are the benefits and challenges for your particular scores on the Skills Profile. Please note that not all of the bullet points will necessarily be true for you, but please consider the ones which are most applicable to your current situation, job role and future plans. Also, keep in mind that the scales highlighted in this section are your highest and lowest scores *relative to the norm groups* and not necessarily your highest and lowest scores in an absolute sense. **High and low scores are identified compared to the entrepreneur norm.**

HIGHER SCORES



Interpersonal Sensitivity

Benefits

- You are able to understand and empathize with others.
- You are able to build strong relationships with others.
- You are able to communicate effectively with others.

Challenges

- You may struggle to understand and empathize with others.
- You may struggle to build strong relationships with others.
- You may struggle to communicate effectively with others.



Self-Confidence

Benefits

- You are confident in your abilities and decisions.
- You are able to take risks and pursue your goals.
- You are able to overcome challenges and setbacks.

Challenges

- You may struggle to be confident in your abilities and decisions.
- You may struggle to take risks and pursue your goals.
- You may struggle to overcome challenges and setbacks.

LOWER SCORES



Execution

Benefits

- You are able to execute your plans and ideas.
- You are able to manage your time and resources effectively.
- You are able to adapt to change and overcome challenges.

Challenges

- You may struggle to execute your plans and ideas.
- You may struggle to manage your time and resources effectively.
- You may struggle to adapt to change and overcome challenges.



Persistence

Benefits

- You are able to persist through challenges and setbacks.
- You are able to stay motivated and focused on your goals.
- You are able to learn from your mistakes and improve yourself.

Challenges

- You may struggle to persist through challenges and setbacks.
- You may struggle to stay motivated and focused on your goals.
- You may struggle to learn from your mistakes and improve yourself.

Skills Items

For each item, respondents are asked to indicate how well it describes them on a 5-point scale running from "1" (does not describe me well) to "5" (describes me well). **Items and scores in italics are reverse-scored.** For example, one of the items in the Future Focus scale is "I'm more focused on the here-and-now than on the long-term." The more future-focused someone is, the more likely they would be to disagree with this item. So, a rating of "1" (does not describe you well) would be converted to a "5" before being averaged with the other items on that scale. On all reverse-scored items, 5s are converted to 1s, 4s to 2s, 2s to 4s, and 1s to 5s. Ratings of 3, already at the mid-point of the range, remain as 3. **In the report, the item scores you see represent your actual responses, that is, the ratings you gave before they were converted.**

An asterisk (*) following a norm group score indicates that it is significantly different from the Self Score on this scale.

Does not describe me well 1 2 3 4 5 Describes me well

FUTURE FOCUS

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	3.60	3.26 *	3.35 *
<i>I'm more interested in the here-and-now than in the long-term.</i>	<i>(2.00)</i>	<i>(2.70)</i>	<i>(2.65)</i>
<i>I'm more focused on the here-and-now than on the long-term.</i>	<i>4.00</i>	3.91	4.09
<i>I'm more interested in the here-and-now than in the long-term.</i>	<i>3.00</i>	3.29	3.43
<i>I'm more focused on the here-and-now than on the long-term.</i>	<i>(3.00)</i>	<i>(3.42)</i>	<i>(3.42)</i>
<i>I'm more interested in the here-and-now than in the long-term.</i>	<i>(2.00)</i>	<i>(2.78)</i>	<i>(2.75)</i>

Does not describe me well 1 2 3 4 5 Describes me well

Items and scores in italics are reverse-scored. (See page 14.) * Asterisks indicate significant differences. (See page 14.)

IDEA GENERATION

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.00	3.58 *	4.15 *
<i>I am a person who comes up with ideas.</i>	<i>(2.00)</i>	<i>(2.08)</i>	<i>(1.87)</i>
<i>I have ideas for new products, services, or businesses.</i>	<i>(2.00)</i>	<i>(2.21)</i>	<i>(1.63)</i>
<i>I have a lot of ideas.</i>	4.00	3.19	3.73
<i>I have ideas for new ways to do things.</i>	4.00	3.42	4.28
<i>I have ideas for new ways to do things that are different from what is currently being done.</i>	4.00	3.59	4.24

EXECUTION

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	2.80	3.78 *	3.96 *
<i>I am good at taking a strategy and turning it into a plan of action.</i>	4.00	4.05	4.09
<i>I have ideas for new ways to do things, but I don't do them.</i>	<i>(4.00)</i>	<i>(2.45)</i>	<i>(2.38)</i>
<i>I am good at getting things done.</i>	2.00	3.83	4.04
<i>I have a good idea for doing things, but I don't do them.</i>	3.00	3.83	4.22
<i>I am good at taking ideas and doing them.</i>	3.00	3.67	3.87

Does not describe me well 1 2 3 4 5 Describes me well

Items and scores in italics are reverse-scored. (See page 14.) * Asterisks indicate significant differences. (See page 14.)

SELF-CONFIDENCE

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.20	3.69 *	3.87 *
<i>I am confident in my ability to reach my goals.</i>	<i>(2.00)</i>	<i>(3.02)</i>	<i>(3.01)</i>
<i>I am confident in my ability to identify my needs.</i>	<i>(2.00)</i>	<i>(1.87)</i>	<i>(1.79)</i>
<i>I am confident in my ability to solve problems.</i>	4.00	4.06	4.25
<i>I am confident in my ability to lead.</i>	4.00	3.86	4.23
<i>I am confident in my ability to work with others.</i>	<i>(1.00)</i>	<i>(2.47)</i>	<i>(2.19)</i>

OPTIMISM

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.40	3.92 *	4.25 *
<i>I often expect the best of my circumstances.</i>	<i>(1.00)</i>	<i>(1.81)</i>	<i>(1.53)</i>
<i>I am able to stay positive even when things don't go as planned.</i>	4.00	3.79	4.22
<i>I am able to see the best in my circumstances.</i>	4.00	3.97	4.41
<i>I am able to see the best in my future.</i>	4.00	4.04	4.41
<i>I am able to see the best in my future goals.</i>	<i>(1.00)</i>	<i>(2.26)</i>	<i>(2.17)</i>

Does not describe me well 1 2 3 4 5 Describes me well

Items and scores in italics are reverse-scored. (See page 14.) * Asterisks indicate significant differences. (See page 14.)



PERSISTENCE

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.00	4.27 *	4.46 *
<i>I am persistent when pursuing a goal</i>	4.00	4.32	4.50
<i>When faced with a challenge, I keep trying until I succeed</i>	4.00	4.42	4.59
<i>I do not give up easily</i>	4.00	4.35	4.54
<i>I am determined to succeed</i>	(2.00)	(1.99)	(1.87)
<i>When I encounter setbacks, I bounce back and try again</i>	4.00	4.22	4.57



INTERPERSONAL SENSITIVITY

Individual Item	Self Score	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score	4.40	3.92 *	3.91 *
<i>I can see how my actions affect others</i>	(2.00)	(1.96)	(2.08)
<i>My emotions have a significant impact on others</i>	(1.00)	(2.26)	(2.28)
<i>My words and actions can hurt people who are sensitive</i>	(1.00)	(2.17)	(2.23)
<i>My emotions are often negative</i>	4.00	3.96	4.08
<i>People describe me as being sensitive</i>	4.00	4.03	4.05

Next Steps

- After looking carefully at your report, please click on the following links to view the [EMP Feedback Video](#) ([\[redacted\]](#)) and [EMP Development Guide](#) ([\[redacted\]](#)). This guide will help you interpret your results, offer tips on each scale and provide resources for successful action planning and ongoing development.
- Although you probably will focus on your highest and lowest scales, we encourage you to read the descriptions and development suggestions for *all* of the scales to get an overall view. Many of the scales are closely linked, and reading the Development Guide in its entirety could help you increase your effectiveness in a variety of areas related to entrepreneurship.
- Pay close attention to the section on Successful Action Planning. Creating specific, measurable goals is an important part of leveraging your existing strengths and enhancing skill sets that would benefit you.
- Keep the future in mind by devoting a specific amount of time each week to your development and seeking additional support from colleagues or outside sources.

The EMP was developed by



ECKERD COLLEGE

LEADERSHIP DEVELOPMENT INSTITUTE