



**ENTREPRENEURIAL
MINDSET PROFILE®**
INSPIRE ACTIVATE UNLEASH

**GROUP FEEDBACK REPORT - 4 PARTICIPANTS
OFFICIAL SAMPLE CORPORATE TEAM
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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



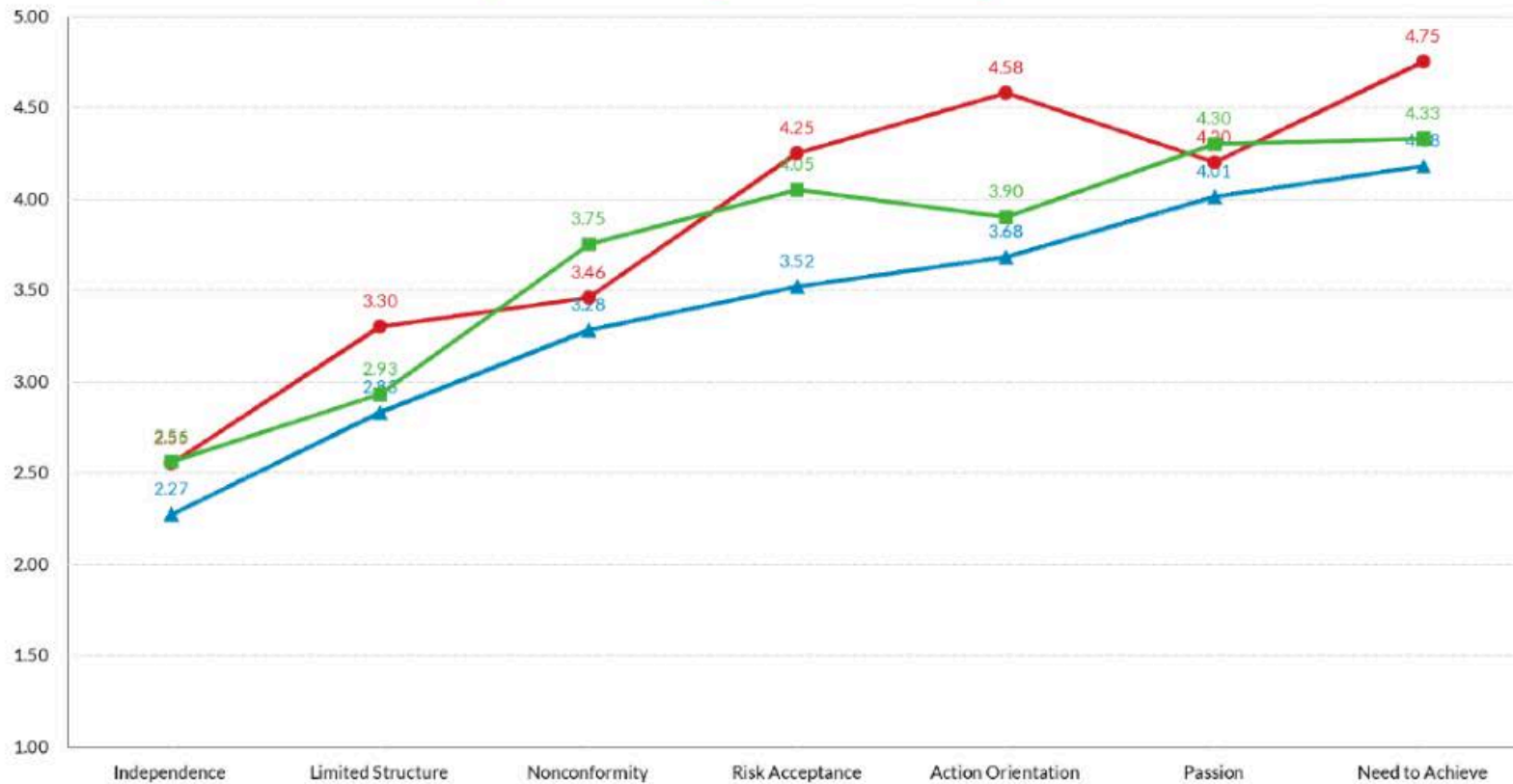
NEED TO ACHIEVE

The desire to achieve at a high level

OFFICIAL SAMPLE CORPORATE TEAM

Personality - the Who and the Why

—■— Entrepreneurs —▲— Corporate Managers —●— Group Profile (N=4)



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 group's actual responses, that is, the ratings your group gave before they were converted.**

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

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

INDEPENDENCE

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		2.55	2.27 *	2.56
<i>I like to consult with others on important decisions.</i>	(2-5)	(3.50)	(3.81)	(3.76)
<i>I like to work independently.</i>	(1-4)	(3.00)	(3.52)	(2.89)
<i>I like to work with others.</i>	(2-4)	(3.00)	(3.70)	(3.41)
<i>I like to work on my own.</i>	2-4	3.00	2.50	2.79
<i>I like to work with others on important decisions.</i>	(4-5)	(4.75)	(4.25)	(4.08)

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

Items and scores in italics are reverse-scored. (See page 5.) * Asterisks indicate significant differences. (See page 5.)

LIMITED STRUCTURE

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		3.30	2.83 *	2.93 *
<i>I am someone who is always looking for a challenge</i>	2-4	3.25	2.97	3.19
<i>I am someone who is always looking for a challenge</i>	2-5	3.75	2.67	2.72
<i>I am someone who is always looking for a challenge</i>	2-5	3.25	2.92	3.05
<i>I am someone who is always looking for a challenge</i>	(2-4)	(3.25)	(3.30)	(3.40)
<i>I am someone who is always looking for a challenge</i>	(2-3)	(2.50)	(3.19)	(3.02)

NONCONFORMITY

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		3.46	3.28 *	3.75 *
<i>I am someone who is always looking for a challenge</i>	2-5	3.50	3.54	4.34
<i>I am someone who is always looking for a challenge</i>	1-3	2.25	2.68	3.33
<i>I am someone who is always looking for a challenge</i>	4-5	4.75	3.27	3.84
<i>I am someone who is always looking for a challenge</i>	4-5	4.50	3.78	3.96
<i>I am someone who is always looking for a challenge</i>	(3-4)	(3.75)	(3.15)	(2.87)
<i>I am someone who is always looking for a challenge</i>	(2-3)	(2.50)	(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 5.) * Asterisks indicate significant differences. (See page 5.)

RISK ACCEPTANCE

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		4.25	3.52 *	4.05 *
<i>My business idea is a high-risk investment.</i>	4-5	4.25	3.70	4.30
<i>I am willing to take risks to succeed in business.</i>	<i>(1-3)</i>	<i>(2.50)</i>	<i>(2.97)</i>	<i>(2.51)</i>
<i>I am willing to take risks to succeed in business.</i>	4-5	4.50	3.88	4.41
<i>I am willing to take risks to succeed in business.</i>	<i>(1-2)</i>	<i>(1.25)</i>	<i>(2.40)</i>	<i>(1.94)</i>
<i>I am willing to take risks to succeed in business.</i>	<i>(1-3)</i>	<i>(1.75)</i>	<i>(2.61)</i>	<i>(2.01)</i>

ACTION ORIENTATION

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		4.58	3.68 *	3.90 *
<i>My business idea is a high-risk investment.</i>	<i>(1-3)</i>	<i>(1.75)</i>	<i>(2.99)</i>	<i>(2.97)</i>
<i>I am willing to take risks to succeed in business.</i>	4-5	4.50	3.71	4.03
<i>I am willing to take risks to succeed in business.</i>	5-5	5.00	4.05	4.47
<i>I am willing to take risks to succeed in business.</i>	<i>(1-2)</i>	<i>(1.25)</i>	<i>(2.04)</i>	<i>(1.89)</i>
<i>I am willing to take risks to succeed in business.</i>	4-5	4.75	3.97	4.27
<i>I am willing to take risks to succeed in business.</i>	4-5	4.25	3.42	3.59

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

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 **PASSION**

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		4.20	4.01 *	4.30 *
<i>My passion is to work hard and make money</i>	(1-4)	(2.50)	(2.29)	(2.11)
<i>My passion is to help others and make a difference</i>	(1-3)	(2.50)	(2.60)	(2.35)
<i>My passion is to learn and grow as a person</i>	(1-2)	(1.50)	(1.73)	(1.37)
<i>My passion is to have fun and enjoy life</i>	4-5	4.75	4.35	4.72
<i>My passion is to be successful and wealthy</i>	4-5	4.75	4.36	4.61

 **NEED TO ACHIEVE**

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		4.75	4.18 *	4.33 *
<i>I need to achieve to be successful</i>	5-5	5.00	4.43	4.50
<i>I need to achieve to be happy</i>	5-5	5.00	4.37	4.40
<i>I need to achieve to be a leader</i>	(1-5)	(2.25)	(2.49)	(2.44)
<i>I need to achieve to be a professional</i>	5-5	5.00	4.27	4.52
<i>I need to achieve to be a winner</i>	5-5	5.00	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

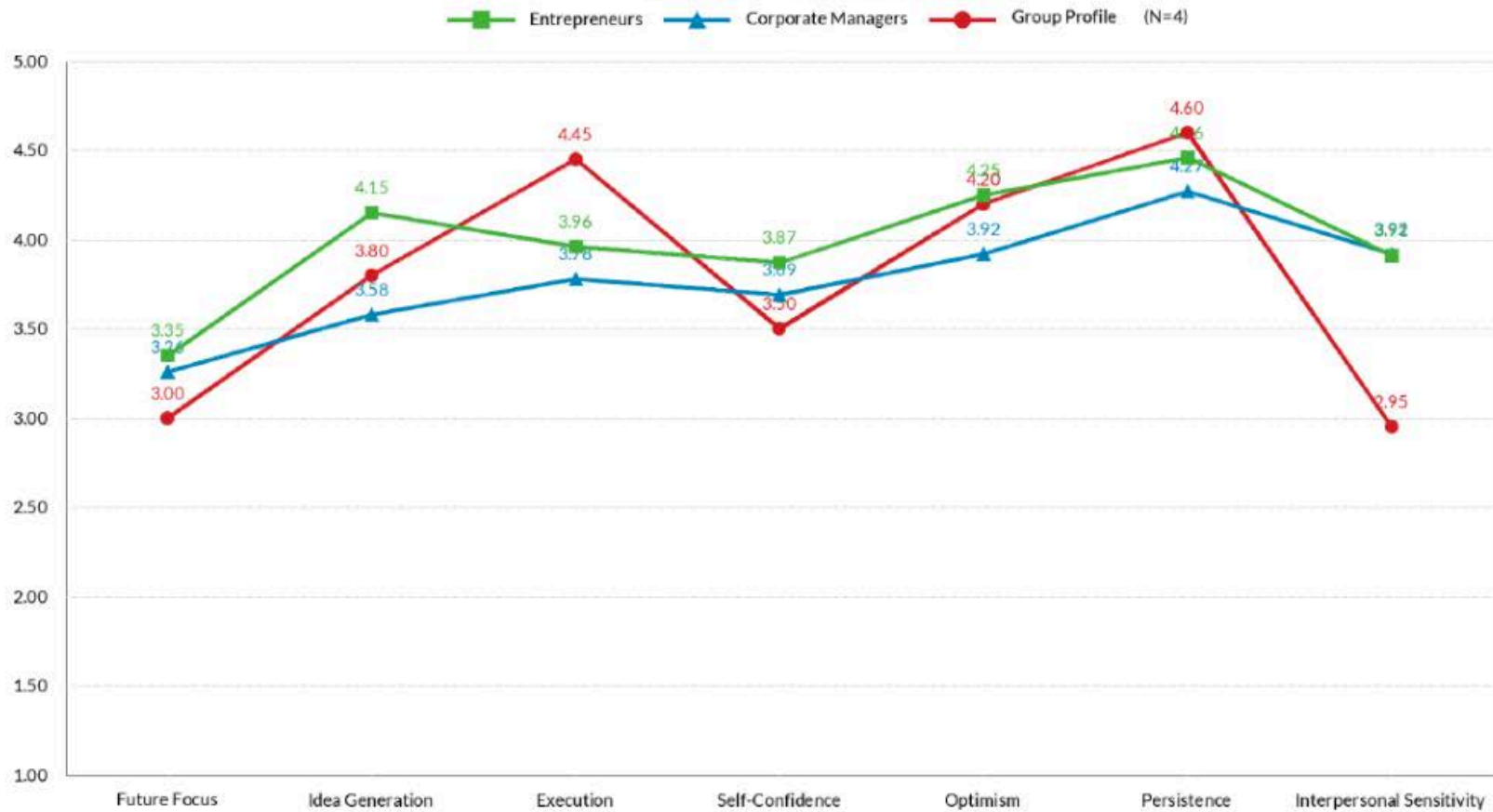


INTERPERSONAL SENSITIVITY

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

OFFICIAL SAMPLE CORPORATE TEAM

Skills - the What and the How



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 group's actual responses, that is, the ratings your group gave before they were converted.

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

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

FUTURE FOCUS

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		3.00	3.26 *	3.35 *
<i>I'm more willing to act to see good results than to spend time thinking strategically about the future.</i>	(2-3)	(2.75)	(2.70)	(2.65)
<i>I'm more focused on the here-and-now than on the long-term.</i>	3-4	3.75	3.91	4.09
<i>I'm more interested in the future than in the present.</i>	1-4	2.50	3.29	3.43
<i>I'm more interested in the future than in the present.</i>	(2-5)	(3.25)	(3.42)	(3.42)
<i>I'm more interested in the future than in the present.</i>	(2-5)	(3.25)	(2.78)	(2.75)

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

Items and scores in italics are reverse-scored. (See page 11.) * Asterisks indicate significant differences. (See page 11.)

IDEA GENERATION

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		3.80	3.58 *	4.15 *
<i>Brainstorming is not a particularly strength of mine</i>	(2-3)	(2.25)	(2.08)	(1.87)
<i>My ideas are often practical and doable</i>	(1-3)	(2.00)	(2.21)	(1.63)
<i>I often have a lot of ideas</i>	3-4	3.75	3.19	3.73
<i>I often have ideas that are different from others</i>	3-5	4.00	3.42	4.28
<i>I often have ideas that are innovative</i>	3-4	3.50	3.59	4.24

EXECUTION

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		4.45	3.78 *	3.96 *
<i>I am good at coming up with ideas</i>	4-5	4.75	4.05	4.09
<i>I often have ideas that are practical and doable</i>	(1-3)	(2.00)	(2.45)	(2.38)
<i>I often have a lot of ideas</i>	4-5	4.75	3.83	4.04
<i>I often have ideas that are different from others</i>	4-5	4.75	3.83	4.22
<i>I often have ideas that are innovative</i>	3-5	4.00	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 11.) * Asterisks indicate significant differences. (See page 11.)

SELF-CONFIDENCE

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		3.50	3.69 *	3.87 *
<i>I am confident in my ability to lead others.</i>	(2-5)	(3.50)	(3.02)	(3.01)
<i>I am confident in my ability to make decisions.</i>	(1-4)	(2.50)	(1.87)	(1.79)
<i>I am confident in my ability to solve problems.</i>	4-5	4.25	4.06	4.25
<i>I am confident in my ability to manage my time.</i>	3-5	4.25	3.86	4.23
<i>I am confident in my ability to work under pressure.</i>	(1-4)	(3.00)	(2.47)	(2.19)

OPTIMISM

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		4.20	3.92 *	4.25
<i>I am optimistic about the future.</i>	(1-1)	(1.00)	(1.81)	(1.53)
<i>I am optimistic about my business.</i>	3-5	3.75	3.79	4.22
<i>I am optimistic about my team.</i>	4-5	4.50	3.97	4.41
<i>I am optimistic about my industry.</i>	3-5	4.00	4.04	4.41
<i>I am optimistic about my market.</i>	(1-4)	(2.25)	(2.26)	(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 11.) * Asterisks indicate significant differences. (See page 11.)



PERSISTENCE

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		4.60	4.27 *	4.46 *
<i>When I face a challenge, I give up easily.</i>	4-5	4.75	4.32	4.50
<i>I give up when things get difficult.</i>	4-5	4.50	4.42	4.59
<i>I am easily discouraged.</i>	4-5	4.75	4.35	4.54
<i>I am easily frustrated.</i>	(1-3)	(1.50)	(1.99)	(1.87)
<i>I am easily discouraged.</i>	4-5	4.50	4.22	4.57



INTERPERSONAL SENSITIVITY

Individual Item	Group Range	Group Average	Corporate Norm Score	Entrepreneur Norm Score
Overall Scale Score		2.95	3.92 *	3.91 *
<i>I am sensitive to the needs of others.</i>	(1-4)	(2.00)	(1.96)	(2.08)
<i>I am sensitive to the needs of others.</i>	(2-5)	(4.00)	(2.26)	(2.28)
<i>I am sensitive to the needs of others.</i>	(2-5)	(4.00)	(2.17)	(2.23)
<i>I am sensitive to the needs of others.</i>	2-5	3.00	3.96	4.08
<i>I am sensitive to the needs of others.</i>	3-5	3.75	4.03	4.05

Entrepreneurial Mindset Profile: Group Report Summary

for Official Sample Corporate Team

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

	Group Low Score	Group High Score	Group Average Score	Corporate Norm	Entrepreneur Norm
Independence	2.00	3.20	2.55	2.27 *	2.56
Limited Structure	2.80	4.00	3.30	2.83 *	2.93 *
Nonconformity	3.17	4.00	3.46	3.28 *	3.75 *
Risk Acceptance	3.60	5.00	4.25	3.52 *	4.05 *
Action Orientation	4.17	4.83	4.58	3.68 *	3.90 *
Passion	3.80	5.00	4.20	4.01 *	4.30 *
Need to Achieve	4.20	5.00	4.75	4.18 *	4.33 *
Future Focus	2.00	3.80	3.00	3.26 *	3.35 *
Idea Generation	3.40	4.00	3.80	3.58 *	4.15 *
Execution	3.60	5.00	4.45	3.78 *	3.96 *
Self-Confidence	2.80	4.80	3.50	3.69 *	3.87 *
Optimism	3.40	4.80	4.20	3.92 *	4.25
Persistence	4.20	5.00	4.60	4.27 *	4.46 *
Interpersonal Sensitivity	1.80	4.00	2.95	3.92 *	3.91 *

Next Steps

For help in understanding this Feedback Report, please view the *EMP Development Guide* at