

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 KNOWLEDGE

02 SELLING

03 DETERMINATION

04 DISRUPTOR

STYLE



STRATEGIC

You look at things long-term. You have a clear growth strategy and measure success through profitability. You are the voice and face of your company.

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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
KNOWLEDGE

- constantly search for new information about the business
- obsesses about the business
- value information as an asset

- Set aside time to learn new information relevant to your business.
- Encourage your employees and customers to share their insights.
- Consider how what you learn affects your business.

02
SELLING

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

- Be objective about your product.
- Anticipate customer needs.
- Turn customers into evangelists.

03
DETERMINATION

- exhibit a tremendous work ethic
- are tenacious and persistent
- have the ability to recover from setbacks

- Pivot when results don't match your expectations.
- Help your team see the possibilities during challenging times.
- Reflect on your successes and mistakes.

04
DISRUPTOR

- think of novel ways to move the business forward
- are brimming with new ideas
- imagine possible futures

- Experiment to resolve a project's uncertainty.
- Build and test a minimal viable product.
- Launch to early adopters and iterate.

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TALENT ORDER

PEOPLE WITH HIGH LEVELS OF THIS TALENT

ACTION ITEMS

05
CONFIDENCE

- know themselves well
- have strong self-belief
- convince others of their ability to get positive results

- Assess the competition if entering new markets.
- Surround yourself with partners who can challenge your thinking.
- Consider diverse points of view to assess opportunities realistically.

06
RISK

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

- Account for external business conditions.
- Calculate your odds of success before assuming risk.
- Have outsiders evaluate your ideas.

07
PROFITABILITY

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

- Measure progress toward business goals.
- Put customers above everything else.
- Invest time in growth strategies.

08
INDEPENDENCE

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

- Recognize the value others can bring to your business.
- Develop systems to handle repetitive tasks.
- Expand your team.

09
RELATIONSHIP

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

- Focus on your most valuable business contacts.
- Revitalize and expand your network as business needs change.
- Ensure networking activities do not detract from accomplishing other tasks.

10
DELEGATOR

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

- Set clear expectations when you delegate.
- Focus on outcomes rather than processes.
- Set milestones to monitor progress.

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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
<input type="checkbox"/> ACTIVATION	<p>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.</p> <p>Using Your Talent: Continually analyze the environment for new opportunities. When bringing a promising idea to market, start small to minimize risk.</p>	DELEGATOR DETERMINATION INDEPENDENCE RISK
<input type="checkbox"/> RELATIONAL	<p>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.</p> <p>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.</p>	DISRUPTOR KNOWLEDGE RELATIONSHIP
<input checked="" type="checkbox"/> STRATEGIC	<p>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.</p> <p>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.</p>	CONFIDENCE PROFITABILITY SELLING