

ENTREPRENEURIAL STRENGTHSFINDER®

FREQUENTLY ASKED QUESTIONS

What is Entrepreneurial StrengthsFinder?

Entrepreneurial StrengthsFinder helps people discover their innate talents for starting and growing businesses. Similar to the Clifton StrengthsFinder, Entrepreneurial StrengthsFinder provides a common language people can use to discuss what they do best as it relates to starting or growing a business.

Entrepreneurial StrengthsFinder is a 30-minute assessment, completed online, that measures 10 scientifically proven talents of successful entrepreneurs. It allows for early identification of entrepreneurial talent and provides a personalized developmental report that includes a personal intensity ranking for each talent.

The assessment contains 140 total question items. These items are a combination of multiple choice and Likert items. Gallup developed the assessment for individuals aged 14 and older to use.

Why did Gallup choose to study entrepreneurs?

Entrepreneurship is vital to an economy's success. People who have the talent to turn an idea into a customer create new products, services, opportunities, and — perhaps most importantly — jobs. Finding and developing these important business builders is a key component to economic growth. Gallup chose to study entrepreneurs and their innate talents as a way to help establish a culture of entrepreneurship.

How did Gallup create Entrepreneurial StrengthsFinder?

Gallup's scientific approach to studying success reveals that top performers in any role exhibit similar talents — recurring patterns of thought, feeling, and behavior that naturally equip them to excel in a role. Gallup researchers applied this same research-based methodology to the study of talents in successful entrepreneurs and discovered 10 innate talents that highly successful entrepreneurs possess: Business Focus, Confidence, Creative Thinker, Delegator, Determination, Independent, Knowledge-Seeker, Promoter, Relationship-Builder, and Risk-Taker.

Knowing the 10 talents of highly successful entrepreneurs formed the basis for creating an assessment that measures those talents in an individual. Gallup researchers studied thousands of adults and high school-aged students during the multiyear development and validation of the assessment.

Will Entrepreneurial StrengthsFinder determine if a person should be an entrepreneur?

No. Gallup created Entrepreneurial StrengthsFinder to provide a person with self-awareness of his or her entrepreneurial talents and offer a common language for conversations about how to best use and develop those talents. Entrepreneurial StrengthsFinder does not determine whether a person should or should not be entrepreneur, nor does it offer suggestions on whether or not to start a business. Providing individuals a rank order of the 10 entrepreneurial talents and their personal intensity for each gives people a clear picture of their areas of Dominant, Contributing, and Supporting talent. People can use this information to focus on those areas of Dominant talent. They can also begin to create relationships and seek learning opportunities to address areas of Contributing and Supporting talent.

What do I get when I purchase Entrepreneurial StrengthsFinder?

Each person who *purchases* Entrepreneurial StrengthsFinder will receive:

- immediate access to an Entrepreneurial StrengthsFinder code to take the assessment
- an Entrepreneurial StrengthsFinder package that contains:
 - a hard copy of Gallup's latest publication *Entrepreneurial StrengthsFinder*, authored by Jim Clifton, Gallup chairman, and Sangeeta Bharadwaj Badal, Ph.D., Gallup's leading expert on entrepreneurship
 - a quick-reference report guide

Each person who *completes* the Entrepreneurial StrengthsFinder assessment will receive:

- an electronic customized report of their entrepreneurial talent and talent intensity
- an electronic report guide
- access to an e-reader edition of Gallup's latest publication *Entrepreneurial StrengthsFinder*, authored by Jim Clifton, Gallup chairman, and Sangeeta Bharadwaj Badal, Ph.D., Gallup's leading expert on entrepreneurship

What if I purchase multiple Entrepreneurial StrengthsFinder codes at the same time?

By purchasing multiple Entrepreneurial StrengthsFinder codes, you are taking an important step toward helping others to understand and develop their entrepreneurial talent. As someone who purchased multiple Entrepreneurial StrengthsFinder codes, you will have immediate access to a code management system via Gallup Strengths Center. You can use the code management section of the website to invite individuals to complete the Entrepreneurial StrengthsFinder assessment and track their participation. Once they complete the assessment, you can view their reports.

You will also have the option to receive as many Entrepreneurial StrengthsFinder packages as you purchased codes, which include hard copies of Gallup's publication *Entrepreneurial StrengthsFinder*. Each individual who completes the assessment will receive an electronic version of his or her customized report, the report guide, and access to an e-reader version of the *Entrepreneurial StrengthsFinder* book.

How do I use my customized report and report guide?

After completing the Entrepreneurial StrengthsFinder assessment, the customized dashboard page on your Gallup Strengths Center account will display with your customized report and a report guide. Gallup suggests that you first open your report and read it thoroughly. Pay specific attention to the themes at the top of your rank order and read how they describe you. After reading your report, open the report guide and complete the exercises. Gallup designed the exercises in the report guide to help deepen your knowledge of your entrepreneurial talents.

What do the three levels of talent intensity mean?

Entrepreneurial talent intensity represents the inherent level of talent in a person. *Dominant talents* are an individual's unique abilities and natural talents. A person leads with these talents. *Contributing talents* are behaviors a person exhibits occasionally and will require deliberate attention. *Supporting talents* are behaviors that might not come naturally to a person. A person might need to put forth extra effort and find support to develop supporting talents, and they may represent areas for building complementary partnerships.

How do I know if I have extremely high entrepreneurial talent?

If you display an extremely high level of entrepreneurial talent, you will see a special cover page on your report. This cover page provides specific guidance on developing your high level of entrepreneurial talent.

How is Entrepreneurial StrengthsFinder related to Clifton StrengthsFinder?

Clifton StrengthsFinder reveals your Signature Themes that guide your behavior through your life without being specific to one particular career, role, or job. Entrepreneurial StrengthsFinder is a compilation of 10 talents specific to the role of an entrepreneur. These talents enable an individual to meet the demands of the role of an entrepreneur and have strong, statistically significant linkages to specific business outcomes.

Gallup designed both assessments for personal development and growth by helping individuals focus on areas of strength in their life.

Are there Entrepreneurial StrengthsFinder tools available for coaches and economic developers?

Gallup will publish *Entrepreneurial StrengthsFinder* in June 2014. The book, which is part of the Entrepreneurial StrengthsFinder package, describes powerful new ways to reignite local and national economies while giving individuals an in-depth look at each of the 10 talents of entrepreneurship. This book will be a valuable resource for coaches and economic developers.

Later in 2014, Gallup will launch a new course that provides additional information to support those who wish to consult with others on their entrepreneurial talent profiles.