



Entrepreneur Assessment Report

Candidate: Walter Spengler

Date: 03/13/2009



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	Low	Below Average	Average	Above Average	High
OPTIMISM - upbeat, positive outlook.		◆			
EMOTIONAL RESILIENCE - stable, hardy, emotionally resilient; able to handle work stress & pressure.			◆		
LOCUS OF CONTROL - belief that work success terms from personal initiative & effort, not luck or fate.		◆			
SOCIAL NETWORKING - expanding one's business and/or social contacts by making connections thru individuals.			◆		
SELF-PROMOTION - promoting one's self and product or service to other people for business-related purposes.		◆			
COMPETITIVENESS - trying to outperform business rivals. other people for business-related purposes.					◆
GOAL-SETTING - regularly setting clear business goals and objectives.			◆		
WORK DRIVE - working long hours and extending oneself when needed to finish projects and meet deadlines.				◆	
TOLERANCE FOR FINANCIAL INSECURITY - ability to tolerate financial uncertainty.		◆			
ADAPTABILITY - adaptable, flexible, and able to adjust work style to different conditions and situations.				◆	
AUTONOMY - need for independence and autonomy at work, including not having a boss.		◆			
PERSISTENCE - disposition to keep working on projects until completed, and persevere despite setbacks and obstacles.					◆
PREDICTED PERSONAL SATISFACTION		◆			
PREDICTED POTENTIAL FOR SUCCESS			◆		

YOUR PERSONAL STRENGTHS:

Optimism

- Fairly vigilant and questioning, you are alert to potential problems and pitfalls in business dealings.
- People usually cannot easily mislead you because you tend to look for the evidence that backs up claims and proposals.

Emotional Resilience

- Moderately stable and even-tempered under pressure, you can usually manage the normal, day-to-day stresses of business.
- Resilient under moderate pressure, you recover fairly quickly from minor setbacks and daily hassles.

Locus of Control

- In analyzing your performance in work or business, you can usually see the impact of factors beyond your own control – like government regulations and the national economy.
- You will not be troubled by feelings of personal guilt when business problems arise.

Social Networking

- Moderately outgoing in some conditions and somewhat reserved in others, you can develop contacts for business networking if you see benefits and focus your attention on connecting with people.

Competitiveness

- Results show that you have a highly competitive personal style and strong motivation to out-perform your peers.
- Your strong, personal need to compete motivates you to seek opportunities to compare your performance with that of your peers, like professional conferences and expositions, which can also help build your knowledge and skills, as well as, let others know how well you are doing.

Goal-Setting

- Results show that you have an average goal-setting orientation. Often fairly orderly in your work habits, you have a positive attitude about goal-setting, and you try to set general goals for yourself and your business when you think of it.

Work Drive

- You have an above-average work drive and will usually take on difficult work challenges and work long hours to achieve business success.
- You usually have the motivation and energy to complete demanding projects on schedule and may, at times, extend extra effort or sustain a heavy workload to get a job finished.

Tolerance for Financial Insecurity

- You usually prefer to have a stable, predictable income and the financial security that this brings. It is fairly important for you to know how much money you will be making in the future.



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Adaptability

- You are quite adaptable and flexible, capable of quickly and easily dealing with the uncertain and ambiguous conditions you'll face in entrepreneurship.
- When confronted with unanticipated problems, you are able to make on-the-spot assessments and improvise new approaches, and adapt to changing conditions and unplanned developments.

Persistence

- Your style is to keep working on tasks and projects until they are completed. You have a strong, personal determination to finish what you start, despite obstacles and setbacks.
- Your tenacity can enable you to out-distance less persistent competitors.

YOUR AREAS FOR DEVELOPMENT:

Optimism

- Customers or clients may sometimes want you to demonstrate a more optimistic, "can-do" attitude.
- You could, at times, have more positive expectations for work projects and business prospects.
- Occasionally you might give up on a problem too soon because difficulties seem insurmountable, even though sustained effort can bring success.

Emotional Resilience

- In high-pressure work situations you may sometimes lose your composure or over-react to stress at work.
- Major setbacks, disappointments, or frustrations can sometimes leave you demoralized and slow to recover.

Locus of Control

- When business goes badly you tend to blame other people, economic conditions, or bad luck instead of taking the personal responsibility for your own performance.
- You may miss a number of opportunities to take control of problems in your work when you mistakenly see them as outside your sphere of influence.

Social Networking

- Because social networking doesn't come naturally to you under some conditions, you probably miss opportunities to make contacts – especially in informal gatherings and casual occasions for leisure.
- Especially during the initial stage of developing your business, you may need to develop a more extensive social network which you can use for new ideas, generating leads, learning about your competition, developing alliances, and social support. You may need to make more effort to have business lunches, attend conferences and workshops, or participate in business clubs and community organizations.

Self-Promotion

- You may miss a number of opportunities to promote your capabilities and market your business to other people through your own hesitation, reluctance, or indecision.
- When you do let other people know about your business, you may not do enough to sell yourself or tout the value of your product or service.

Goal-Setting

- Goal-setting is not a habit for you and you may not be doing it in a sufficiently systematic manner for it to be of real benefit for your business.
- The goals that you set may be too vague, irregular, or poorly defined to help you focus on what you need to do to be successful in self-employment.
- Regularly setting specific, challenging goals may be hard for you, so your performance at work and in business may lag behind that of your more conscientious peers and competitors.



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Tolerance for Financial Insecurity

- Results show that you have a below-average tolerance for financial insecurity, so when you confront unpredictable prospects for future income— common for self-employed entrepreneurs – you may, at times, feel significant anxiety about your financial well-being. Your challenge is to try to develop enough tolerance for financial insecurity that it does not lower your personal quality of life or your work effectiveness. This may require either, some psychological adaptation on your part to feel more comfortable with the uncertainty or working hard and achieving enough business success that you feel financially secure.
- Faced with a promising, but financially uncertain, business opportunity, you probably would decline to invest much time or money, even though this could help achieve long-term success.

Autonomy

- To be successful in self-employment, you will need to work extensively on your own without reliance on other people—which is not your natural style.
- Quick, independent decision-making may prove difficult for you in some circumstances. You may need to function more autonomously when analyzing problems and choosing the best course of action.

Persistence

- Your perseverance may occasionally blind you to the value of abandoning a losing project and cutting your losses.

Overall Summary

Your results from this assessment, combined with Resource Associates' research on success in entrepreneurship and self-employment, indicate that in a self-employed entrepreneurial role:

- *You will likely experience **Below Average personal satisfaction.***
- *You can expect **Average financial success.***

The accuracy of these projections - based entirely on your personality - also depends on many factors, including prevailing economic conditions, the markets you enter, your competition, and others. In deciding whether to pursue a career as an entrepreneur or self-employed professional, you can benefit from considering these factors in your decision, along with your personal Strengths and Areas for Development outlined in this report.

Resource Associates extends best wishes for your future career!

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