



**Franchisee / New Business
Owner Assessment Report**

**Candidate:
Ken Sampleuser**

**Date:
07/30/2020**

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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				◆	

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YOUR PERSONAL STRENGTHS:

Optimism

- Guardedly optimistic about the future, you temper your positive expectations with an awareness of the possible risks and problems in business.
- Inclined to judge others by their behavior, you expect the best from people unless facts persuade you otherwise.

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 most situations you view your success as a result of your own effort, initiative, and competence, so you usually take responsibility for failures and accomplishments as an entrepreneur.
- When business goes badly you rarely blame others, and you typically try to look for ways to improve your own skills and satisfaction by controlling events around you.

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.

Self-Promotion

- Under some circumstances, if you're comfortable with people, you promote your capabilities and explain the value of your services and products.
- In informal social gatherings, you may, at times, use the occasion to inform people about your business.

Competitiveness

- Your results show that you have a moderately competitive personal style and fairly strong motivation to out-perform your peers.
- Your personal need to compete may, at times, motivate you to seek opportunities to compare your performance with that of your peers, such as 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

- With an average work drive, you work hard enough to meet reasonable demands of your work, even if you sometimes have to work a few extra hours.
- You have the motivation to get your work done, and ordinarily meet your deadlines as long as they don't interfere with the rest of your life.

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Tolerance for Financial Insecurity

- Conservative and careful with money, you work for a stable financial situation and prefer predictable sources of future income.

Adaptability

- Your results indicate a mixed adaptable / systematic work style, comfortable dealing with moderate uncertainty as long as you have enough structure.

Autonomy

- Your results indicate that you are suited for work requiring a balance of independent contribution and interdependent effort. You are comfortable alternating between working closely with other people and working on your own.

Persistence

- Results indicate that you have average persistence and motivation to finish what you start, as long as the obstacles aren't too great.
- You ordinarily have the tenacity needed to help you succeed as long as the benefits to finishing seem to outweigh the frustrations.

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YOUR AREAS FOR DEVELOPMENT:

Optimism

- In some situations you focus more on the risks than on the upside potential in business.
- At times you may 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.

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 sometimes miss opportunities to promote your capabilities and market your business to other people because you hesitate and fail to take the initiative.
- When you do let other people know about your business, you may not do enough to 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.

Work Drive

- You may pass up some good business opportunities which your competitors would pursue because they seem to require too much time and effort.
- At times you may feel reluctant to work the long hours and weekends often needed to achieve success as an entrepreneur.

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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 very promising but financially uncertain business opportunity you probably would decline to invest, even though it could bring success.

Adaptability

- When faced with new business problems or unexpected difficulties in an ambiguous environment, you may, at times, have difficulty adjusting.
- Your problem-solving style fits best in moderately familiar conditions in which some tried-and-true solutions apply. You may struggle in unfamiliar circumstances requiring novel or flexible responses.

Autonomy

- In conditions requiring prolonged work on your own – as in a small business or as a self-employed entrepreneur – you may feel dissatisfied with limited opportunities to consult with or rely on other people.
- Quick, independent decision-making will probably prove difficult for you in some circumstances.

Persistence

- At times you may abandon worthwhile projects when you encounter major barriers or setbacks.
- When faced with disappointments, you may at times get distracted and disoriented when finishing requires single-minded determination.

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 **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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