

Entrepreneur Self Test

TOOLS FOR ENERGIZING ENTREPRENEURSHIP

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BACKGROUND AND INTRODUCTION

The Entrepreneur Self-Test was developed by the Rural Entrepreneurship Initiative, the predecessor of the Center for Rural Entrepreneurship. This assessment was designed to help an individual identify and understand his/her entrepreneurial potential. The test can be used at the community level with residents engaged in or considering involvement with a business. Community or nonprofit service providers working with potential entrepreneurs might also use this test.

Scoring the Test

Not all questions carry the same value and weight. The following scoring approach is recommended:

- First Two Questions under Motivation:
2 questions x 10 pts. = 20 maximum pts. x factor of 1 = Score of 20
- Remaining Questions under Motivation:
10 questions x 10 pts. = 100 maximum pts. x factor of .25 = Score of 25
- Capacity - Skill Questions:
9 questions x 10 pts. = 90 maximum pts. x factor of .25 = Score of 22.5
- Capacity - Networking/Partnering Questions:
6 questions x 10 pts. = 60 maximum pts. x factor of .25 = Score of 15
- Support Questions:
5 questions x 10 pts. = 50 maximum pts. x factor of .25 = Score of 12.5

Low Potential	0 to 25 Score
Some Potential	26 to 50 Score
Moderate Potential	51 to 75 Score
High Potential	76 plus Score

The *Entrepreneur Self-Test* consists of three sections: motivation, capacity, and support.

Motivation

- () Evaluate your overall motivation to start and operate your own business. Score on a 1 to 10 scale, where 10 indicates strong agreement with the statement and 1 indicates little or no agreement with the statement.
- () Perceive Opportunities - I am constantly seeing business opportunities or ideas that have potential commercial value.
- () Growth Oriented - I like growing or building business, or taking ideas and make something of them.
- () Creative - I am creative and I am regularly coming up with new ideas on how to do things better or more efficiently.
- () Innovative - I am innovative and I am able to find solutions to challenges and problems.
- () Resourceful - I am resourceful and I am able to find solutions to challenges and problems.
- () Dynamic - I am a dynamic person providing vision, hope and energy to those I am working and partnering with.
- () Hard Working - I am a hard working person and I do what it takes to succeed.
- () Flexible - I am flexible and I am able to adapt to changes and surprises quickly and successfully.
- () Risk Tolerant - I am risk tolerant and I am able to successfully manage risk associated with creating and growing a business.
- () Open to Learning - I thrive on learning and I am constantly seeking out new information that can help me with my business.
- () Competitive - I am motivated by success and driven to do well.
- () Collaborative - I believe in working with others who can help me make my dream a reality.

Capacity

Evaluate your capacity related to the following *business skills*. Consider not only your own capacities, but also the capacities of the other members of your management team. Rate yourself on a scale of 1 to 10 with 1 being no capacity and 10 being high capacity.

- Ability to assess market opportunities.
- Ability to develop products or services.
- Ability to provide products or services.
- Marketing and communications capacity.
- Fiscal management.
- Ability to acquire financial capital.
- Personnel or team development and management.
- Ability to develop and sustain partnerships.
- Quality control.

Evaluate your ability to network and partner with other organizations and individuals. Score on a 1 to 10 scale where 10 indicates strong agreement with the statement and 1 indicates little or no agreement with the statement.

- I am comfortable seeking out information from others.
- I regularly network with others to gain information for my business.
- I have an extensive resource network that I am constantly building.
- I am comfortable with partnerships.
- I have two or more partnerships associated with my business.
- I have learned how to deal with the challenges of partnering with others.

Support

Evaluate the level of support you feel from your family and community as you pursue your business opportunities. Score on a 1 to 10 scale where 10 indicates strong agreement with the statement and 1 indicates little or no agreement with the statement.

- I am challenged and happy in my work building a business.
- I believe there is good balance between my work and my personal life.
- My family and friends are supportive of my work and encouraging to me.
- My community is supportive of me and my business undertakings.
- My community is actively helping me build my business.

About the Center

The Center for Rural Entrepreneurship is a RUPRI or Rural Policy Research Institute national research and policy center with founding support from the Ewing Marion Kauffman Foundation of Kansas City, Missouri. Our mission is to *enable every rural resident to achieve his or her full entrepreneurial potential*. This mission will be achieved by collaborating with individuals and organizations engaged in the study, practice and policy of rural entrepreneurship. The Center supports research, field work, and policy development through collaborations with national, state and community interests. For more information on the **Center for Rural Entrepreneurship** contact Taina Radenslaben at 402-323-7336 or taina@ruraleship.org.

