



WeRentrepreneur

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Self-evaluation
Data entered
Answering time

Test Test
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Less than a minute



About this report

« *Being an entrepreneur is about what you are rather than what you have, what you do rather than what you say* »
Marie Carreaud

Behaviour is key when it comes to entrepreneurial success, and may make all the difference, with one essential condition: being aware of it in order to know how to act... which is the very objective of this tool!

3 domains bring together the key behaviours in entrepreneurial activity: strategy, organisation, human relations, from which 9 entrepreneurial profiles have been identified.

Discover your dominant profile, and investigate your level of adaptation to this key behaviour. These steps will allow you to envisage areas for development and action in order to optimise your potential.

How to read your results

Discover your dominant profile : The one for which you have the most natural talent, feel most comfortable, and which constitutes a strength. Learn about it, and be aware of it! *What are your strengths? Your beliefs? How are you seen by those around you? How do you react under stress? What are the advantages for entrepreneurship? At which entrepreneurial stage are you most at ease? How can you develop the power of your profile?*

After discovering your profile and the various aspects involved, investigate your comfort zones for key entrepreneurial behaviour. This step will allow you to envisage areas for development and action in order to optimise your potential.

Discover the profiles which complement your own : Rest assured, it is very rare to master the entire spectrum of behavioural skills with great ease. We all have areas in which we are uncomfortable: that restrictive behaviour, which takes so much effort, and gives us less pleasure (or even annoys us). *Identify those profiles which are complementary to yours (low scores), with which you can associate, or for which you can develop your own skills!*

Note: for greater impact, we recommend discussing your results with those around you to ensure you understand all the information and can adapt it to your specific context. A coach or a specialist consultant can also provide precious assistance in thinking of more precise areas for action!

Have fun reading it all!

Your dominant entrepreneurial profile

THE SCRIPTWRITER

Your dominant profile is the one for which you have the most natural talent and are most comfortable in expressing the associated skills. Read it carefully in order to discover your entrepreneurial strengths and areas for development!

The scriptwriter belongs to the producers group, whose strategic talents prove particularly useful in supporting the launch of the activity.



Their strengths

- Structural mind
- Feet on the ground
- Sense of planning
- Desire to build based on ideas
- Key contribution to achieving the objectives

Scriptwriters are rare, and yet essential for the effective completion of a project. They have and cultivate talent to convert an idea – their own or someone else's – into a series of organised acts, which may lead to a viable outcome!

The scriptwriter makes use of all kinds of information which they consider inspiring and helpful for bringing a project to life and guiding its outcome. With their methodical mind, they first imagine the structural framework of future actions, which makes it easier for others involved to understand the project and for it to be effectively implemented. Since they consider that actions need to be prepared, they are then able to create a meticulously detailed setting, clearly describing the characteristics of each stage and the associated actions. Favouring an approach based on requirements, they will generally ensure that their work can be used by other players in the project, ensuring it is suitably standardised and allowing scope for adjustment.

The scriptwriter allows a concept or idea to be set in motion with a firm foundation in reality. Without their contributions, many projects would not be completed!

« The preparation is more important than the action »
Guy Zimmerlich

Who to associate with?

The profiles which complement yours: **The Detector – The Leader.**

Rest assured, we all have areas in which we are uncomfortable: that behaviour which takes so much effort, and gives us less pleasure – or even annoys us. As part of this test, we recommend you focus on your strengths and identify the two profiles complementary to your own. By associating (formally or informally) with people excelling in these types of profile, you will increase your entrepreneurial potential. Bring the synergy of talents into play!

THE SCRIPTWRITER

Beliefs

- Planning and action go hand in hand
- To achieve the final objective, they must first focus on preparation
- If the foundations are not solid to begin with, the result will be unpredictable

Image conveyed to others

Scriptwriters do not work solely for themselves, but also for the end users. This stance allows them to envisage their work as open to adaptation or improvement once in a real-life situation. Even if they do not always appreciate changes of plans, the most important thing for them is that the structures of the project are well thought out in advance! They may be perceived by some as being sometimes too methodical or focused on the risks, but once their partners or correspondents have identified their role, they are quickly recognised as a precious ally!

Advantages for entrepreneurship

The scriptwriter has natural talent for :

- Defining the parameters, feasibility and risks of a project
- Bringing together resources (financial, material, human) based on established objectives
- Formalising a system of supply

Their talents offer considerable advantages for **preparing and organising the company's action plan.**

Tendencies under stress

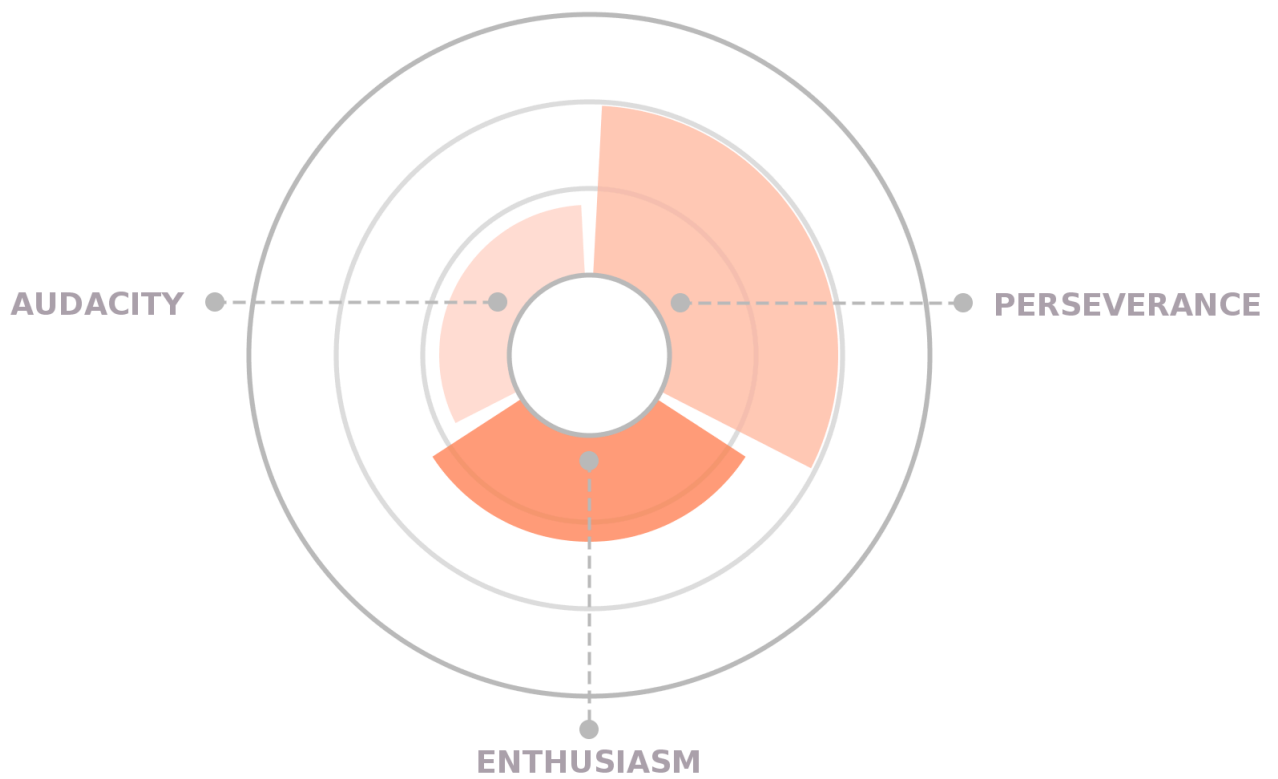
Tendencies under stress, which are closely linked to thoughts and emotions, are specific to each individual. The points listed are general predictions, to be adapted based on your experience in terms of stress management.

Good self-control at difficult moments will help to reduce the potentially negative effects of the context. This self-control involves first of all knowing your automatic tendencies under stress.

Your tendencies under stress:

- May over-estimate the actual risks or the negative consequences of an event
- Tendency to "block" their actions by reinforcing verification and the details of the organisation
- Seems to lack flexibility in adapting their forecasts
- Adopts a less open stance to the requirements of others when thinking through their work

Your personal resources



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Personal resources are fundamental to mastering the whole body of entrepreneurial activities. Mainly associated with self-confidence, these resources affect personal comfort in conducting the entrepreneurial project and the ease with which challenges are met. The skills represented within this sphere are linked to audacity, perseverance and enthusiasm.

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Audacity

Agreeing to place yourself in danger and making decisions in a complex and uncertain environment. *This resource allows risks to be taken, and interventions in ambiguous and complex contexts. It requires a certain "letting go" when faced with events which are getting out of your control.*

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Perseverance

Persevering in the chosen direction in spite of problems and pressure. *This resource helps to remain firmly on course, in spite of the obstacles to achieving results, bouncing back from failure and maintaining an objective view under pressure.*

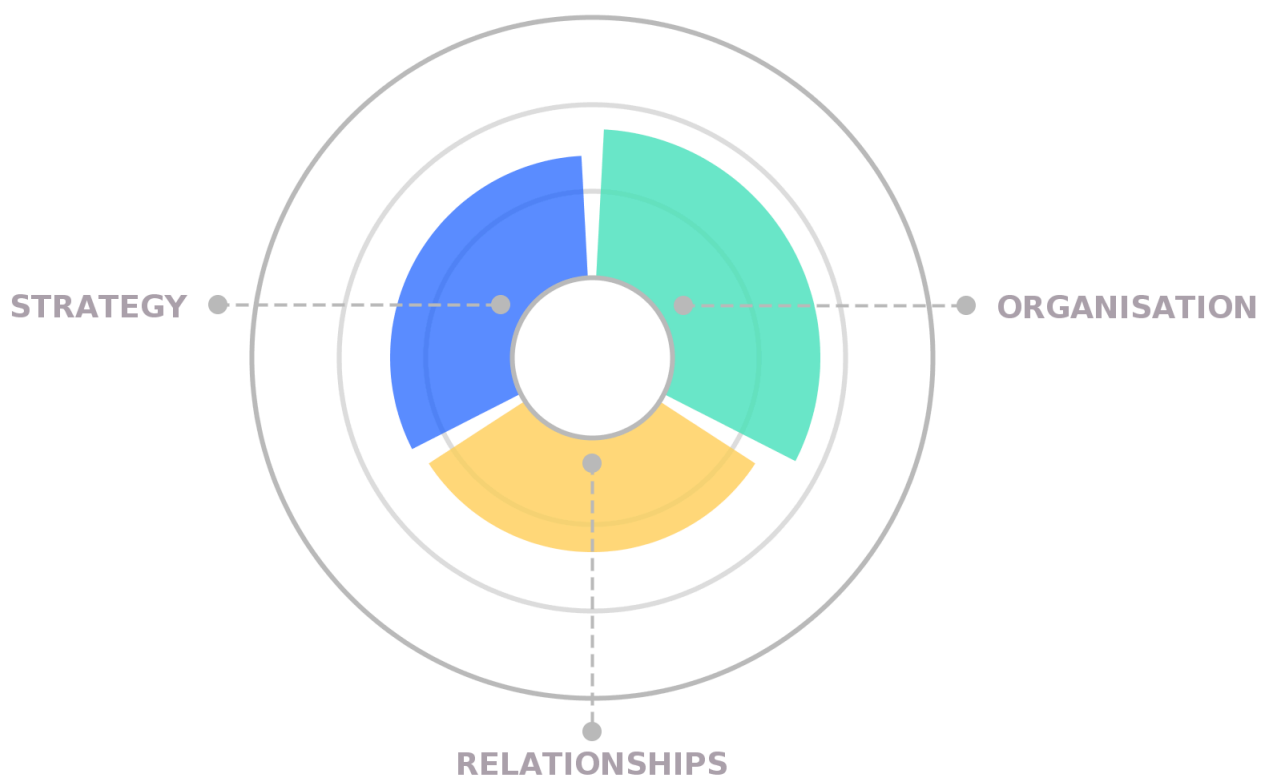
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Enthusiasm

Responding to challenges with enthusiasm and conviction. *This resource is linked to an optimistic outlook on events, as well as to seeking and experiencing positive emotions encouraging enthusiasm in action and strength in the face of challenges.*

Your entrepreneurial skills

3 domains group the key skills in entrepreneurial activity: strategy, organisation, human relations. Being aware of your strengths and areas for progress in each of these skills helps to master them, making you more comfortable in the associated activities.



Strategy

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Strategic skills are required in the quest to exploit business opportunities for value-creation purposes. They encourage the creation of an innovative development strategy incorporating the benefits of the alliance and the ecosystem. These skills prove particularly useful in supporting the launch of the idea and the project design.

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Flexibility

Identifying and seizing business opportunities. *This skill is an advantage in particular for: evaluating business potential, getting ahead of the competition, detecting faint signals and cultural changes, adapting supply to demand.*

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Vision

Initiating the breakthrough with an innovative vision. *This skill is an advantage in particular for: leading through challenges, managing innovation, conceiving new products and/or services based on needs detected on the current and future markets.*

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Network

Creating and developing a business network. *This skill is an advantage in particular for: integrating the networks (formal and informal) useful to the company, organising public relations and territorial relations.*

Organisation

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These skills facilitate the process for converting an opportunity into a structured project, or even an entity. Referring to the act of organisation, they involve preparing the action plan, effective management of the change and checking the results. Supporting organisational emergence, these skills appear essential when launching the activity.

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Planning

Preparing and organising the company action plan. *This skill is an advantage in particular for: defining the parameters of the project and its feasibility, preventing risks, bringing together the resources (financial, material, human) based on fixed objectives, formalising a supply system.*

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Action

Executing the plan and proposing relevant indicators to measure the results. *This skill is an advantage in particular for: distributing and coordinating the resources obtained, learning management tools, allocating the resources required for the correct implementation of the action plan.*

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Adjustment

Monitoring implementation and correcting the results. *This skill is an advantage in particular for: monitoring the achievement of the objectives, evaluating the costs and the results obtained, determining the methods of action to overcome the deviations observed.*

Relationships

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This sphere brings together the managerial skills essential for developing the human capital accompanying the company's performance. They essentially cover the field of human relations, emphasising communication and the valuation of team work, as well as the behaviour encouraging the involvement of the employees and/or partners.

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Leadership

Encourage support and involvement through your strength of conviction. *This skill is an advantage in particular for: imposing yourself as a leader, training and mobilising teams around ambitious collective objectives, encouraging employees and ensuring they take responsibility.*

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Communication

Communicating priority orientations and encouraging the circulation of information. *This skill is an advantage in particular for: communicating decisions made, ensuring information is shared, speaking clearly and coherently with a person or a group of people.*

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Recognition

Valuing contributions and performance. *This skill is an advantage in particular for: appreciating and rewarding performance (efforts, involvement, results), helping employees to grow and take on responsibilities.*