

This ENTREPRENEUR PERSONALITY EVALUATION is taken from **BEYOND THE NUMBERS: 5 Key Factors that Impact an Entrepreneur's Success** (<https://thewritetouchinc.com/entrepreneur-book/>)

Here's an excerpt from the book and an introduction to this evaluation.

What you're good at and like to do reveals the environment in which you'll have the greatest chance of success. For example, someone who is drawn to education, has patience, and enjoys training others would thrive as a schoolteacher or university professor. Similarly, your aptitudes are an indicator of your entrepreneurial personality.

The online free dictionary describes personality as "*the sum total of all the behavioral and mental characteristics by means of which an individual is recognized as being unique.*" To put this in context, think of your entrepreneurial personality as a measure of your strengths and weaknesses. Not only what those strengths and weaknesses are, but also how they apply to your business objectives.

Another way to describe the purpose of Factor #1 in the book is "Know what entrepreneurial environment is best for you." Your personality, made up of aptitudes (skills) and attitudes (behavior), will be the key to defining that environment.

Michael Gerber in his books, *The E-Myth* and *The E-Myth Revisited*, distinguishes the personalities needed in any business as the entrepreneur, the manager, and the technician. Can one person bring the aptitudes and attitude needed to successfully handle all three of these roles? To perhaps state the obvious, those with the best chance of succeeding will have a firm grasp of their strengths and weaknesses from the onset of the business. Not so obvious, however, is how to correlate those strengths and weaknesses with the type and structure of the business.

In this type and structure context, we're talking about what ownership model is the best fit for you. Specifically, who *owns* the business; a sole proprietor, multiple owners, or a partnership involving family members? In other words, should you go into business by yourself or with partners?

This evaluation will help you examine which of the ownership models is likely to give you the best chance of success. The three distinct entrepreneurial personalities defined in the book are *The Lone Stranger*, *The Family Gatherer*, and *The Painless Partner*. If you'd like to read more detail about the roles, check out chapters 3 - 5 of **BEYOND THE NUMBERS**.

Below are three sets of questions. Each set has eight questions. Go through each of the sets, scoring the individual questions as follows:

Write down your score for each question, and then total each set.

Don't look ahead until you've finished the questionnaire. When you have completed the three sets check your results at the end of this document.

SET 1: This set references **business situations**. Answer as follows:

0 – Never/Absolutely Not 1 – Sometimes/Maybe
2 – Most of the time/Yes 3 – Always/Emphatic Yes

1. ____ Do you prefer working alone rather than in a group or team?
2. ____ Do you want to be the person making the final decision?
3. ____ Do you like to maintain control even when you delegate a task to someone else?
4. ____ If something goes wrong, do you accept blame willingly and easily?
5. ____ Do you strive for a win-win outcome in negotiations?
6. ____ Do you enjoy the dynamics of multi-tasking, i.e. having several projects going at once?
7. ____ Are you comfortable working unstructured hours such as long days, nights and/or weekends (as opposed to a highly structured schedule)?
8. ____ Do you make decisions using logic more than emotions or feelings?

Total Set 1: _____

SET 2: This set references **family relationships**. Family would include any traditional blood or marriage relationship as well as a domestic partnership. Answer as follows:

0 – Never/Absolutely Not 1 – Sometimes/Maybe
2 – Most of the time/Yes 3 – Always/Emphatic Yes

1. ____ Do you often seek input from family members on your own personal decisions?
2. ____ Do you have more than one family member you confide in about business problems?
3. ____ When you discuss a business problem with family members, do you get honest feedback?
4. ____ Do you support a family member's (personal) decision even if you disagree with the decision?
5. ____ Do you have family members who have business skills you do not have?
6. ____ Do you participate in and enjoy scheduled family traditions such as reunions or holiday gatherings?
7. ____ Do you share personal financial information with any family member other than your spouse or domestic partner?
8. ____ Would you rather keep peace in the family than win an argument?

Total Set 2: _____

SET 3

This set references **business situations**. Answer as follows:

0 – Never/Absolutely Not 1 – Sometimes/Maybe
2 – Most of the time/Yes 3 – Always/Emphatic Yes

1. ____ If a business associate makes an important decision that you disagree with, do you support the decision anyway?
2. ____ Do you consider teamwork more important than individual effort?
3. ____ When dealing with something you're not good at or don't have much experience with, do you delegate the project (rather than trying to work through the solution yourself)?
4. ____ Do you have allegiances to your past (considering college, home town, childhood friend)?
5. ____ Would you likely involve a colleague (inside or outside of your business) to resolve a significant business problem?
6. ____ When a decision doesn't work out, do you analyze the process and factors that went into the decision (rather than the people involved)?
7. ____ Do you have experience on a business or non-profit Board of Directors?
8. ____ Do you have close friends who disagree with your political views?

Total Set 3: _____

You probably guessed which personality each set was slanted toward. That's okay, as long as you answered the questions as honestly as you could. Record your highest score and see if you matched your preconceived idea of your "best" entrepreneurial personality.

RESULTS: Your highest score is: Set _____.

If the highest score is:

SET 1 – You are well suited to be *The Lone Stranger*

SET 2 – You will do well as *The Family Gatherer*

SET 3 – You will be successful as *The Painless Partner*

Summary

This survey isn't meant to be a scientific analysis. Rather, it's simply a self-evaluation to help you examine and/or determine your best entrepreneurial role. If your scores are close, you could be well suited to more than one personality type. If you have a mismatch between your score and your expectation, remember, there are no right or wrong answers, no good or bad results.

If you're seeing a conflict in score and expectations, consider the following: Are you in a partnership that's not working, or maybe you had one that failed, while your evaluation said you'd make a good partner? Don't immediately assume the results are wrong. Partnerships usually fail because the individual match (or matches) was not a good fit. You might want to look at Chapter 4 of BEYOND the NUMBERS. There's an outline of five steps on how to select a partner and succeed as *The Painless Partner*.

Did you have a mismatch involving *The Lone Stranger*? For example, you're a sole proprietor but scored higher as a partner, or you're a partner but scored higher as a sole proprietor. Review how you answered the questions and your current business situation. You'll either validate the mismatch or discount it as inconsequential. If it's valid, you'll need some professional guidance, a business coach and/or perhaps an attorney, to help sort out your options.

As with any such activity, put to use those ideas that make sense to you. Nothing is absolute. A business venture, like life itself, is a journey of trial and error. It's fraught with challenges, problems, and failures, while also yielding opportunities, solutions, and successes. It's what makes the journey of business and life exciting and fulfilling. We wouldn't want it any other way.