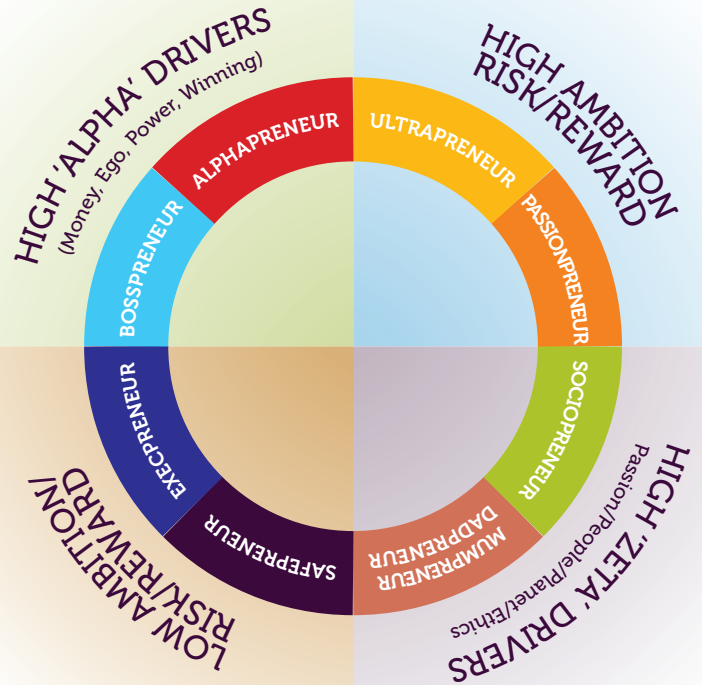


## ENTREPRENEURIAL PROFILER TEST RESULTS



## HOW MY ENTREPRENEURIAL PROFILING TEST WORKS...

After years of reading books on the subject of entrepreneurship, meeting, mentoring and corresponding with thousands of entrepreneurs (and would-be entrepreneurs) - and discussing the subject of entrepreneurship with experts, I have come to believe that there are many different types of entrepreneur, each of which can be as successful in their own way as the next.

And what works for one type of entrepreneur - in terms of support, advice, and business partners - will be completely different to another.

Key is understanding the individual's ambition, energy levels, drivers, tolerance to risk and attitude to success.

My Entrepreneurial Profiler therefore seeks to test two separate areas:

Alpha vs Zeta drivers (where Alpha Drivers = Money,

Power and Ego and Zeta Drivers = Passion, People and Ethics), and

Level of ambition/determination and appetite for risk/rewards

The resulting scores point to 9 different entrepreneurial types as seen on the graph above.

The results indicate where you are at the current time based on your answers to the Profiling questionnaire; however, entrepreneurs change throughout their life according to their stage in the journey.

For example, someone just starting out in business with nothing to lose may be extremely ambitious and open to risk, whereas someone who has amassed a certain status and wealth may be more risk averse even though they are technically a more experienced and 'advanced' entrepreneur.

Equally, work/life balance or achieving ethical goals may be much more important to someone who has already achieved great material success in their life.

Once you have completed your test and read the profile, please do write and let me know whether you thought it was an accurate assessment at [rachel.elnaugh@rachelelnaugh.com](mailto:rachel.elnaugh@rachelelnaugh.com). I would value your feedback.

Regards,

Rachel