

Personal Characteristics Assessment

Researchers have studied the qualities of successful entrepreneurs extensively over the years with the hope that the knowledge gained could be used to reduce the number of business failures. Although it helps to have certain character traits, success depends both on who you are and on having a strong business idea. A perfect entrepreneur can't make a fundamentally flawed business work, and a perfect business won't go anywhere without the right person behind it.

This assessment is meant only to give you an idea of your strengths and weaknesses; your responses won't dictate whether you succeed or fail.

How to Complete the Assessment

On the following pages are 52 situational questions. Read each of the questions carefully and circle one of the numbers beside the statement, depending on whether or not you believe that you: Always (4), Usually (3), Sometimes (2), or Never (1) behave according to the statement. There are no right or wrong answers. Respond based on what you believe to be true for you.

Personal Characteristics Questions

	Always	Usually	Sometimes	Never
1. I hate being in a position of having to do things; I prefer to act before I am forced to.	4	3	2	1
2. I keep looking for different things I can do.	4	3	2	1
3. If I am faced with a problem, I try to solve it.	4	3	2	1
4. I find out for myself what I need to know.	4	3	2	1
5. When I am working on something, I often check its quality to make sure it is good.	4	3	2	1
6. I treat family, friends, and my own convenience as less important than getting a job done.	4	3	2	1
7. I like to find ways of doing things less expensively than before.	4	3	2	1
8. I think logically about what I am doing and what I am going to do.	4	3	2	1
9. If there are several choices, I think carefully about each one of them before taking action.	4	3	2	1
10. I believe I can overcome obstacles.	4	3	2	1
11. When someone disagrees with me, I try to deal with the disagreement instead of pretending it doesn't exist.	4	3	2	1
12. I am good at convincing people to buy things.	4	3	2	1
13. I learn useful facts from people "in the know".	4	3	2	1
14. If I see a problem coming, I do something about it now rather than waiting for it to happen.	4	3	2	1
15. I try to view my problems as opportunities.	4	3	2	1
16. When things are difficult, I find it very hard to give up.	4	3	2	1
17. When I am going to do something, I first ask questions to find out how to do it.	4	3	2	1
18. My work is better than other people's.	4	3	2	1
19. I am willing to work hard long hours to do what I said I would.	4	3	2	1
20. I try to minimize the time it takes to do things.	4	3	2	1

	Always	Usually	Sometimes	Never
21. I try to foresee possible obstacles when I am making plans.	4	3	2	1
22. I find ways around problems that other people failed to find before.	4	3	2	1
23. I know I can do what I set out to do.	4	3	2	1
24. I try to confront differences of opinion openly, not to pretend they don't exist.	4	3	2	1
25. If I want somebody to do something, I can persuade them to do it.	4	3	2	1
26. I try to build networks of contacts in order to find out what I need to know.	4	3	2	1
27. I can see for myself what action needs to be taken; I do not depend on others to tell me.	4	3	2	1
28. When I run into obstacles, I see it as a chance to learn something new.	4	3	2	1
29. I do not ignore difficulties; I try to overcome them.	4	3	2	1
30. I make extensive, systematic inquiries about how to do things.	4	3	2	1
31. I want to produce the best product of its type.				
32. I will do almost anything to finish a task on time.				
33. I look for ways of working more quickly.	4	3	2	1
34. I do not plan on the assumption that all will go well. I anticipate problems, and I plan for them.	4	3	2	1
35. I find innovative solutions to problems.	4	3	2	1
36. When I start a task, I am confident I can complete it.	4	3	2	1
37. I do not like to ignore interpersonal problems. I would rather admit to them and try to solve them.	4	3	2	1
38. When I need people to do a task for me, I can get them to do it.	4	3	2	1
39. I try to develop friendships because they are a fundamental resource for success.	4	3	2	1
40. I do not like to wait until I must take action, I act before I have to.	4	3	2	1
41. If an opportunity arises, I act on it immediately.	4	3	2	1
42. If one solution doesn't work, I try to find another.	4	3	2	1
43. If a problem needs to be analyzed, I analyze it myself.	4	3	2	1
44. I want whatever I do to be of higher quality than anyone else's.	4	3	2	1
45. If a job has to be completed, I am prepared to sacrifice my personal convenience in order to do it.	4	3	2	1
46. I try to reduce costs.	4	3	2	1
47. I try to plan how I will get over difficulties before I actually meet them.	4	3	2	1
48. I develop new ideas.	4	3	2	1
49. If I meet a challenge, I can overcome it.	4	3	2	1
50. If I am having a problem with somebody else, I like to face up to it openly with that person.	4	3	2	1
51. I can persuade people to do things for me.	4	3	2	1
52. I look at my friends as part of my strength for the future.	4	3	2	1

Personal Characteristics Assessment Summary / Making Sense of Your Responses

To make sense of your responses transfer the numbers you have circled for each of the statements 1 to 52 into the appropriate space on this sheet and total each row. The highest total score for any category is sixteen (16) and the lowest total score is four (4).

Answer Values				Total	Category
1 _____	14 _____	27 _____	40 _____	= _____	Initiative
2 _____	15 _____	28 _____	41 _____	= _____	Sees and acts on opportunities
3 _____	16 _____	29 _____	42 _____	= _____	Persistence
4 _____	17 _____	30 _____	43 _____	= _____	Information seeking
5 _____	18 _____	31 _____	44 _____	= _____	Concern for high quality of work
6 _____	19 _____	32 _____	45 _____	= _____	Commitment to work contract
7 _____	20 _____	33 _____	46 _____	= _____	Efficiency orientation
8 _____	21 _____	34 _____	47 _____	= _____	Systematic planning
9 _____	22 _____	35 _____	48 _____	= _____	Problem solving
10 _____	23 _____	36 _____	49 _____	= _____	Self-confidence
11 _____	24 _____	37 _____	50 _____	= _____	Assertiveness
12 _____	25 _____	38 _____	51 _____	= _____	Persuasion
13 _____	26 _____	39 _____	52 _____	= _____	Use of influence strategies

As you look through your scores, remember, there are no “right” or “wrong” answers. This is a measurement of where your skill set is now. If some of your scores are low, don’t despair, it is beneficial to identify the areas you need to work on, so you can build your skill base. If you have some low scores, you may consider taking courses or reading some books to build those skills. For example, if your self-confidence or assertive skills are low, you may want to enrol in a business communications or negotiation course.

Use this assessment as an opportunity to utilize your top skills and work on developing your weakest skills prior to setting out on your new business venture.

And remember, Women's Enterprise Centre is there to ensure that you're in business FOR yourself, not BY yourself. Good luck!