

Entrepreneurial Skills



for **Isla Rhodes**

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This report is designed as a motivational coaching document to be used with Isla's Self Awareness Group Leader in a developmental context. It is intended to help her consider the attributes, styles and approaches she might bring and challenges she might face where a role or venture requires her to be entrepreneurial. These elements are presented against a generic set of headings which summarise key aspects of such an endeavour according to what Isla's responses to the Footprint® questionnaire suggest.

The report is only part of the picture. It will be necessary to include a discussion about the practical skills, qualifications, experience and external resources that Isla might call upon or need to resource.

Overview: Most studies agree that there are two very important elements to developing an entrepreneurial style – namely Motivation and Commitment. Isla's responses suggest that she has the ambition, persistence and drive needed to scope out a new project. She also has the commitment to overcome early challenges. By being accurate and tenacious, Isla will not be put off by obstacles in her way and she is quite likely to stick to her instincts in order to see a task through. However, you should discuss a coping strategy for times when Isla has to multitask. For example, how will she prioritise time and resources?

Opportunity: Isla has the inclination to spot and capitalise upon different types of opportunity. She will innovate naturally because she does not get hung up with how things were done historically or accept unnecessary regulations. The trick is to be able to focus on the ones that will give the most meaningful results.

Strategic thinking: Isla has a clear belief in her own ability and will work out how to get where she wants to go.

Getting things started: making a difference is really important to Isla but she is likely to need a push to get going. She may, however, need to check how everyone feels before deciding; she needs to remain aware that the people around her may not always share the vision or her strong belief that she can succeed.

Approach to risk: Isla's responses suggest that she experiences risk as a natural part of the business process which needs to be understood. Isla doesn't do failure and will work very hard when her security is threatened or integrity is questioned.

Building productive relationships: Isla has a serious, assertive and mature style. She has the ability to direct and energise the people around her. She is likely to have good nurturing abilities and a practical approach to delegating tasks.

Market research: Whilst Isla is really good at building ideas and spotting opportunity, she may not have the inclination to thoroughly research potential markets or the objectivity to fully appreciate the downside of a course of action.

Planning: Isla needs to be made aware that a logical and robust project plan is a vital tool which will help to achieve her ambitions. She may not have the experience or communication style needed to write it on her own.

Bringing in business: Isla is likely to be a natural promoter of ideas, who can be very convincing when she is meeting people face to face. She might struggle at maintaining long-term customer relationships when she feels that the challenge has gone.

Decision making & problem solving: Isla has the inclination to meet decisions head on and will be unlikely to put things off. She probably has a determined approach to problem solving and will not be afraid of finding and motivating others to help her out.

Change: Isla has the tendency to experience change as a way of managing an opportunity. She needs to be aware that her determined nature can be mistaken for inflexibility and this might undermine previous achievements – or the probability of long term success.

Operating alone: As a competitive person, Isla naturally considers any action to help her achieve her goals. She does have the ability to work alone and to concentrate for long periods if she thinks it vital to her success.

Managing a team: Isla's responses suggest that her attributes and qualities will direct and support the people around her. These aspects of leadership tend to be the ideal in the early days. In time, however, she may need to develop a more attentive and sustaining management style, mindful that not everyone has her independent spirit.



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Day to day management: Isla's responses suggest that her attributes and qualities may not be fully engaged in this area. We suggest a discussion around coping strategies or alternative resourcing as this is the area where she might ultimately need most support.

Coaching suggestions: Isla's feelings about unfairness, flexibility and routine tasks should be discussed because these aspects of her personality will be tested when scoping out a new project. It will be very helpful for her to be more confident and self aware in these areas.

Summary

Isla has an innovative, entrepreneurial way of working. She is comfortable with challenge and change. She has the sincerity to gather the people around her who will help to achieve her goals. She needs to be encouraged to understand that some aspects of project management require being prepared to accept different points of view and being able to let go. A useful exercise could be for her to identify a support network to help in these areas.

