

Entrepreneurial Skills



for **Cynthia Weston**

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This report is designed as a motivational coaching document to be used with Cynthia'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 Cynthia'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 Cynthia 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. Cynthia's responses suggest that she has the ambition, confidence and people skills needed to scope out a new project. She also has the commitment to overcome early challenges. By being forceful and competitive, Cynthia will not be put off by obstacles in her way and she is quite likely to seek the assistance of people around her in order to make things happen. However, you should discuss a coping strategy for times when Cynthia gets bored. For example, how will she stick at the repetitive elements of the process?

Opportunity: Cynthia 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 adhere to unnecessary regulations. The trick is to be able to focus on the ones that will give the fastest results.

Strategic thinking: Cynthia has the clear ability to see the big picture and to work out how to get there.

Getting things started: Success is really important to Cynthia and she is likely to be quick off the blocks. She may, however, have the tendency to run before she can walk; 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: Cynthia's responses suggest that she experiences risk as a natural part of an entrepreneurial style rather than something to be feared. Cynthia doesn't do failure and will work very hard when her credibility is at stake.

Building productive relationships: Cynthia has a motivational, assertive and upbeat style. She has the ability to enthuse and energise the people around her. She is likely to have good networking abilities and a practical approach to delegating tasks.

Market research: Whilst Cynthia is really good at coming up with ideas and spotting opportunity, she may not have the patience to thoroughly research potential markets or the inclination to fully understand the downside of a course of action.

Planning: Cynthia 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 attention to detail or perseverance to create it on her own.

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

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

Change: Cynthia has the tendency to experience change as a way of creating an opportunity. She needs to be aware that her restless nature is unsettling for some and this might undermine previous achievements – or the probability of long term success.

Operating alone: As a people person, Cynthia naturally seeks to encourage friends and colleagues to help her achieve her goals. She does have the ability to work alone and concentrate for long periods if she thinks it vital to her success.

Managing a team: Cynthia's responses suggest that her attributes and qualities will inspire and motivate 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 pioneering nature.



Day to day management: Cynthia's responses suggest that her attributes and qualities may not be fully used 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: Cynthia's feelings about procedure, regulations and repetitive 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

Cynthia has an innovative, entrepreneurial way of working. She is comfortable with challenge and change. She has the inner confidence 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 persistence, patience and concentration. A useful exercise could be for her to identify a support network to help in these areas.

