

# Enterprise Skills Report



for **Monica Smith**

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This report is designed as a motivational coaching resource to be used with Monica by her Self Awareness Group Leader when considering the challenges involved in starting up a new business or in self-employment.

Presented against a set of generic headings and using the self-assessed data drawn from Monica's responses to the Footprint® questionnaire, it explores the attributes, style and approaches to new situations that Monica might use for key aspects of such an endeavour.

This is only part of the picture. It will be necessary to include a discussion about the practical skills, qualifications, experience, support and external resources that Monica might also need to call upon.

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**Overview:** Most studies agree that there are two very important elements to setting up a business – namely Motivation and Commitment. Monica's responses suggest that she has the tenacity, flair and the people skills required when starting up an enterprise. She also has the commitment to overcome early challenges. By being optimistic and persistent, Monica will cope with obstacles in her way and she is quite likely to research and develop an idea very thoroughly. However, you should discuss a coping strategy for the times when Monica feels threatened. For example, how will she take tough and unpopular decisions?

**Opportunity:** Monica has the ability to identify opportunities in areas that she has researched and fully understands. Her approach will be to take an existing idea and make it better in some way. The trick is to be able to focus on the ones that will give the most meaningful and high profile results.

**Strategic thinking:** Monica's approach to strategy will involve building on previous success and to take the next logical step. It may not be fast, but it will be thoroughly thought through.

**Getting things started:** Monica may need encouragement when starting new projects because she usually tries to consider and mitigate for all the different possible outcomes. She might have to come to terms with choosing the best possible course of action quickly. Once decided she will show dogged determination.

**Approach to risk:** Responses suggest that Monica is aware of threats to her security and tries to minimise its impact on the things that she feels are important. She might benefit from a close network of trusted friends and associates with whom she can share issues, so as to not feel so vulnerable.

**Building productive relationships:** Monica has a friendly, sincere and trustworthy style. She won't cut corners and has a tendency to build long-lasting, meaningful relationships. When sought out for her specialist knowledge, she is likely to provide a credible and productive result.

**Market research:** Monica is really good at checking out the background data and presenting it in a way that fits the business plan. She has the patience to thoroughly research potential markets and the inclination to base any decisions on sound data.

**Business planning:** Monica should instinctively understand the need for a logical and robust business plan, which is a vital part of the framework of any business. She may not be aware, however, that a business plan is a dynamic document and that it needs constant evolution.

**Bringing in business:** Monica naturally develops long-term customer relationships. She is likely to be good at things like viral marketing, newsletters etc... however, cold calling, networking and presenting to groups of people are unlikely to come easily to her.



**Decision making & problem solving:** Monica has the inclination to delay decisions until she fully understands the issues and is comfortable with the effect that they will have. She will approach problem solving by tapping into the large store of experience and knowledge that has been acquired by business planning and market research.

**Change:** Monica won't welcome change for its own sake. She does, however, have a unique ability to tap into her instincts. This could mean that she tends to be unsettled by unplanned events. She should be encouraged to ask for help and guidance whenever it is needed.

**Operating alone:** Monica is a private person and has the natural inclination to work alone, concentrating for long periods. She will benefit from working through ideas with people that she trusts. She will then be comfortable being left alone to get on with things.

**Managing a team:** Monica likes to be the 'go to' person in a team; she has the natural inclination to encourage, build confidence and support people where it counts. She will be prepared to take the lead in specialist areas where she has crucial knowledge and will be relaxed working with other specialists whom she trusts.

**Day to day management:** Monica's responses suggest that her attributes and qualities may be ideal in the implementation of the business plan, especially running and structuring operations such as looking at quality and improvement.

**Coaching suggestions:** Monica's feelings about risk, tough decisions and flexibility should be discussed because these aspects of her personality will be tested when setting up a new enterprise. It will be very helpful for her to be more confident and self aware in these areas.

### Summary

Monica's strengths lie in that she has consistent ways of working, which should be respected and can be relied upon for delivery of a solid business performance to the best of her ability. Her way of innovating is to take an existing product or idea and make it soundly fit for purpose. She needs to be aware, however, that some aspects of building a new enterprise require risk taking, quick decision making and compromise. A useful exercise could be to identify a support network to help her in these areas.

