

## Self-Employment Profile

<b>Contents</b>	<b>Page</b>
Overview of Strengths	1
Planning Considerations	2
Business Development	3
Achievement Potential	4
Independence Potential	5
People Orientation	6
Technical Orientation	7
Approach Reluctance	
Overall Score	8
Managing Rejection	9
Prospecting Orientation	10
Commitment to Product/Service	11
Commitment to an Opportunity Requiring Sales	12
Uncertainty Scale	13
Ideal Self-Employment Environment	14
Summary of Self-Employment Potential	19
Appendix - Opportunities in Your Ideal Self-Employment Environment	20

**SEP# 000000 for Sample Person on May 1, 2002**

©1995-2001, Selection Testing Consultants Intl Ltd.

## **An Overview of Your Personal Characteristics & Career Strengths**

### **Business Development**

You would be described as extremely competitive, enterprising, assertive, determined and goal oriented. You may display new and creative ways to reach your personal and work objectives and you will be self-evaluative and sometimes critical of your own performance. Given a goal, objective or requirement, you would be able to develop your own plan, manage your time and focus your effort on a daily basis to reach your goals. Being a self-manager should come very naturally to you and these skills should be refined through formal training and/or work experience.

### **Achievement Potential**

You would be described as being motivated both by a genuine concern for the well being of others and by the opportunity to achieve an excellent standard of income for yourself through the application of your talents and effort to the achievement of very demanding goals. To achieve both your 'people-oriented' and your personal goals, you may become somewhat hard driving, eager and active and if delayed, occasionally impatient. There is a balance in your motivational pattern between an orientation towards people or service considerations and towards bettering your own life. This means that you will want to assess each step in your career path in terms of its social merit as well as its payoff to you. If either element is seriously limited in an opportunity you may have difficulty in committing yourself completely to it.

### **Independence Potential**

You would be described as quite cooperative, obliging, efficient, conscientious, painstaking and team oriented. Generally, you would be easy on others and quite accepting of structure. You would be considered a loyal individual who could work well within a variety of settings. Systematic policies and procedures would be valued working conditions desired in the business opportunity.

### **People Orientation**

You would be described as extremely sociable, entertaining, cheerful, genial and outgoing. In addition to being a fluent talker, you would be comfortable with new people, value social interaction and make new friends easily. Generally, you would display the ability to communicate with a wide variety of people in a number of different functions. Being extremely sociable could make you somewhat sensitive to rejection.

### **Technical Orientation**

You are extremely logical, reflective, analytical, factual and very practical. You enjoy things that challenge your capacity to learn. For the sake of interest as well as necessity, you will become an expert in things that intrigue and challenge you. You like to be creative and conceptual. You would enjoy solving intellectual challenges by thoroughly investigating the facts and data associated with a particular problem. Your introspective and self-controlled behavior may be interpreted sometimes by others as being preoccupied.

## Planning Considerations

### What Types of Opportunities Should You Look For?

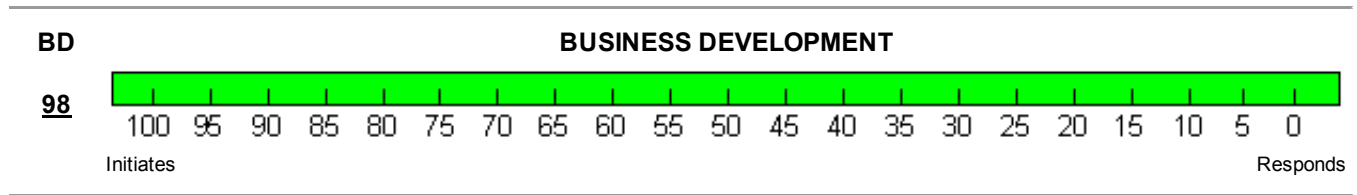
- + Look for opportunities to create your own work structure and to develop your self-management skills by training in time management and activity planning. The opportunity to put solid effort each day is a real plus for you as you know that effort invested consistently will produce the results you seek in both productivity and recognition.
- + Look for opportunities which combine work of genuine social value with an equally genuine opportunity to take on demanding and challenging tasks for which you will receive recognition and good financial compensation.
- + You should look for an opportunity that is stable in an established work environment. Your preference should be to work within a recognized team type environment. For even greater satisfaction, you should find an organization that you can identify with and respect for their products and services.
- + Look for opportunities that provides you with lots of people contact on a daily basis. A situation with a great deal of person to person interaction and public relations opportunities would be ideal for you.
- + Look for a situation that offers intellectual challenges and an opportunity to learn and grow in your field of endeavours. You would be happy in a situation that is analytical, technical, involves discovery learning and is detail oriented.

### What Types of Opportunities Should You Avoid?

- Avoid tightly and rigidly structured work situations. If there is no room to put your personal touch to work in organizing and managing yourself, the situation may become too constricting for you. Try to avoid situations that may limit your self-management skills development which is a very strong need in you for your personal productivity and your sense of satisfaction.
- Avoid situations which you feel do not have any real human merit in them. As well, avoid situations in which everyone is treated alike regardless of their effort and performance. You can use your talents best where both the 'people' element and the challenge element are present.
- Avoid work environments which have poor or very inexperienced operational personnel and those that have high demand to work exclusively on your own with little opportunity for interaction with other associates.
- You should avoid situations that would isolate you from people. An opportunity that lacks social interaction would not be adequately stimulating and rewarding to you.
- You should avoid situations which are simplistic, boring and intellectually undemanding. An environment that does not offer growth and learning opportunities would not appeal to you and would limit your likelihood of outstanding performance.

**Business Development (BD)**

Your score on the BD Scale would indicate a natural inclination toward being comfortable in most competitive business environments. Given formal learning opportunities to direct and fulfil your natural self-manager inclinations, you can become very capable at personal planning and personal time management. You are strongly oriented to investing a great amount of effort in daily business development activities. You would be potentially suited for a situation that requires the initiation of new client contact with some client maintenance.



**Developmental Suggestions**

Help build on this potential strength by seeking instruction and coaching in personal planning and time management skills. Learn how to plan effectively and continue the process until you perform consistently. Develop and use a focused daily effort approach.

**Notes**

---

---

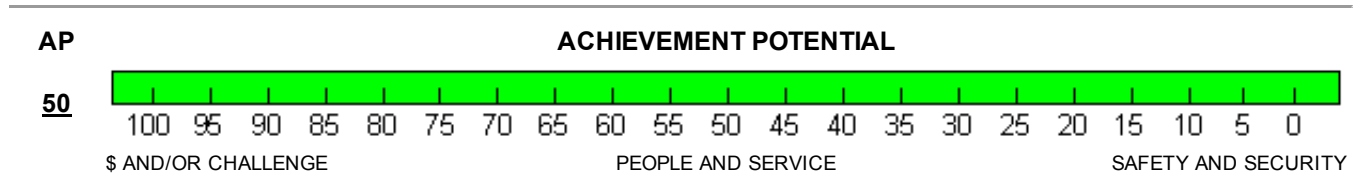
---

---

---

### Achievement Potential (AP)

This result on the AP Scale indicates that you have a good amount of drive and energy and would respond well to relatively intensive goals and objectives. From a motivational perspective, you have a relatively balanced structure with a slight dominance of challenge and/or money over an almost equally strong service and/or recognition component. You would enjoy a situation that focused on building good client relationships and was complemented by a strong need for achievement. The blend of these two motivators indicates a comfort with achieving results within a client building/service process.



### Developmental Suggestions

You have the energy and ambition to succeed and will profit from training in client management techniques that will help you apply your energy and ambition effectively. You will monitor your effectiveness from both a recognition and results perspective. Therefore, seek out coaching that can help you self manage both results and activities. Training in personal planning would help you feel "successful" everyday. As a persistent/persuasive client builder, you will learn best from a coach or mentor who has a style or approach that is well matched to your own personality.

### Notes

---

---

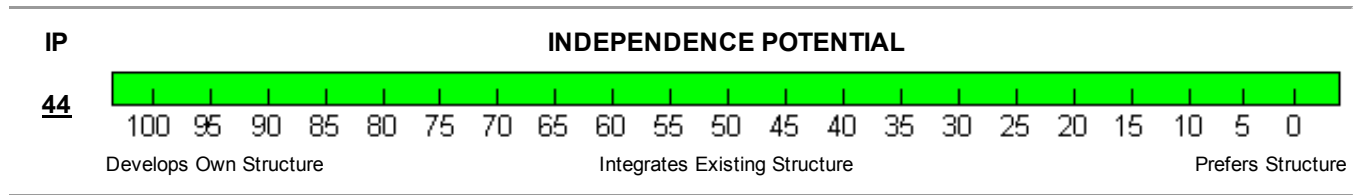
---

---

---

### Independence Potential (IP)

Your score on the IP scale indicates that you would be very comfortable with an opportunity that has proven, well-established structure and systems. You would be very coachable and would display a strong commitment to existing structure after the initial training. You would be considered as an individual who could be relied on to follow mutually agreed to strategies and procedures. You will be very attentive during the initial training and try to integrate all suggested ideas and approaches.



### Developmental Suggestions

You will expect direction and guidance on the systems that will ensure your success. Regular feedback sessions would help you evaluate your effectiveness and knowledge of the existing structure. Training and development of self management skills, including both self evaluation and self reinforcement strategies, would help maintain good habits after the initial intensive training. You will be receptive to the influence and advice of associates, therefore it will be important to seek out associates who have a similar orientation.

### Notes

---

---

---

---

---

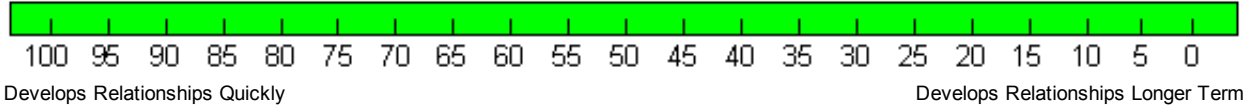
**People Orientation**

You will find an opportunity with a great deal of interaction with new people to be an ideal match. You will be extremely people-oriented and sensitive to the needs and feelings of others.

**PO**

**PEOPLE ORIENTATION**

**95**



**Developmental Suggestions**

Training would probably be most effective with a highly 'people oriented' 'coach'.

**Notes**

---

---

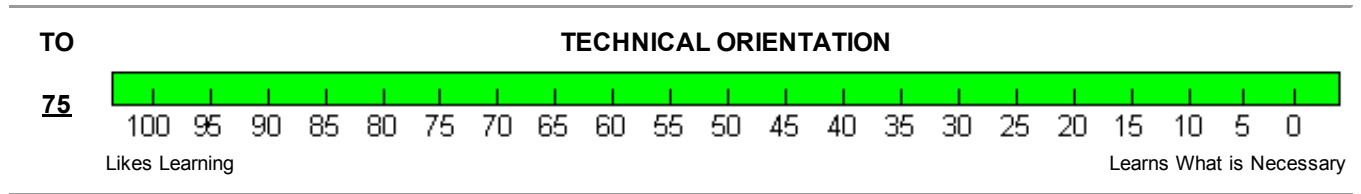
---

---

---

**Technical Orientation**

You would enjoy a business environment that offers an opportunity for continual growth and development from a technical and intellectual point of view. You would be considered to possess a good amount of fluid intelligence.



**Developmental Suggestions**

Design an intensive technical training process that includes self learning and formal instruction. You could be considered a technical expert for both clients and associates.

**Notes**

---

---

---

---

---



**Approach Reluctance: Total Score**

Would Benefit From  
a Mentor

Needs Coaching

Needs Training &  
Support



One of the main reasons that people fail in an entrepreneurial role is the fear of rejection. Fortunately, learning how to manage rejection is a trainable skill. Most sales in a business often require a number of rejections before a sale happens. Since your score indicates that you probably do not fear these rejections, it would be important to continually improve your response in situations where rejection occurs. Work with a mentor to find different methods to turn objections into opportunities.

**Notes**

---

---

---

---

---

**Approach Reluctance: Managing Rejection**

Build Skills

Needs Training

Very Sensitive



Your score on the managing rejection scale indicates that you could be quite sensitive during the client building process and would require training in strategies to feel totally comfortable during the business relationship. You would be most comfortable with a reasonably structured approach that allowed for individual input and on-going development.

**Questions to Consider**

- In the ideal interpersonal relationship, what percentage of time do you spend listening and talking?
- What are the major qualities you would like to develop that would help you become successful as an entrepreneur?
- What qualities do you have to change?

**Notes**

---

---

---

---

---

**Approach Reluctance: Prospecting Orientation**

Build Skills

Needs Training

Requires  
Leads/Marketing



You would tend to favour approaching clients in your natural market. To network effectively from a business perspective you would require a strong commitment to product and a well developed approach. The ideal opportunity would involve networking with people in a comfortable market. The implementation plan for the introduction to new markets would create a need for training support.

**Questions to Consider**

- What products or services would you feel uncomfortable selling? Why?
- Do you have friends that approach you at social gatherings to buy products or services they are selling? What is your usual response?

**Notes**

---

---

---

---

---

**Approach Reluctance: Commitment to Product/Service**

Less Necessary

Desirable

Essential



You would need to develop a commitment to the product or service by approaching prospects in your natural market. Create situations that provide opportunities to assess the value of the product or service you are representing. It is very important that you understand the benefits of the product or service very early in the new opportunity.

**Questions to Consider**

- Have you ever bought a product that you did not need?
- If yes, how did you feel about the salesperson who sold it to you?
- If no, has a salesperson ever tried to sell you something you do not need? How did you feel about this individual?

**Notes**

---

---

---

---

---

**Approach Reluctance: Commitment to an Opportunity Requiring Sales**

High

Average

Specific Careers  
Only



If sales is an integral aspect of the business opportunity you are considering, it will be important to develop a strong commitment to the sales process as it relates to the new opportunity. You might need assistance in accepting the role of the sales professional and in feeling comfortable in talking about your new situation.

**Questions to Consider**

- How would you describe the ideal entrepreneur?
- Which of these qualities do you possess and which ones would you need to develop?

**Notes**

---

---

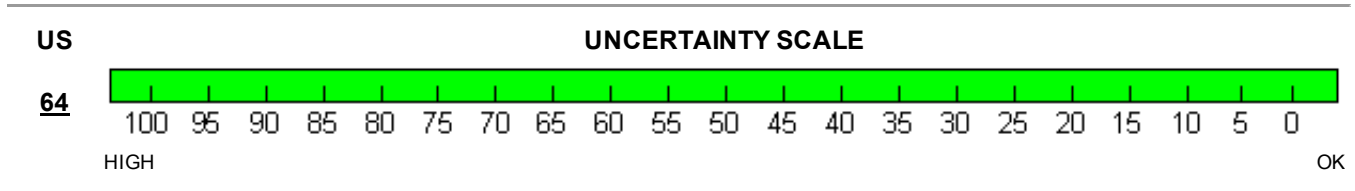
---

---

---

### Uncertainty Scale

Scoring up to 45 indicates a fairly consistent pattern of answering about being an entrepreneur that makes the profile results dependable. The lower the score, the more consistent your answers and the more dependable the entire profile results. A score greater than 45 indicates you have some inconsistencies in your answers that may affect the dependability of your overall profile results .



If your score is over 45, ask yourself the following questions:

- Does the profile describe you accurately?
- If not, what changes would you make in this report?
- In what situations or environments would you have a tendency to change your normal behavior?

### Notes

---

---

---

---

---

**Ideal Self-Employment Environment**

The Self-Employment Profile is designed to provide you with important insights into your inherent talents and style as they relate to entrepreneurial situations. This understanding will help you to make decisions about the entrepreneurial venture to which you are ideally suited.

The following is a ranking as to how your inherent talents and style relate to the requirements and work environment of the four major self-employment options. The "best fit" or recommended option is ranked "1" followed by the other options. It is possible to have a tie if your inherent talents and style are close to the ideal of two options.

---

**IDEAL SELF-EMPLOYMENT ENVIRONMENT**

<b>Rank</b>	<b>Opportunity</b>
1	Agent/Representative
2	Consulting/Contract
3	Small Business
4	Franchise

---

**Notes**

---

---

---

---

---

**Agent/Representative**

Being an agent or representative involves working independently selling the products and/or services from established organizations backed by their complete marketing, selling and servicing system. Usually there is no requirement to warehouse products. It can require a high volume of customers and transactions. It can be home based or require the use of an external office.

The ideal agent/representative profile consists of a strong initiating business development style, motivation based on a need for income and/or challenge in your career and a preference for a less structured work environment. You have a good level of desire in both meeting new people and in the learning requirements of the business.

Research agent/representative opportunities by looking at your past experience with specific products and services, your hobbies and personal interests, and products and services that are in high demand. Look at companies that want a self motivated individual who will create his or her own work structure to sell their products and/or services. Look for companies that have a strong training and sales support system.

List some products or services that you could consider selling and the organizations that would supply them. There are over one hundred agent/representative opportunities for your reference in the Appendix section.

**Notes**

---

---

---

---

---



**Consulting/Contract**

Consulting and contract involves working independently on a project basis and is in demand as a new way for organizations to get work done without hiring full time employees. It is usually home based with the majority of time spent at client locations and often has a low volume of clients on an annual basis. Consulting involves providing specific expertise to make changes in organizations. Contract work requires a specific task to be completed during a specific period of time.

The ideal consulting/contract profile consists of a good initiating business development style, motivation based on a need for challenge and service in your career and a preference for improving on existing structured work environments. You have a good level of desire in both meeting new people and in the learning requirements of the business.

Research consulting and contract opportunities by looking at your past experience with specific products and services. Also look at consulting and contract services that are in high demand for organizations that are in a sustained period of growth particularly in the new technology and services industries.

List some consulting or contract services that you could consider providing and the types of organizations that could use them. There are approximately two hundred consulting/contract opportunities for your reference in the Appendix section.

**Notes**

---

---

---

---

---

**Small Business**

Small business involves starting or buying a business that may require a specific location, employees, inventory, equipment and other overhead costs to serve the needs of a high volume of customers. It can involve retail, hospitality, professional services (engineering, accounting, etc.), wholesale trade and specialty businesses.

The ideal small business profile consists of a combination of a responsive and initiating business development style, motivation based on a need for security and service in your career and a preference for a structured work environment that you can adapt as needed. You have a good level of desire in both meeting new people and in the learning requirements of the business.

Research small business opportunities by looking at your hobbies, personal interests and products and services that are in high demand. Look at small businesses with a strong track record that may be looking for a new owner or partner. If you cannot afford to buy a business, start a business in a traditional high demand area.

List some products or services that you would be interested in selling through a small business environment. There are approximately six hundred and fifty small business opportunities for your reference in the Appendix section.

**Notes**

---

---

---

---

---

**Franchise**

Franchises involve acquiring the rights to a proven business concept that can include geographic territory, right to sell specific products and/or services, physical location design and supplier system, backed by a training, marketing, selling and servicing process. Based on market recognition, some franchises require a high front end investment and residual return to the franchiser while others require a lower initial investment and residual return.

The ideal franchise profile consists of a very responsive business development style, motivation based on a need for security in your career and a preference for a structured work environment. You have a good level of desire in both meeting new people and in the learning requirements of the business.

Research franchise opportunities by looking at the franchisers of specific products or services. Look for reliable organizations with a strong track record and an established full support system for training, operational policies and procedures, supplier relationships, service, etc.

List some products or services that you would be interested in selling through a franchise environment. There are approximately fifty franchise categories listed for your reference in the Appendix section representing an estimated three thousand plus franchisers in North America.

**Notes**

---

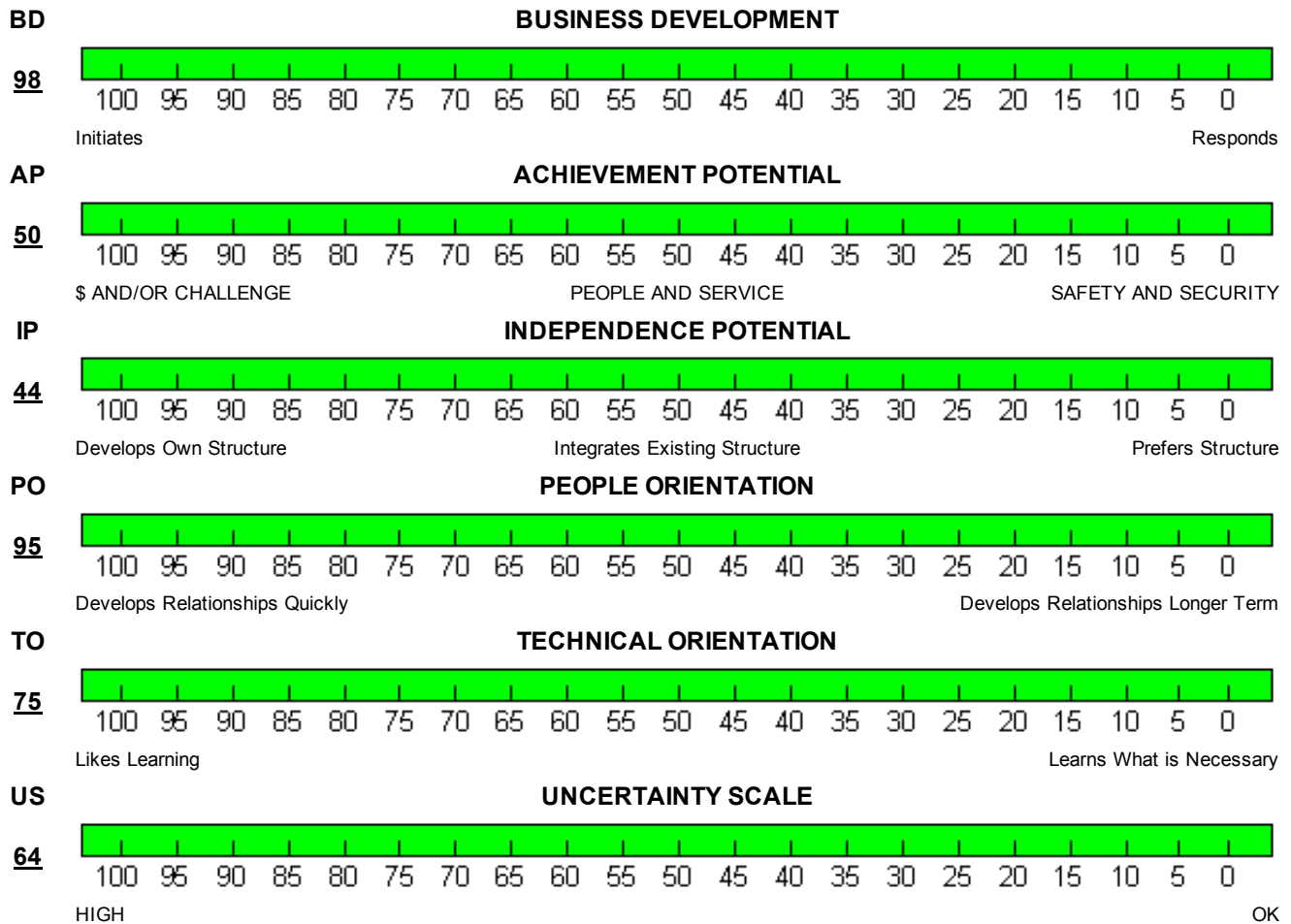
---

---

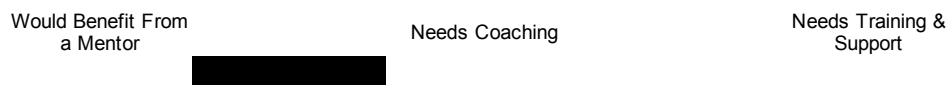
---

---

**Summary of Self-Employment Potential**



**Approach Reluctance: Total Score**



**IDEAL SELF-EMPLOYMENT ENVIRONMENT**

Rank	Opportunity
1	Agent/Representative
2	Consulting/Contract
3	Small Business
4	Franchise

**Appendix - Opportunities in Your Ideal Self-Employment Environment**

Please visit [www.selfmgmt.com/busopp.htm](http://www.selfmgmt.com/busopp.htm)  
for our list of over 1,000 business opportunities.