

Self Employment Screen

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An Overview of Your Personal Characteristics & Career Strengths

What Types of Opportunities Should You Look For?

- + In work or in your personal life, the opportunity to put forth substantial effort will be highly valued. To make your effort effective, take training in such self-management skills as activity planning and time management. Look for opportunities where you can develop and use these important talents and skills.
- + 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 would find it very satisfying to work within a group that has a real sense of 'team' and which delivers a needed and appreciated service.
- + You should look for a situation that calls for a good amount of people contact and a some contact with new people. It is essential that some of your satisfaction would be found in the interaction with people at work.
- + An opportunity with some learning and technical requirements would be quite satisfying. The opportunity to be creative and to put your new found knowledge into action would also be appealing to you.

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 opportunity may become too constricting for you by limiting both the development and use of your natural talents and the skills that come with these talents.
- 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 opportunities which you believe do not really appreciate its associates or provides incompetent or inadequate operational support.
- You should avoid a situation where you are expected to perform an exclusively public relations role.
- You should avoid situations that are not intellectually challenging, creative and those that do not offer a chance for personal growth in a technical or practical sense.

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.

A description of each self-employed opportunity follows.

IDEAL SELF-EMPLOYMENT ENVIRONMENT

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

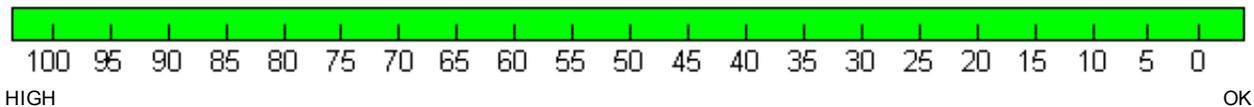
Uncertainty Scale

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. As you approach and pass 45, you have enough inconsistencies in your answers that it may make the overall profile results less dependable.

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UNCERTAINTY SCALE

36



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 behaviour?



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.

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.

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.

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.