PRODUCT FACTSHEET

Entrepreneur Questionnaire

Helps people decide whether to "take the plunge" into self-employment — appraising their strengths, weaknesses, and likely areas of success.

70	~20 min	Self-serve
QUESTIONS	TO COMPLETE	OR COUNSELLOR-LED

The Entrepreneur Questionnaire is designed to help people decide whether or not to take the plunge and start out in business on their own — whether as an alternative to salaried employment, or as a commission-only representative, agent, distributor or franchisee. It helps them evaluate their suitability and highlights their likely areas of strength and weakness.

It appraises strengths and weaknesses with respect to the potential for success in self-employment, and suggests where training, back-up or other support may help. Based on extensive work with the employed, unemployed, and both successful and unsuccessful entrepreneurs, it provides a valuable reality check for those who have a rosy view of self-employment, or who are considering it following redundancy.

TWO WAYS TO USE IT

Comprehensive, user-friendly reports.

Individuals can use the questionnaire themselves — the reports are comprehensive and user-friendly — but it is equally effective for those counselling and assisting individuals as they consider their future career options.

WHAT THE REPORT COVERS

A practical, direct assessment.

- Temperament, values and motivations
- Managing creditors, suppliers and debtors
- Likely areas of strength and weakness
- Working alongside and managing others
- Suitability for self-employment
- Where support or training may help

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