



## OVERVIEW

In today's complex business environment where the economic landscape is constantly changing, organizations need to make profound shifts in order to stay competitive. Breaking away from old patterns of operating is essential for enhanced products, improved technologies and new markets to be created. A recent Deloitte study found that organizations identified as "entrepreneurial" were succeeding at a much faster pace in the market with significantly increased capital investment, higher profit margins and greater productivity among other indicators. Obviously, having an "entrepreneurial mindset" is a key factor in supporting and sustaining the innovation that is critical to generating new business growth.

So what is an "entrepreneurial mindset," and how do you measure it? A cutting-edge assessment tool called the **Entrepreneurial Mindset Profile® (EMP)** [[emindsetprofile.com](http://emindsetprofile.com)] is an empirically based approach that examines in depth the skills and capabilities that are needed for this new kind of business environment. Available online, the EMP helps corporate leaders, students and entrepreneurs assess the degree to which they are utilizing an "entrepreneurial mindset" and provides resources to leverage that competitive edge. The EMP is currently offered in two formats:

- Individual Report (your view of yourself)
- Group Report (composite data for a team)

## EMP FEEDBACK REPORT/DEVELOPMENT GUIDE

Based on extensive research into the traits, motivations and skills of entrepreneurs, each EMP feedback report provides scores on 14 discrete scales that fall within two broad domains: seven of the scales assess personality characteristics and motivations that have been found to distinguish entrepreneurs from non-entrepreneurs, and the other seven assess cognitive and behavioral skills critical to shape entrepreneurial success. The feedback report compares an individual's (or group's) scores on these 14 scales to exclusive normative data from entrepreneurs and corporate managers. Accompanying each EMP feedback report is a thorough Development Guide which includes interpretive material about each of the 14 scales, suggestions for development, recommended resources and action planning guidelines.

## SCALES

### PERSONALITY SCALES

Independence  
Preference for Limited Structure  
Nonconformity  
Risk Acceptance  
Action Orientation  
Passion  
Need to Achieve

### SKILLS SCALES

Future Focus  
Idea Generation  
Execution  
Self-Confidence  
Optimism  
Persistence  
Interpersonal Sensitivity

## BENEFITS

The EMP provides an initial "benchmark" to help individuals and groups to

- Understand both the concept of entrepreneurial mindset as well as their own unique profiles
- Leverage their entrepreneurial strengths and target areas of development
- Accelerate innovation, creativity and growth leadership
- Bring forth changes that impact the bottom line
- Implement fresh ideas
- Develop a culture that fosters an entrepreneurial spirit
- Explore the intersection of entrepreneurship and economic development
- Advance the science of entrepreneurship

## LEADERSHIP DEVELOPMENT INSTITUTE AT ECKERD COLLEGE (LDI)

The EMP was developed by LDI, a Network Associate of the Center for Creative Leadership (CCL®). LDI has delivered internationally acclaimed programs since 1980.

## FOR MORE INFORMATION

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