

The Entrepreneur's FACETS

F	Focus delivers on the opportunity
A	Advantage selects the right opportunity
C	Creativity sees many opportunities
E	Ego brings motivation and courage
T	Team multiplies effectiveness
S	Social finds a cause

FOCUS – The ability to lock on to a target and not be distracted, to act with urgency and not procrastinate, to get things done and not just talk about them.

If you are strong on the Focus facet you:

- Appreciate what matters and what constitutes success.
- Set targets and deliver against them – on time.
- Stay concentrated over long periods of time.
- Enjoy working hard to meet deadlines (often self-imposed)
- Have a real sense of urgency and want to get on with things.
- Hate wasting time.

But you do not:

- Become hyper-active creating panic all around
- Put things off hoping that they will resolve themselves
- Develop tunnel vision and close your mind to valuable new information in changing circumstances.

Your Focus facet score (out of 10)

ADVANTAGE – The ability to select the right opportunity. It is this facet that enables entrepreneurs to pick winners and to know instinctively what ‘fall to the bottom-line’. It is why they have no problem with finding the resources they need.

If you are strong on the Advantage facet you:

- Can spot potential winning opportunities – ones that other people simply miss
- Appreciate what customers/clients look for
- Don't bother with things that don't add value.
- Monitor and measure your performance all the time.
- Know what resources you need and where you can find them .. but don't wait until you have everything before you set off.
- Know where you are going and what is doable

But you do not:

- Go for every good opportunity you come across – you select and priorities
- Become so visionary that you are way ahead of your customers/clients

Your Advantage facet score (out of 10)

CREATIVITY - The ability to come up with new ideas and translate them into opportunities and solutions. Entrepreneurial Creativity – which is not the same as Artistic Creativity – is about practical outcomes, ideas that meet a need. This facet allows entrepreneurs to think differently, to ‘break the mould’, to see patterns others miss.

If you are strong on the Creativity facet you:

- Are always looking for new ways of doing things and bubbling with ideas
- Enjoy having ideas that meet a need or solve a problem
- Look for how your ideas can be developed into winning opportunities.
- Enjoy challenges always asking the question ‘why not?’

But you do not:

- Become so imaginative that you can’t discriminate between good ideas and bad ones
- Get carried away with the novelty of your idea
- Always think your ideas are better than anyone else’s

Your creativity facet score (out of 10)

INNER EGO – The ego that only the person knows. It provides confidence, creates passion and delivers the motivation to achieve and to win.

If you are strong on the Inner Ego facet you:

- Want to make a difference in some way
- Have confidence in your own abilities
- Bounce back from adversity.
- Are passionate about the things you choose to do
- Are motivated to achieve

But you do not:

- Become arrogant, greedy and self-centred, unable to listen to or accept advice

Your Inner Ego facet score (out of 10)

OUTER EGO – The ego that others see. This facet brings the ability to carry heavy responsibility lightly – but not flippantly – to be openly accountable and to be instinctively courageous.

If you are strong on the Outer Ego facet you:

- Are happy to take over and run things.
- Measure your achievements against your own targets – you are your own taskmaster
- Can take tough decisions and see them through
- Don’t walk away when things get difficult – setbacks tend to bring out the best in you
- Blame yourself when things go wrong and not other people

But you do not:

- Delude yourself into believing you can ‘walk on water’

Your Outer Ego facet score (out of 10)

TEAM – The ability to pick the best people and get them working as a team, to know when you need help and to find it, and to build an extensive network of supporters. This facet provides the entrepreneur’s multiplier effect.

If you are strong on the Team facet you:

- Can identify the right people to work with you and to help you
- Can build an effective and fun team
- Delegate but never abdicate
- Enjoy networking but you always do it for a purpose

But you do not:

- Pick people just because you like them
- Put friendship before performance
- Believe what so-called experts tell you

Your Team facet score (out of 10)

SOCIAL – The ability to adopt a cause and deliver on it. This facet invades the ego facet providing a motivation and passion all of its own. It is the distinguishing facet of the social entrepreneur.

If you are strong on the Social facet you:

- Build your life and behaviour around beliefs that matter to you
- Hold certain values and stick to them, whatever the situation
- Will have found a cause and devote all your time and energy to it
- Will do something about meeting the needs associated with the cause

But you do not:

- Develop into a fanatic, forcing your beliefs and values on others
- Expect everybody to be as dedicated to your cause as you are

Your Social facet score (out of 10)

ENABLER – The ability to spot talent in others and the drive to help them succeed. Enablers can identify with other people’s dreams

If you are strong on the Enabler facet you:

- Can see the potential in other people and get real satisfaction from bringing that potential to fruition
- Set realistic challenges to help people improve and achieve excellence
- Continually monitor their progress and feed back your observations positively
- Are able to get alongside individuals and identify with their ambitions
- Can enthuse others and lift their horizons

But you do not:

- Get jealous when others succeed
- Seek glory for yourself
- Become impatient when progress is slow and there are setbacks

Your Enabler facet score (out of 10)