







ENTREPRENEURIAL POTENTIAL®

“Entrepreneurial Potential®” measures the main qualities required to succeed in your entrepreneurial project.

THE STRONG POINTS OF THIS TEST

- |  Reveal hidden entrepreneurial potential
- |  Secure entrepreneurial paths effectively
- |  Accelerate creator success
- |  Personalize your targeted strategic support
- |  Maximize your chances of success
- |  Promote your expertise in professional coaching

BENEFITS

Entrepreneurial Potential® is the ideal solution for **professional coaches**, **business creation consultants**, **incubators** and **support structures** wishing to **secure entrepreneurial paths**, **reveal hidden potential** and **offer truly personalized support**. This predictive and standardized test, developed by experts in work psychology and entrepreneurship, allows a detailed assessment of **entrepreneurial skills**, **aptitudes** and **motivations**.

Thanks to a unique 360° approach, you identify the **strengths and levers of success** as well as the **areas of vigilance** of each project leader. You can thus **personalize your training courses**, **prioritize your coaching areas** and **maximize the chances of success** of the entrepreneurs you support. This is the assurance of an **objective and strategic diagnosis**, serving the success of entrepreneurial projects and the credibility of your support.

Adopting **Entrepreneurial Potential®** means choosing a proven **professional tool**, designed to meet the needs of **incubation programs**, **career change coaches**, **training organizations** and **business creation support structures**. Intuitive, multilingual, secure (GDPR), integrable in white label or via API, it allows you to **professionalize your courses** while strengthening your image as an expert in entrepreneurial success.

PSYCHOMETRY

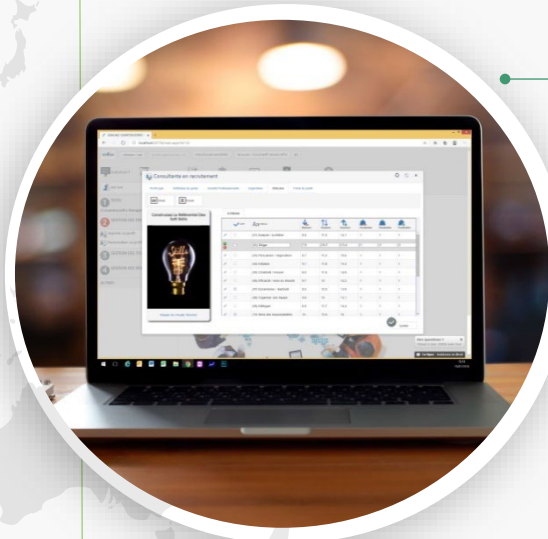
Test construction:

Pack: Human Resources
Questionnaire type: Normative
Number of questions: +520
Completion time: 60 minutes

Test validation:

Double external validation
Internal validation, consistency
Loyalty
Reliability

Test available in



60 types of entrepreneurs included



ENTREPRENEURIAL POTENTIAL ®



DIMENSIONS AND CRITERIA EVALUATED

PROFESSIONAL DIMENSION

- **vision** and ability to structure a business project
- **Business development** and sales skills
- **Excellence** in products and services
- **Innovation** to stand out in the market
- **Human** and social aspects of the company
- Global activity **management**
- **organization** and prioritization of tasks
- **Results** and setting ambitious goals
- Strong entrepreneurial **ambition**
- **Perseverance** in the face of challenges
- **Initiative** in creating solutions

PERSONAL DIMENSION

- Intense work **pace**
- **Time** and priority management
- Quick and assumed **decision**
- **Adapting** to the unexpected
- **Technology** and ease with modern tools
- **trust** with interlocutors
- Natural **leadership**
- **Vision** shared with the team
- **Motivation** of partners, associates or collaborators

RELATIONAL DIMENSION

- Clear and appropriate **communication**
- Effective **negotiation**
- Constructive **delegation**
- **listening** and reading behaviors
- Controlled **emotions**
- **risk** and entrepreneurial lucidity
- **Realistic** in assessing opportunities
- **Self-confidence** in taking positions
- **Resilience** in the face of failure
- **Stress** in an uncertain environment

TECHNICAL DIMENSION

Knowledge and know-how of the profession

