

EP10

ENTREPRENEURIAL PROFILE 10™

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YOUR ENTREPRENEURIAL PROFILE 10 REPORT

Gallup identified the 10 talents of highly successful entrepreneurs. This report presents the intensity of your entrepreneurial talents in rank order.

This report does not determine whether you should start a business, but rather how you can apply your talents most effectively in an entrepreneurial endeavor.

Entrepreneurship is the art of turning an idea into a customer.

You can use entrepreneurial talents to start or grow a business. Alternatively, you can apply these talents while working for an employer or pursuing higher education.

Use this report to focus on your dominant talents. Seek support and partnerships for your contributing and supporting talents, which will improve your potential for success in an entrepreneurial role.



Knowledge-Seeker



Determination



Creative Thinker



Risk-Taker



Business Focus



Relationship-Builder



Confidence



Independent



Promoter



Delegator



Dominant:

You have a high level of this talent. You consistently and naturally lead with this talent to achieve success.



Contributing:

You show some evidence of this talent. You must deliberately apply this talent to achieve success.



Supporting:

You do not lead with this talent. You should reinforce this talent with partnerships and support from others to achieve success.

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■ Dominant

■ Contributing

■ Supporting

Knowledge-Seeker

Definition: People who are especially talented in the Knowledge-Seeker talent understand that information is a valuable asset. They have a deep desire to acquire knowledge about all aspects of their business. They search for new information to solve problems and succeed in complex business environments.

Your Talent: You are likely a natural student, seeking information to constantly improve your business. You actively acquire detailed knowledge about all aspects of your business. Use your talents to anticipate the knowledge you need to improve your business.

Determination

Definition: People who are especially talented in the Determination talent pursue their goals with tenacity. They are intensely committed to success and are eager to take quick action. They rely on high motivation to turn adversity into opportunity. They can see beyond roadblocks and visualize a better future.

Your Talent: You likely have a great work ethic. You tend to thrive in high-pressure situations and are eager to make decisions and act quickly. Continue to confront obstacles directly. Remain undeterred by failure. Use your natural enthusiasm and energy to convince others to give you their best efforts.

Creative Thinker

Definition: People who are especially talented in the Creative Thinker talent have a curious intellect that helps them constantly imagine new products, services, and solutions. They are quick learners who explore various options and consider novel solutions as they anticipate the future needs of their customers.

Your Talent: You are quick to try new things and learn about different ways to accomplish your business goals. Your natural curiosity leads you to ask the types of questions that uncover potential new products or services for your customers. Always ask questions and consider a full range of ideas and solutions to challenges.

Risk-Taker

Definition: People who are especially talented in the Risk-Taker talent embrace challenges with enthusiasm. They have a strong, charismatic, and confident personality. They naturally focus on the rewards of success instead of potential failure. They emotionally connect with customers and exceed their expectations.

Your Talent: You likely show enthusiasm and positivity when taking on challenges. You are ambitious and charismatic. Your self-confidence allows you to see past barriers and assume success. Harness these traits to set and accomplish your business goals.

Business Focus

Definition: People who are especially talented in the Business Focus talent couple sharp business instincts and a fascination with making money. They have an uncanny ability to look at data from which they can form unique insights. Ultimately, they evaluate decisions through the prism of profitability.

Your Talent: You likely focus on business outcomes and rely on accomplishing specific goals to mark your progress. Define your goals in measurable ways that relate to your business plan. Partner with people who can help you achieve those goals on a day-to-day basis.

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Relationship-BUILDER

Definition: People who are especially talented in the Relationship-BUILDER talent have strong interpersonal skills that allow them to build a robust and diverse personal network. They rely on relationships to access resources and information essential to the success of their business.

Your Talent: You are at your best when your positive attitude shines outward. Meet people and convey your authentic enthusiasm to help you create mutually beneficial relationships. Creating and sustaining such partnerships is crucial to the success of your business.

Confidence

Definition: People who are especially talented in the Confidence talent are keenly aware of their abilities. They harness this awareness to take quick and decisive action. They seize opportunities knowing they will succeed and use their talents to persist in the face of uncertainty and failure.

Your Talent: Create greater confidence in your personal brand. Proactively seek feedback about your abilities from people you trust to better understand how you can achieve your business goals. Meet with people who could help you expand your business objectives.

Independent

Definition: People who are especially talented in the Independent talent can single-handedly start and operate a business. They rely on high energy and extreme commitment to succeed in the grueling grind of business creation. They firmly believe their actions decide the fate of their business and are motivated to make things happen.

Your Talent: You likely let others lead the way when it comes to getting things done for your business. For this strategy to work, create a circle of trusted advisors. You must also think ahead so that you have ample resources to complete activities that demand more planning, energy, and effort.

Promoter

Definition: People who are especially talented in the Promoter talent speak boldly on behalf of their company. They consistently communicate a clear vision of their business to customers and employees. They are great salespersons with an ability to form deep relationships and convince others to follow their well-defined business growth strategy.

Your Talent: You likely take a softer approach to promoting your business. You tend to avoid situations in which there is direct confrontation with others. Establish relationships with people who can champion your business to reduce or neutralize resistance to your efforts.

Delegator

Definition: People who are especially talented in the Delegator talent can trust and empower others to help grow their business. They know what their employees do best and position them to take responsibility for tasks at which they are most likely to excel. They can relinquish control and focus on growing the business.

Your Talent: It may be hard for you to work with others. You likely feel as though no one can accomplish things as you can. Resist the feeling that you should do everything yourself. Rather, learn what others are capable of. Partner with people who you trust to accomplish your business goals.