

“ Being an entrepreneur is about what you are rather than what you have, what you do rather than what you say. ”

Do you accompany:

- Future or young entrepreneurs in launching and developing their project?
- Entrepreneurs experiencing difficulties, who are facing strategic, organisational or relational issues, in their professional activity?

Behaviour is key when it comes to entrepreneurial success and it may make all the difference, with one essential condition: **be aware of it in order to know how to act!**

WeRentrepreneur! allows you to accompany entrepreneurs in identifying and becoming aware of their strengths and areas for development in order to optimise their potential and be a more effective entrepreneur.

A TOOL FOR EVALUATION AND DEVELOPMENT

Something of an innovator, developer, scriptwriter or leader...?

An entrepreneur identifies **their dominant profile** from the 9 entrepreneur profiles of the model.

- What are their strengths and natural talents?
- What image do they convey to those around them?
- How do they react under stress?
- What are their assets for entrepreneurship?
- At which entrepreneurial stage are they most at ease?



Entrepreneurs also identify those **profiles which complement their own**, those with which to associate themselves to be more efficient and more successful in their projects!



Your dominant entrepreneurial profile :
THE ADJUSTER

Your dominant profile is the one for which you have the most natural talent and are most comfortable in expressing the associated skills. Read it carefully in order to discover your entrepreneurial strengths and areas for development!

The adjuster belongs to the **producers** group, whose strategic talents prove particularly useful in supporting the launch of the activity.

Their strengths

- Sense of observation
- Desire to improve the existing
- Evaluation of the situation
- Orientation of solutions
- Flexibility and adjustment to c

The adjuster uses their skills to maintain the optimal pe... involves a capacity for observation, in order to rapidly dete... the implementation of monitoring and control systems, ada... project. The adjuster takes into account both internal people

The results, in the form of graphs and scores, highlight the entrepreneur's comfort and effort zones on:

- 9 key skills in the entrepreneurial activity, grouped into 3 domains: **Strategy, Organisation and Human relations.**
- 3 personal resources, essential for the entrepreneur, and which can mark the difference in terms of success and comfort: **Audacity, Perseverance, Confidence.**

THE MODEL OF ENTREPRENEURIAL SKILLS

The studies carried out by our HR researchers and practitioners, on a representative sample of **500 entrepreneurs**, were used to determine the main entrepreneurial activities and the **key behavioural skills** for greater comfort in the activity.



Strategy

Flexibility
Vision
Network

Organisation

Planning
Action
Adjustment

Relationships

Leadership
Communication
Recognition

Personal resources

Audacity, Perseverance, Enthusiasm

AN OPERATIONAL APPROACH IN THREE STAGES

- 1** **Completion of a self-assessment questionnaire** used, based on the way the person sees themselves, to assess the behavioural trends and main tools for motivation in a professional environment (10 mins to complete, online).
- 2** **Immediate generation of the individual report**, on the web or in PDF format.
- 3** **Results returned by the HR professional** to go into greater detail on the diagnosis and envisage, with the entrepreneur, areas for development and action in order to optimise their potential.



THE STRENGTHS OF THE TOOL

- An interactive web report for an **educational and dynamic use of the results**
- Results in the form of profiles and roles to ensure **they are better understood and accepted**
- Tendencies when under stress**, in order to better understand the ways of reacting in high-pressure situations and know how to deal with them
- Complementary profiles, **with which to associate themselves**, to be more efficient in the project