

ENTREPRENEURIAL SELF-ASSESSMENT

Twelve Big Picture Questions



This Assessment Brought to You By
Dr. Jan Hoistad
DJHPartners, Inc.

Entrepreneurial Self-Assessment



Copyright © 2016 by Dr. Jan Hoistad

This publication is protected under the US Copyright Act of 1976 and all other applicable international, federal, state and local laws, and all rights are reserved. Do not distribute any version of this book (pdf, ebook, kindle book, hard or soft bound version) in any way. Do not sell it, or reprint any part of it without written consent from the author, except for the inclusion of brief quotations in a review. Always include a link to <http://drjanhoistadpartners.com>.

Please note that much of this publication is based on experiences and observational evidence of numerous coaching and consulting clients. Although the author has made every reasonable attempt to achieve complete accuracy of the content in this eBook, she assumes no responsibility for errors or omissions.

Use this information as you see fit, and at your own risk. Your particular situation may not be exactly suited to the information here; you should adjust your use of the information and recommendations accordingly. Finally, use your own wisdom as guidance. Nothing in this book is intended to replace common sense, legal, medical, business growth or other professional advice.

DJHPartners, Inc.
Minneapolis, Minnesota

ISBN 978-0-9979063-5-6

Printed in the United States of America

All rights Reserved



Contents

Instructions	1
Self-Assessment	3
Scoring	9
Appendix: What Are Your Entrepreneurial Planning Needs?	10
MEET DR. JAN HOISTAD	17
RESOURCES	18
NOTES	19

Entrepreneurial Self-Assessment: Twelve Big Picture Questions

Are you feeling called to start your own business, or to expand your current business, but you're overwhelmed or not sure where to start? Do you have a passion, side gig or hobby that would be fun or interesting to turn into a small business venture? Maybe the details of running your business or the struggle to stay afloat caused you to lose sight of the reasons you started the business in the first place? Or do you worry that your passions won't yield profits? Take this FREE self-assessment to find out to what degree your entrepreneurial passions aren't being met — or haven't been well-defined at this stage. The results will help determine what Big Picture coaching, training or resources will most help you achieve the outcome you desire.

Instructions: If you haven't already, you may wish to copy off this report. Read through each question carefully and circle your response. Some of the choices will vary for your particular situation. Simply circle the one that most fits or comes the closest to your career circumstances right now.

Some of the scenarios will vary depending on your particular situation. Use your imagination to make them mesh with your job or career scene. While some may sound dry, answer from the gut or your heart, as best you can. We're after how you feel, what's important to you. Jot notes about your particular situation using the NOTES section at the end of this self-assessment.

You'll find a score sheet followed by an analysis of your assessment after the twelve questions. This information is meant to accompany other career self-exploration. You may find further resources at the end of this document.

A. Do you have a clear set of goals for your Big Picture Business?

- 1) Yes, and they are netting me fulfillment AND profit.
- 2) Yes, but they may not be as soulfully or financially rewarding as I'd like.
- 3) Yes, but I don't know how to execute them.
- 4) No, I need to create them.

B. How often have you contemplated starting or expanding your own business?

- 1) Rarely if ever.
- 2) Occasionally, about once a month.
- 3) Often, about once a week.
- 4) Daily.

C. In your current business, how content are you emotionally, spiritually, physically, and financially?

- 1) Completely.
- 2) Mostly.
- 3) Somewhat.
- 4) Barely/Not at all.

D. How helpful do you imagine a “coach” or seasoned business mentor would be in reshaping your Vision, listing step-by-step goals, and implementing a 30-, 60-, and 90-day action plan?

- 1) Not helpful: I have no interest in being helped, no matter how surefire the results would be.
- 2) Somewhat helpful: I wouldn't rule out the idea of getting business tips from a successful entrepreneur.
- 3) Very helpful: I am at a crossroads and need a push.
- 4) Invaluable: I am barely staying afloat and fear that my business is sinking.

E. Which of these describes the obstacles that are keeping you from starting or expanding your business?

- 1) I have nothing standing in my way.
- 2) There are a few minor issues that need addressing, but I possess the systems and strategies to resolve them.
- 3) There are major issues — from finances to staff support to logistics to marketing — that need addressing, and I don't know how to resolve some or all of them.
- 4) There are too many issues to count, and I'm too overwhelmed to address them, let alone resolve them. I want this, but I'm terribly discouraged.

F. What is your current passion-to-profit ratio?

- 1) My business is equal parts passion and profit.
- 2) My business is about 40/60, but I'm not too far off my goals pathway for earning a living doing what fulfills me.
- 3) My business is very unbalanced [MUCH more about pursuing my passions and NOT making enough money at it; or MUCH more about seeing my profits increase while losing the deeper sense of fulfillment].
- 4) Passion-to-Profit Ratio? What's that?

G. How much of your new business already is (or you fear will be if you expand) about the 24/7 all-work and no-play side of being an entrepreneur?

- 1) None. Thankfully, my business allows me plenty of free time.
- 2) Not much, and the workload/time spent on my business has steadily decreased over time.
- 3) A lot, but isn't that the ONLY way to succeed in business?
- 4) Too much, and I wish it would slow down! I haven't seen my friends in months!

H. How trapped do you feel in your business?

- 1) Not at all. I'm thrilled to say I could leave this venture whenever I wanted, which I don't.
- 2) Somewhat, but not to the point where it causes anxiety.
- 3) Very: I feel like I'm sacrificing my passions because I'm too worried about profits, and I'm losing sight of why I started this venture in the first place.
- 4) Frighteningly so: I feel like if something doesn't change soon, this business will fail and/or I will go broke.

I. If you won the Powerball or inherited \$500 million tomorrow, would you continue with your business?

- 1) This hypothetical doesn't apply to me, because my business has nothing to do with profits.
- 2) Yes, and I'd use the money to expand my business.
- 3) Yes, but I'd consider hiring everyone else to run things so I could step away from the details. I'd need help to focus on my expertise.
- 4) No: I'd bail right NOW If I could, but I fear I'd regret it.

J. Whether you are contemplating starting a new business or expanding your current business, what's holding you back?

- 1) Nothing: I'm going for it!
- 2) Self-Doubt or Complacency: I either let my self-doubt get the better of me, think I should know how to do it all on my own or think it's so much easier to stay where I'm at, where it's familiar and comfortable — even though I'm not reaching for my big dream.
- 3) Fear and anxiety about doing it “wrong,” making bad business decisions or creating a business that's no fun anymore so I lose my passion.
- 4) I've got myself convinced it's a lack of resources like time, money or know-how.

K. How do you feel your passions relate to your career path?

- 1) I believe people can have joy and purpose in their career, and I am on a healthy professional path to being paid well for doing what feeds my soul.
- 2) A person can't make money doing something heart-centered, and if you want to make a difference in the world or in your soul, you will be broke. Conversely, the businesspeople who earn lucrative profits are "corporate stiff" who endure the daily grind. I'm not sure you can have it both ways.
- 3) I wish I could turn my passions into a career, to make a living doing what I love, but I don't know how to turn passion into profit.
- 4) Both 2 and 3.

L. How meaningful — a deep sense of purpose — is your current business, whether you feel like you're making a difference in the world or in those around you or in your own self?

- 1) INCREDIBLY! I am fully being enriched or enriching others.
- 2) Fairly; I usually feel purposeful, but we all have our rough patches.
- 3) Somewhat, but I wish I more consistently felt my passion and had a deeper purpose in my business.
- 4) Not very or not at all: This has turned into a stress, a daily grind, a void, and I feel like I'm going through the motions. I long for it to be different.

Scoring Your Career Self-Assessment

Now add up the numbers to get your total score. Each number is equal to the point value of that response. For example each response #1 = 1 point, response #2 = 2 points, and so on.

A. _____

B. _____

C. _____

D. _____

E. _____

F. _____

G. _____

H. _____

I. _____

J. _____

K. _____

L. _____

My Total Score: _____

Appendix: What Are Your Entrepreneurial Planning Needs?

While not statistically based, scoring of the **Entrepreneurial Self-Assessment** yields intuitive, observational and experiential results that fall into three basic **Entrepreneurial Profiles**. Each profile has unique entrepreneurial career planning needs.

Let's take a look at your score to find out if you most closely resemble:

The Growing Business Visionary (12 – 18 points)

The Business Builder (19 – 32 points)

The Entrepreneurial Path Finder (33 – 48 points)

Are You a Growing Business Visionary?

If So, You're Ready For Support and High-Level Expertise To
Leverage You and Your Growing Enterprise

If you scored between 12-18 Points: You are on a solid path to starting or building your Big Picture business. You're feeling optimistic and on-track with your vision, strategies and the systems you have or need to put in place.

While you are a visionary, fully committed and tireless, running your own business can be an exciting but sometimes lonely venture. If this is a start-up business you would benefit from coaching and mentoring, networking and masterminding to ensure the support that entrepreneurs need so they do not feel so all alone or become isolated—and so you get the information you need from experts who have been there.

If you are hiring, leading and expanding a team, taking your business to the next level, many decisions require expertise you may need. Knowing when to ask for support is key.

If you are ready to take your business to the next level, you would benefit from personalized, customized coaching for development of next growth strategies and best steps to continue the success of your business. Especially if your business is fast growing or the center of your life, it's important to make sure it is fully aligned with your self-development, relationship and life development needs and that you have the right tools to meet these needs.

As a **Growing Business Visionary** ready to **Leverage yourself and your business to Greatness** you are ready for **feedback and guidance to make sure that everything is aligned: your vision and values aligned within you and your company**, between your **personal and professional life**, between your **employees and the outcomes you desire**.

Are You a Business Builder?

If So, You're Ready For Alignment and the Right Tools To
Consistency and Growth From the Ground Up

If you scored between 19-32 Points: You are searching for your “Big Picture” purpose, longing to find deeper fulfillment in your business. You're overwhelmed with the details of starting or running the business, not sure where to start or next best steps to leverage or expand. You long to soar, but internal and/or external obstacles—self-doubt, lack of the right systems or not enough profit—are weighing you down.

The stressors are causing your passion to wane. You're worried you may not know how to create the business or growth you want; you're worried about making the right decisions, so you stop and start, or maybe you don't start at all. Profits are not where they need to be.

What you need right now is to be smart, efficient and not re-invent the wheel.

You need guidance plus done-for-you solutions and best business practices, automated systems and strategies that will make your business run smoothly and efficiently, automating the basics so you are not constantly in overwhelm or burn-out. We need to get you freed up to do the creative work you started this business for in the first place!

If this is you, you are in a tough and crucial make-it or break it stage of business development. It's important that you reach out for the expertise and support you need; the coaching and consulting to re-assess and strategize, re-aligning your vision with concrete, realistic strategies to manage growth, meet leadership, team and system development needs.

And at the same time, to make sure your life, relationship and self-development goals are fully in alignment with your business growth. Without this alignment now, you, your relationships or your business may suffer down the road. With alignment and hard work managing it all, your chances for success increase exponentially.

As a **Business Builder ready for Consistency and Growth** you're ready for **an expert hand, empowering guidance and courageous coaching.**

Are You an Entrepreneurial Path Finder?

If So, You're Ready for Support and Expertise, A Compass to Discover Your Dreams, The Tools and Skills to Develop Your Path, And Solid Guidance to Help You Navigate Toward an Entrepreneurial Venture You Desire

If you scored between 33-48 Points: You need a full business and career overhaul. You feel you need a lifeline. Perhaps you haven't even discovered and defined your Vision or Big Picture Business Goals yet, and you long to do so. Perhaps you've ventured down an unfulfilling path and need help to make an authentic, aligned course correction. Perhaps you're simply "lost" and need direction and clarity to make your business life match the fulfillment you desire.

What you need most right now is to explore your options in a safe and structured way. You need guidance to reassess your professional history, purpose and passion themes so you can clarify your vision going forward.

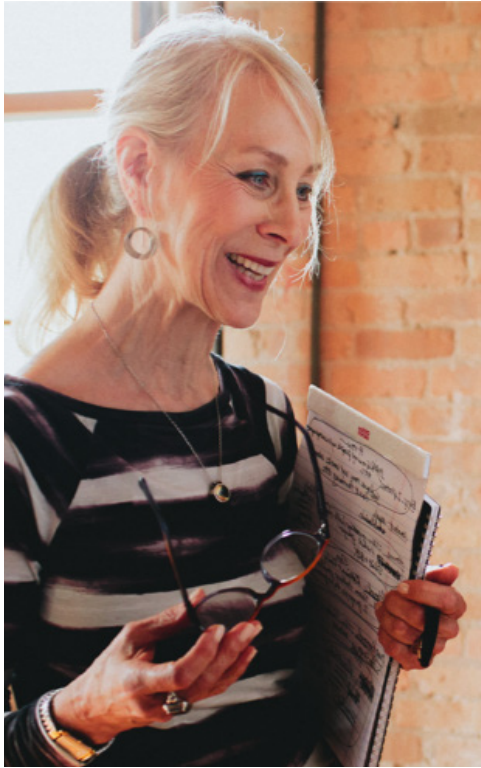
You need a Big Picture perspective: this includes **1)** Insuring that your purpose and passions are aligned with your business vision. **2)** You need to know your next-step options and to clarify an efficient plan for re-direction, start-up or expansion. And **3)** you need that authentic, aligned action plan to be directly connected to profit, because that's the only way you can truly flourish and continue to share your gifts with the world.

As a **Path Finder** you need **supportive, caring, expert guidance to both dig deep inside and also reach outside to connect with others; to sort out what you really want and the best solutions to get there**—one step at a time with success and satisfaction as the result.

But first you really need **the courage to get out of your own way** and work with a supportive expert.

Seek the help you need and take a look at the coaching resources you'll find at the end of this document. Get connected to an expert who can help customize the best approach to achieve your Big Picture Vision!

MEET DR. JAN HOISTAD



FOUNDER + CEO

Lead Coach. Business Development Consultant. Thought Leader. Entrepreneur. Author. Dr. Jan Hoistad is passionate about helping professionals develop the skills necessary to achieve success and fulfillment in their work and lives, Dr. Hoistad has advised countless CEO's, executives, entrepreneurs, partners, emerging leaders and other professionals through stages of business growth career and life development.

With an MA and PhD from CSPP and extensive post-doctoral training, Dr. Hoistad guides with seasoned experience, highlights vision and values, arms with knowledge and skills, and provides resources and partners with strategic expertise at critical junctures to achieve her clients objectives. Bringing expertise in entrepreneurship, human development, business growth, partnering, communication and creativity, her clients become catalysts for change in their businesses, careers and lives.

Resources

For More Articles, Reports and Career Transition Resources please visit:

www.drjanhoistadpartners.com

<http://www.drjanhoistadpartners.com/shop>

<https://www.linkedin.com/in/drjanhoistad>

For further consultation or to schedule a Free 30-minute Discovery Session, you may contact Dr. Jan directly at janhoistad@drjanhoistad.com or 952 922 9430.

Notes

[illegible]

[illegible]