



# THE ENTREPRENEURSHIP VALUE PROFILE (EVP)

## WHAT DOES THE EVP MEASURE?

The EVP measures 57 psychological traits that underlie 8 pillars of entrepreneurial performance. The psychological traits fall into 5 categories including personality, cognitive styles, motivations, self-perceptions, and adversity fluency. The EVP report presents psychological assets and liabilities for each performance pillar. The results will give entrepreneurs and entrepreneurial teams awareness and insights into individual and collective assets and liabilities to lay the foundation for maximizing human capital to help their companies succeed.

## WHAT ARE THE EIGHT PILLARS?

1. Vision & Strategy
2. Execution & Operations
3. Self-Discipline & Intensity
4. Problem-Solving & Decision-Making
5. Collaboration & Allyship
6. Direction & Influence
7. Innovation & Resourcefulness
8. Tenacity

## HOW DOES IT WORK?

①



Participant is sent link to EVP via email

②



Individual report sent minutes after completion

③



Team report generated within 48-hours after all members complete EVP



# WHAT MAKES THE EVP UNIQUE?

## **SPECIFIC TO ENTREPRENEURSHIP**

Designed and validated uniquely for the entrepreneurial ecosystem. Most other assessments are designed for general purposes.

## **DESIGNED FOR TEAMS**

Entrepreneurship is a dynamic team process, thus the EVP was developed to account for teamwork and multiple tasks instead of an individual job.

## **FOCUSED ON THE OUTCOME**

Instead of solely *reporting* personality, the EVP is focused on *explaining* how personality predicts entrepreneurship performance.

## **NON-LINEARITY: MORE IS NOT ALWAYS BETTER**

Most personality assessments assume the more of a trait a person has, the better it is for performance. However, the EVP takes into account non-linear relationships between personality and performance. That is, sometimes there can be "too much" of a trait, and a moderate level of the trait is better for performance.

## **LIABILITIES AS WELL AS ASSETS**

No one is perfect; everyone has areas where they are stronger than others. The EVP presents liabilities, areas in which individuals should be aware of for further development. Of course, it also presents assets so individuals understand where they can leverage their personality for high performance.

## **NO SINGLE "RIGHT" PERSONALITY PROFILE**

There is no single personality profile that defines an effective entrepreneur. Rather, entrepreneurship is most successful in the context of diversity: diverse personalities, backgrounds, and ideas. The EVP helps individuals and teams understand their unique diversities and architect structures and processes to drive their own success.