



The Entrepreneurial Game Report for Michael Sample

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About This Report

This assessment involves a non-conventional approach to measuring someone's entrepreneurial flair. The game simulates an environment where specific business-related behavioural tendencies are measured directly to provide a picture of how likely a person is to identify business opportunities and exploit them successfully.

The game has thus been designed to compare a test candidate's business-related decisions and actions with the typical tendencies of successful entrepreneurs, in particular how their approach differs from that of unsuccessful businesspeople. The research underpinning the game was aimed at unearthing those contrasting characteristics.

The assessment results of the Entrepreneurial game should not be seen as a replacement of traditional measures of psychological attributes of entrepreneurship, but as a source of supplementary information.

In the report below the candidate's gameplay will be analyzed and plotted against an ideal. To simplify the interpretation of the scores, a ten-point scale (known as a Sten-scale) is used.

Overall performance

The test candidate's / your performance on the key dimensions measured by this assessment are graphically indicated below on a 10-point scale. The rest of the report describes each of the dimensions measured.

Indices / dimensions measured	Low scores predict:	Sten score bargraph	High scores predict:										
End asset	Inadequate real-life business performance	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr></table>	1	2	3	4	5	6	7	8	9	10	Good potential for building thriving and growing enterprises
1	2	3	4	5	6	7	8	9	10				
Information processing	Inadequate information access and use	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr></table>	1	2	3	4	5	6	7	8	9	10	Effective information access and use
1	2	3	4	5	6	7	8	9	10				
Decision making	Tendency for making poor business decisions	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr></table>	1	2	3	4	5	6	7	8	9	10	Potential for good strategic decision making
1	2	3	4	5	6	7	8	9	10				
Efficiency	Poor management practices	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr></table>	1	2	3	4	5	6	7	8	9	10	Effective and profitable management practices
1	2	3	4	5	6	7	8	9	10				
Delayed gratification	Tendency to seek instant gratification	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr></table>	1	2	3	4	5	6	7	8	9	10	Tendency to delay gratification in order to grow the business
1	2	3	4	5	6	7	8	9	10				
Long term planning	Tendency to make short-term, haphazard decisions	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr></table>	1	2	3	4	5	6	7	8	9	10	Tendency to make strategic long-term decisions
1	2	3	4	5	6	7	8	9	10				

End asset

This score reflects the assessment candidate's assets at the end of the game and predicts their chances of real-life business success or lack thereof. The End Asset score is therefore the simplest but also the most comprehensive indicator of overall game performance.

Chance of real-life business success:

1	2	3	4	5	6	7	8	9	10
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The above End Asset score is at a level not associated with independent business success.

Information processing

One of the key differentiating factors between success and failure in business is the person's approach and attitude to knowledge and new information. Successful businesspeople are active information seekers and strive to understand the underlying mechanisms of business. They never stop learning and their insight and knowledge increase over time. Less successful businesspeople tend to invest less time and energy into clarifying vague issues and may perceive the cost of accessing information as outweighing its usefulness to them.

This index indicates the degree to which the test candidate explored relevant information and used it effectively.

Accessing and processing relevant information:

1	2	3	4	5	6	7	8	9	10
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Decision making

Business success is characterized by identifying opportunities and drawing optimal conclusions from chaotic and confusing data. Successful entrepreneurs tend to spot opportunities which they pursue. In doing so they differentiate between, and prioritize, viable options without making assumptions and acting on wishful thinking.

A high score may reflect the tendencies to make bold decisions while taking precautions for potential crises; making good decisions at critical times; capitalizing on market trends; and avoiding impulsive investments based on insufficient information.

Making good decisions at critical times:

1	2	3	4	5	6	7	8	9	10
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Efficiency

Unsuccessful enterprises tend to be characterized by bottlenecks; imbalances between supply and demand; over- or under investment in certain departments; and inflexibility. Successful businesspeople tend to be adaptable to changing circumstances such as market fluctuations; avoid merely doing more of the same; seem aware of strategic investment; tend to track demand to balance it with supply; avoid wastage; avoid overcapitalizing on inventory; and carefully monitors processes to maintain the smooth running of the business.

A high score reflects the tendency to specify, prioritize, monitor, align and integrate the various key components of the business.

Efficiently managing the business:

1	2	3	4	5	6	7	8	9	10
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Delayed gratification

Business success may encourage excessive spending on status symbols and luxury items. However, money spent on personal gratification, cannot be ploughed back into the business. Successful businesspeople tend to invest their profits into their businesses. The way in which the person may capitalize on loans and credit form part of this score.

A high score reflects an inclination to delay personal gratification; act responsibly and avoid over-exposure to debt is measured by this dimension.

Inclination to delay gratification:

1	2	3	4	5	6	7	8	9	10
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Long term planning

This index measures appropriate investment into manageable and well-understood business expansions as opposed to haphazard expansion patterns. Successful businesspeople typically identify their strengths and exploit related opportunities optimally. Unsuccessful businesspeople often take significant risks on unknowns.

A high score reflects the quality of decision making at critical times; consistent investment in expansion; expansion into familiar areas; and postponing uninformed expansion.

Quality of decision making at critical times:

1	2	3	4	5	6	7	8	9	10
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