



**LEONARDO DA VINCI**  
Community Vocational  
Training Action Programme

Second phase: 2000-2006



**Guidance and Counselling for Self-employment. "SELF-EMPLOYMENT"**

Agreement No 2004-2242 / 001-001 LE2-510REF

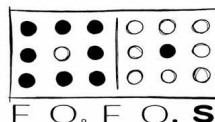
**PSYCHOLOGICAL TOOLS  
USED FOR RECOGNITION OF CAPACITY TO BE SELF-EMPLOYED  
Handbook  
*Developed under WP3***

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Deliverable version: **Final**  
Preparation date: 2007  
Author: Stefan Dajiu (AJOFM)  
Classification: Public access  
Contract Start date: 1<sup>st</sup> October 2004  
Duration: 36 months  
Project coordinator: ASM (Poland)  
Partners: FO.FO.S (Austria), Small Business Institute (Finland), AJOFM (Romania), DJUG (Romania)



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The project is financially supported by the European Commission



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## 1. Preface

To work for yourself, to be your own boss, to run your own business and become a successful self-employed individual is not an easy task. Therefore, you need more than a great idea and access to capital. You must have a clear strategy, be flexible, have technological aptitude, possess excellent networking knowledge, and above all, be aware that one's own business requires appropriate skills, motivation, hard work, and good luck. It also requires information in large measure.

If you want to run a small business, there will be endless demands on your time and resources. Self-employment also brings new and exciting challenges and the chance to improve your skills and the means to provide increased income. Running a small business also means facing the responsibilities that go with the job. You are likely to be the only decision-maker, and if mistakes are made, the responsibility lies with you.

Perceiving an opportunity is based on your knowledge and experience. You must not only have a better idea, but also must be able to assess and recognize that it is better in some way that can deliver value to the ultimate customer. So, you must pursue this opportunity and have a strong belief that it is possible to achieve success by this pursuit.

As you see, the would-be business person stands on the brink of a new future with a thousand questions that need answers. To some of them you may find the answer here.

This handbook is intended to be a practical hands-on guide designed specifically for people with a business idea, but little managerial experience. They may be students leaving school, graduates, first job seekers, young people, unemployed, or any other people intending to take their future in their own hands by developing a new career in business.

The main objective of this handbook is to offer you some tools for self-assessment. It takes you step-by-step through the key to evaluate yourself, and more important, to reflect deeply about yourself. So, you may assess your level of entrepreneurial knowledge, some of your personality traits, motivation and, last but not least, the need for specific knowledge to start your new career as a self-employed person.

You also have the possibility to consult, if needed, many other resources online.

Finally, all the information you will collect is useful in the decision making process, helping you to make the right choice.

And now, it is very important to remember: all this information, regardless of how good you are, comprises only a small part of bringing this project to a successful and profitable conclusion.

However, because you have gained trust in yourself, you are now a strong person.

So, you have all the chance to go forth and succeed!

## 2. About Self-employment project

### At a Glance

**Project:**

SELF-EMPLOYMENT. Guidance and counseling for self-employment.

**Contract number:** 2004-2242

**Projects coordinator:**

POLAND: ASM Market Research and Analysis Centre Ltd.

[www.asm-poland.com.pl](http://www.asm-poland.com.pl)

**Partners from:**

**AUSTRIA:** FO.FO.S – Forum for Supporting Self-employment

[www.fofos.at](http://www.fofos.at)

**FINLAND:** TSE Entre - Turku School of Economics [www.tukkk.fi/sbj/](http://www.tukkk.fi/sbj/)

**ROMANIA:** DJUG - University of Galati [www.ugal.ro](http://www.ugal.ro)

**ROMANIA:** AJOFM – Employment Agency [ajofm.galati.astral.ro/index.php](http://ajofm.galati.astral.ro/index.php)

**Duration:**

36 months

1 October 2004 – 30 September 2007

**Total cost:**

269 211 €

**Programme:**

Leonardo da Vinci  
Community Vocational Training Action  
Programme  
Second phase: 2000-2006

**Further information:**

[www.self-employment.org](http://www.self-employment.org)

The phenomenon of self-employment has been known in highly developed countries for many years. In the EU states about 12% of the population at the economically productive age are currently working within this form of employment. The growth of self-employment as a manifestation of individual entrepreneurship is a positive occurrence for at least two reasons.

Firstly, because of the currently existing insufficient increase in the number of new work places, this form of creating one's own work place makes a difference. The possibility of working besides the traditional employment contract has some impact also on the scale of liberalisation of the labour market. This solution is aimed at both those who are only just entering the market; those who wish to return to having a job (including especially the unemployed); and those who perceive self-employment as an opportunity for their own development and increase of their income.

Secondly, self-employment encourages entrepreneurship, invention and the resulting business activity.

The aim of the presented project is comprehensive analysis of the phenomenon of self-employment in 4 partner countries: Austria,

Finland, Poland and Romania. The particular objective of the analysis and research is to learn about the barriers and impulses having impact on the decision to undertake a one-person business activity, as well as to diagnose and evaluate the support services aimed at the self-employed. The project's result is a proposal of solutions concerning aid and support addressed to individuals who find themselves at various stages of running a one-person company, including persons who have only just started to consider such career path.

The results of the project are aimed at the following recipients:

- young people who are about to enter the labour market: graduates (first job seekers)
- people who have not had a job for some time, including the unemployed
- individuals running one-person businesses
- career counsellors
- vocational trainers
- organisations having influence on the education and employment policy (authorities at the local, regional and central level)
- non-governmental organisations promoting the concept of self-employment

The project intended the completion of the following work stages:

- To compile secondary reports concerning self-employment in the partner countries, and to refer to the broader European perspective, to diagnose and evaluate the use of existing support services aimed at the self-employed or individuals running their own businesses.
- To prepare and carry out a questionnaire-based survey among self-employed individuals in Poland, Romania, Finland and Austria, as well as in-depth interviews with representatives of institutions, organisations and companies offering support services to the self-employed or individuals running their own businesses. The aim of the survey was to learn about the needs of the self-employed and evaluate the effectiveness of the support services they use.
- To prepare recommendations for the European Commission on the basis of the secondary data analysis and the survey results.
- To disseminate the project results among the target group.

All the products resulting from this project are available at: [www.self-employment.org](http://www.self-employment.org)

### 3. Methodology approach

For the purpose of preparing this handbook it was decided to use a comprehensive approach based on the available resources (mostly located on the Internet), but enriched by the tool developed especially for measuring one's self-employment capacity.

In the attempt to develop such assessment tool, basic psychological premises should be defined, such as:

- if we want to analyse "personality", we are dealing with "personality traits" which may be: *general traits* – common to majority of people and *specific traits* – characterising a single person. They are – after the age of 18 – relatively stable and make possible the assessment and prognosis of future behaviour;
- when we analyse a profession, we have to identify the desirable skills and in that case we talk about: *general skills* – common for the occupational family or other similar professions, and *specific skills*, all of which can be found in **job-description**. Starting from here, we may develop psychological tools for recruiting, selecting or evaluating the appropriate persons to perform particular professions;

But not only the professional skills are important to succeed in an occupation: we have to take into account a lot of external factors, starting from the social ones and ending with the physical environment: education, knowledge, culture, relationships, work conditions, etc. Each of these factors is of importance strictly related to the complexity of the activity.

Self-employment is one of the most complex activities. Being self-employed means being:

- a "personality" with one's skills, values, motivation, interests, attitudes, etc.
- a "professional" with one's specific know-how in the technical and professional field, with knowledge of economics, management, marketing, and – last but not least – with very good communication skills.

The difficulty arises also from the fact that in case of self-employment we are dealing with a lot of different professions or activities, for each of which the person in question having to develop specific professional skills (Therefore, in the Occupational Outlook Handbook, edited by the U.S. Department of Labour, there are mentioned no less than 159 different job positions<sup>1</sup>).

In such a complex situation, and because we have not identified a self-employed *job-description*, the only starting psychological premise for developing an assessment tool is related to the *entrepreneur's* dominant characteristics.

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<sup>1</sup><http://stats.bls.gov/oco/ocos019.htm>

In order to prepare such a tool the following procedure was undertaken:

**1<sup>st</sup> step:** development of questionnaire comprised of 4 dimensions: personality, motivation, life experience and specific knowledge

After all the investigations preceding the core work, and after analysing several entrepreneur assessment tools, it was decided that these four dimensions describe the entrepreneur profile in the most comprehensive way, and are quite adequate to our purpose, which is to create a user-friendly, attractive and efficient self-assessment tool.

**2<sup>nd</sup> step:** structure of the questionnaire

#### *The purpose of the questionnaire*

Taking into consideration the possibility of working on a **self-employed** basis, a person should possess knowledge and information in several areas: professions, economics, marketing and, last but not least, about oneself.

There are many people wishing to become small business owners, but a frequent problem they have is closely related to asking themselves whether they actually could. "Am I the type?" is the most important question that should be answered when they are thinking of going into business.

In such a situation, it is very important to consider the following problem: "Because you will be your own most important employee, it is more important that you rate yourself objectively than how you would rate any prospective employee. Appraise your strengths and your weaknesses. As a prospective operator of your own business, acknowledge that you are weak in certain areas and cover the deficiency, for example by retraining yourself. How can I evaluate my entrepreneurial aptitude?"

The self-assessment questionnaire was developed as a result of the SELF-EMPLOYMENT project in order to lend one a helping hand and to advise. It is an efficient and supportive instrument for a wide range of individuals, starting from young graduates, through the unemployed persons, and ending with everyone who consider starting up of their own company.

#### *The nature and structure of the questionnaire*

Analysing various relevant resources<sup>2</sup>, and more other ones with a large accessibility, four basic dimensions were included in the questionnaire: Life Experience, Personality, Motivation and Specific knowledge. For each of them the main traits of a successful self-employed person were identified. Simultaneously, for each trait two statements which describe that trait the most accurately were included.

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<sup>2</sup> Nancy Arnold, Tom Seekens, Roger Shelley, David Hamis, Carleen Anderson, Randall Brown; Self-Employment- Steps for Vocational Rehabilitation Counselors: Helping a Consumer Start a Business, p.41, 2004, <http://selfemploymenttraining.ruralinstitute.umn.edu/home.htm>



The reason for using statements instead of questions was that most people are used to giving a YES or NO answer to a question, while sentences, which are more friendly, persuade them to make a judgment, to think, to present their own opinion.

Because it is a self-assessment questionnaire, an individual has the opportunity to choose between several evaluations:

5 - Strongly agree; 4 - Agree; 3 - Not sure; 2 - Disagree; 1 - Strongly disagree

The structure of the dimensions:

1. Life experience

a. The main characteristics:

- Interest in business (friends, relatives, etc.)
- Personal experience
- Basic communication skills
- Proactive personality (planning, creating opportunity, implication, originality, etc.)
- Personal health and work power
- Family support
- Willingness to learn

b. Sentences used:

1. *I know people around me who own and run a business.*
2. *I am attracted by the 'success story' in business*
3. *I have worked in a small business where I was in direct contact with the owner/boss*
4. *I am able to identify a niche in the market and assess the opportunities*
5. *I am able to establish and maintain relationships with clients.*
6. *I can be a good negotiator in dealing with conflict situations*
7. *I have the skills to work in a variety of areas*
8. *I am capable of planning an activity, setting goals and establishing the way to reach them*
9. *I get deeply involved myself in achieving my projects*
10. *I am the type of person who is always finding or creating opportunities*
11. *I have managed to finalize new and original projects*
12. *I am usually able to find more than one way to solve a problem.*
13. *I am able to improvise if something unpredictable occurs.*
14. *I can concentrate on one subject for extended periods of time*
15. *My health allows me to work 10-12 hours/day, sometimes even more, during the beginning period*
16. *The doctor has approved my condition for the activity I want to perform*
17. *My family is able to give me moral support and understand my work*
18. *My family and I are ready to take the risk of uncertain and irregular income*
19. *I am interested in seeking out any information that may help me to succeed*

20. *I have the possibility of rounding out my deficient knowledge by participating in various courses.*

2. Personality:

a. The main characteristics:

- Commitment
- A strong need for accomplishment
- Goal-oriented behaviour
- Desire for immediate feedback
- Strong integrity
- Strong management and organisational skills
- Problem solving skills
- Competitiveness
- Ability to consolidate resources

b. Sentences used:

1. *I am a man of action, with a strong personal need to succeed*
2. *I consider myself to be a responsible and resourceful person*
3. *I almost never give up when I have to obtain something*
4. *I am self-confident and self-reliant, with a positive self-image*
5. *I set long-term and realistic goals and pursue them*
6. *When I want something, I keep my goal clearly in mind.*
7. *I have the ability to plan ahead in a flexible and adaptable manner*
8. *When I am in a new situation, I react quickly and pay attention to all that is happening*
9. *I have the desire and the willingness to take the initiative*
10. *I am a person who faces problems with utmost determination*
11. *When taking a decision, I analyse the information in an analytical, structured way*
12. *I believe that a good decision is based on reality and truth*
13. *Finding new and original solutions is something I get absorbed in*
14. *I am willing to take sometimes unavoidable risks and assume responsibilities on my own account*
15. *I do not get overly anxious about the consequences of my decisions*
16. *In my activities, I always focus on practical solutions*
17. *I like to get feedback in order to study the mistakes and perform my activity*
18. *I prefer to do things my own way and nobody needs to tell me to get going*
19. *Self-discipline and self-management are very important to me*
20. *I have a good ability to work without supervision*

3. Motivation

a. The main characteristics:

- Desire and willingness to take the initiative
- Independence
- Originality and creativity
- Self-reliance and Self-confidence

- Desire for success and public recognition
- Open mind and curiosity
- Stress management
- Optimism

b. Sentences used:

1. *In work relations I want independence and prefer to be my own boss*
2. *I have a clear vision of what I want to achieve*
3. *I'd like to try developing or building my own business*
4. *I want to have a successful career*
5. *I have many ideas in which I am seeing the business opportunities*
6. *I do my best to carry out any project successfully*
7. *As a rule, I can anticipate the results of an action*
8. *I am resourceful and can work smartly as well as hard*
9. *I am flexible and easygoing*
10. *When I believe I can do it, everything is possible for me*
11. *Within my area of competencies I always try to be the first or the best*
12. *I am motivated by success and public recognition*
13. *I am a good administrator and like managing an activity*
14. *A changing environment is stimulating for me*
15. *I am fairly curious and I am continually in search of discovery*
16. *Best of all I like the activities that engage the imagination*
17. *I am a person who is always finding or creating opportunities*
18. *I deal with stress well in ambiguous and uncertain situations*
19. *A certain level of stress stimulates me*
20. *I usually remain optimistic even in unpleasant situations*

4. Specific knowledge:

a. The main characteristics:

- Knowledge of business, finances and market
- Competitiveness
- Ability to consolidate resources
- Identification of uncovered market segments
- Identification of the potential customers
- Knowledge of feasibility study
- Financial ability
- Interest in marketing
- Minimum financial resources

b. Sentences used:

1. *I know and understand what starting and running a business entails*
2. *I have adequate knowledge in the field of business, finances and market*
3. *I know what kind of assistance I will need, if any, when running a business*
4. *I have trustworthy contacts in law and accounting to assist me*

5. *I am familiar with the type of business I intend to start*
6. *I completed the necessary analyses and identified the uncovered segments of the market*
7. *I am able to identify uncovered segments of the market, in order to place my business there*
8. *I know products and services that are worth buying in a competitive market*
9. *The success of my company is guaranteed by its strong connection with developing segments of the market*
10. *I identify (or have identified) potential future clients for my business*
11. *I have knowledge about the demands and buying habits of customers*
12. *I have estimated the resources necessary during my business' start-up and development stage*
13. *I have taken into account all the possible expenses*
14. *I assign minimum financial resources to set up my own company*
15. *If necessary, I have the possibility to obtain capital on favourable terms*
16. *I like dealing with financial and legal matters*
17. *I enjoy pursuing contracts, sales and negotiating*
18. *I have marketing and communication skills*
19. *I am familiar with marketing strategies, which will help me reach potential customers*
20. *I have identified the weak and strong points of my competitors in the market*

In order to ensure a standard procedure and homogeneity of the questionnaire structure, all sentences were put together in such a way as to facilitate the compilation of the results and to make the realisation of its computerised form possible.

### **3<sup>rd</sup> step:** testing and validation procedure

For testing and validation of the questionnaire, the target group for each country was selected from the last-year students of secondary and higher education. The test itself is addressed mainly to first job seekers, young people who are graduates and looking for a career opportunity at the labour market. Therefore, it was decided that we should focus on the people who were just about to leave school/university. Due to some objective difficulties with reaching the graduates (e.g. there is no access to databases of graduates) last-year students of secondary and higher education were chosen instead.

In order to receive comparable results the sample was determined at 100 questionnaires in each partner country, 400 in total. Half of the questionnaires were addressed to high school students and half to university/college students.

Such a structure of the sample was also motivated by the need to maintain the homogeneity and at the same time by taking into account some specific differences between partner countries, regarding their culture, traditions, economic and political circumstances, etc.

The main statistical tool used for the validation process was Cronbach's Coefficient Alpha, also called *scale reliability coefficient*. Cronbach's Alpha assesses the reliability of a rating summarizing a group of test or survey answers which measure some underlying factor (e.g. some attribute of the test-taker). A score is computed from each test item and the overall rating, called a "scale" is defined by the sum of these scores over all the test items. Then reliability is defined to be the square of the correlation between the measured scale and the underlying factor the scale was supposed to measure<sup>3</sup>.

Because of the difficulty related to the subjects, the questionnaire was applied to a sample of 354 subjects in the partner countries, 340 of them where eligible. (We need to mention that there were some non-responses or multiple-responses to the items and we had rejected the data of these subjects):

**Table 1. Sample structure for each country**

COUNTRY	Total Subjects	Gender			Valid Subjects	Gender			Level of study	
		M	F	Unk		M	F	Unk	Sec.E	Hig.E
<b>AUSTRIA</b>	106	40	55	11	104	40	53	11	49	55
<b>FINLAND</b>	50	8	42	0	50	42	8	0	0	50
<b>POLAND</b>	98	46	49	3	86	41	43	2	46	40
<b>ROMANIA</b>	100	48	52	0	100	48	52	0	51	49
<b>TOTAL</b>	<b>354</b>	142	198	14	<b>340</b>	171	156	13	146	194

Legend:

M=Male, F=Female, Unk=Unknown; Sec.E=Secondary Education, Hig.E=Higher Education

In the validation process only the "valid" subject data were used.

## 1. Statistical Data

From the statistical analysis we only presented here the parameter significant for the purpose of this questionnaire: the mean, the standard deviation and, in respect of the content validation, the analysis of internal consistency with Cronbach's Coefficient Alpha. Using this analysis, we were able to verify the dimensional questionnaire, the homogenous degree of the reality the questions reveal, that is: how close is the relation between our statements and the specific dimensions we analyse. This way we have confirmed that these sentences are related to the same psychological dimension.

The statistical data and graphs, for each dimension, are presented below:

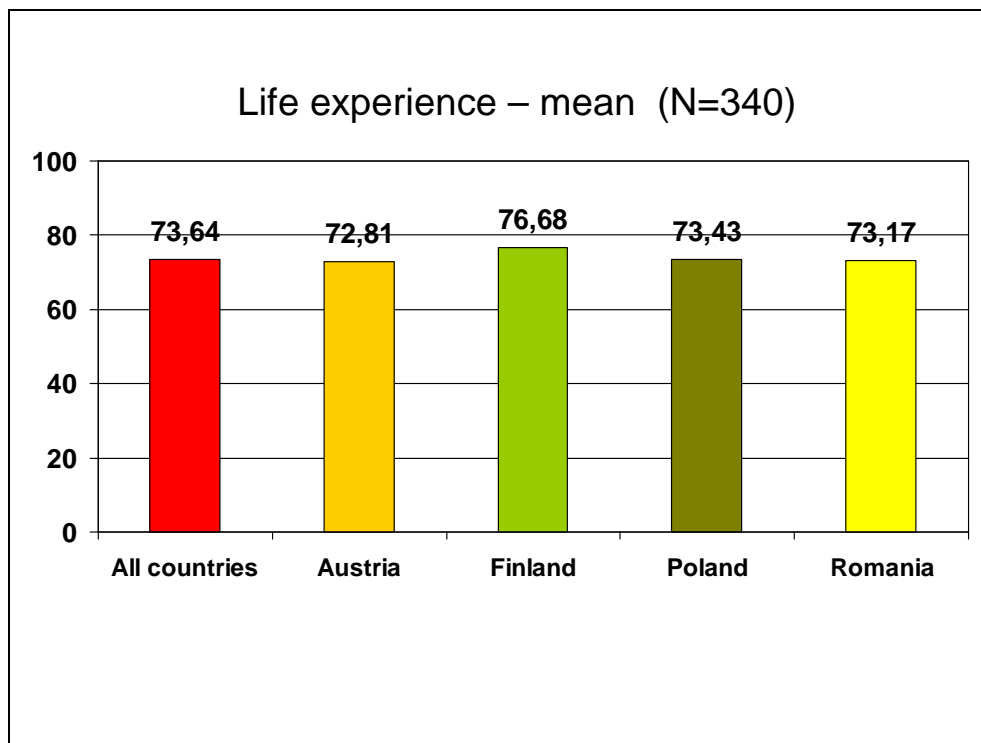
<sup>3</sup> Definition of Cronbach's Alpha <http://economics.about.com/cs/economicsglossary/g/cronbachalpha.htm>

## 1. Life experience

**Table 2. Statistical data for "Life experience" dimension**

Country	Valid Subjects	Mean	Standard deviation
AUSTRIA	104	72.81	16.38
FINLAND	50	76.68	9.59
POLAND	86	73.43	8.88
ROMANIA	100	73.17	8.97
All Countries	<b>340</b>	<b>73.64</b>	<b>11.82</b>

**Figure 1. "Life experience": arithmetic mean for Austria, Finland, Poland and Romania**



The highest level of occupational experience, 76.68, characterizes the inhabitants of Finland. However, it must be stressed that this result may be caused by the specifics of the group which participated in the survey. As opposed to the respondents from other countries, this group was very homogeneous and consisted exclusively of university/college students, and not of students and pupils who were about to graduate from either a university/college or a high school/vocational school respectively. Thanks to the period of study they have gathered experience which their younger peers have had no chance to obtain.

The results for the other surveyed countries differ from one another by slightly more than one percentage point: for Poland it is 73.43, for Romania it is only a little less: 73.16, and Austria achieved 72.01.

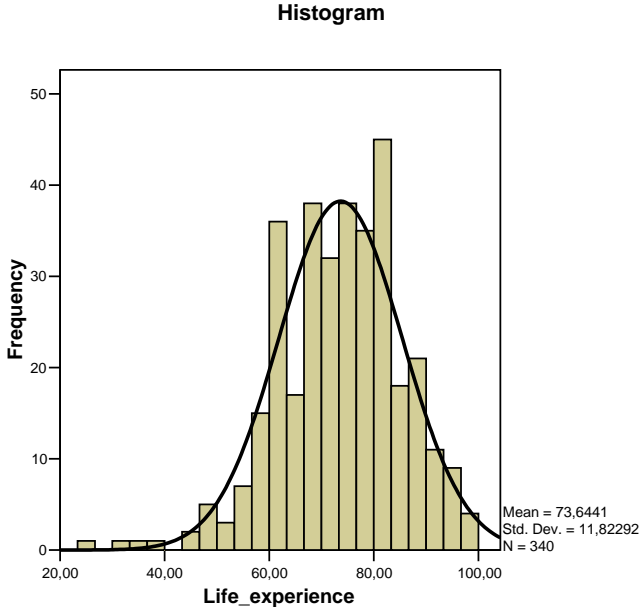
Interpreting the research results, the Finns can be described as people who have the ability to set into action their plans to start their own business, for which they will make sustained efforts, showing perseverance and creativity in finding the best solutions.

The Poles, Austrians and Romanians, on the other hand, can handle unpredictable situations that occur in their activities, but sometimes they are too circumspect and they lack the courage to take chances above a certain level.

The conclusion that can be drawn is that, although countries like Austria and Finland have a long tradition in market economy, there are no significant differences between young people – citizens of old and new EU countries, old and young democracies. Everywhere young people have the same, high level of adaptive flexibility and openness to all questions related to making a career in business.

All factors defining their life such as: current socio-economic system they live in, education system, socialisation process (relation with their family, friends, other significant persons) are conducive to choosing own business as a career option.

**Figure 2. "Life experience": arithmetic mean total for all countries**



## Cronbach's Coefficient Alpha:

### Reliability Statistics

Cronbach's Alpha	No. of Items
.860	20

## Cronbach's Coefficient Alpha for each item:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
.858	.857	.855	.850	.849	.853	.849	.850	.852	.849	.856	.854	.852	.855	.855	.859	.854	.862	.854	.852

In order to properly interpret this result, we have to know that if we have more items to a higher Cronbach's Coefficient Alpha, the .80 is considered as a reasonable benchmark. For example, you are above a guideline for this coefficient<sup>4</sup>:

.90 = high reliability

.80 = moderate reliability

.70 = low reliability

Conclusion: all statements for this dimension are reliable and are referring to "Life experience".

## 2. Personality

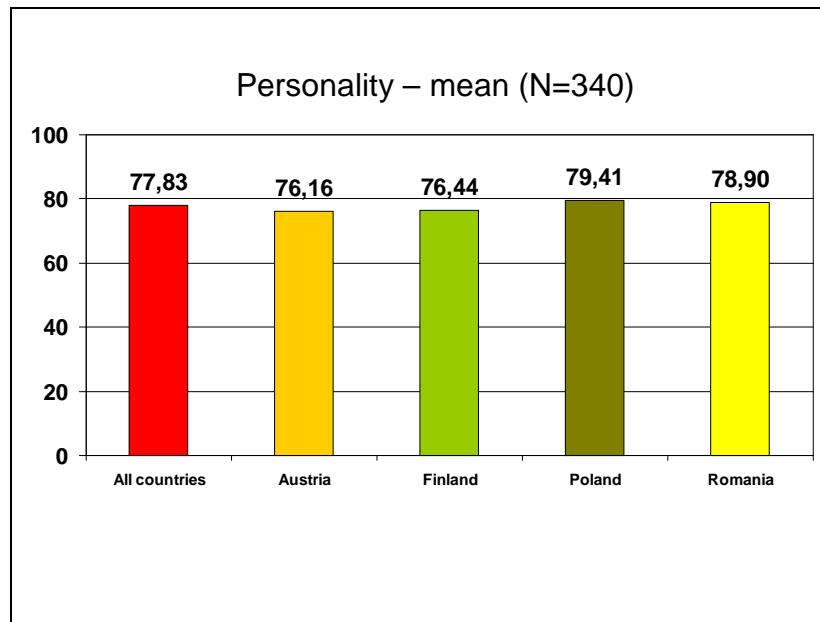
**Table 3. Statistical data for "Personality" dimension**

Country	Valid Subjects	Mean	Standard deviation
<b>AUSTRIA</b>	104	76.16	15.60
<b>FINLAND</b>	50	76.44	8.39
<b>POLAND</b>	86	79.41	8.08
<b>ROMANIA</b>	100	78.90	8.28
<b>All Countries</b>	<b>340</b>	<b>77.83</b>	<b>11.07</b>

<sup>4</sup> <http://wilderdom.com/personality/L3-2EssentialsGoodPsychologicalTest.html>



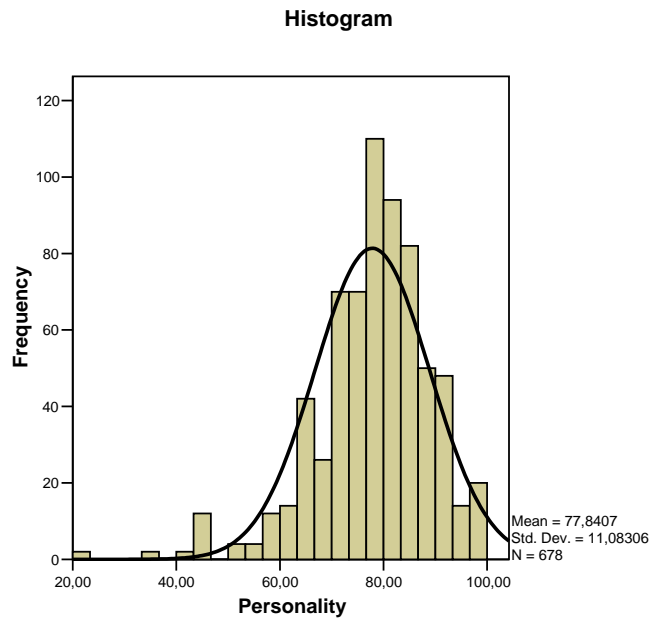
**Figure 3. "Personality": arithmetic mean for Austria, Finland, Poland and Romania**



The highest result for the "Personality" dimension was obtained by young people from Poland: 79.41. The Romanian respondents came in right behind them: 78.9. It may appear surprising that among the surveyed countries which have belonged to the European union for more than 10 years the results were lower than among the newest members of the Community. This may be associated with the fact that there have been some major changes after the political transformations which opened the way for the development of capitalism in the countries which till the 90s had been closely connected with the economy and politics of the Soviet Union. In order to catch up with the West Europe, within 20 years the citizens of these countries had to learn things that the other countries had had decades to become skilled at. The young generation, who grew up and studied already in the "free" Poland and Romania, soaked up the ideas of capitalism. Unlike their parents and grandparents they have the opportunity to achieve success, to set out their own goals and pursue those goals determinedly. Unlike their peers in Austria and Finland, who do not have a sense of an exceptional opportunity for their generation, they know that success can be ensured only by strong determination, persistence and hard work.

High results in all the groups may indicate high awareness of their own potential and skills among the young people. In the present social reality the respondents realize that their chance for success is self-education and development of their own skills.

**Figure 4. "Personality": arithmetic mean total for all countries**



**Cronbach's Coefficient Alpha:**

**Reliability Statistics**

Cronbach's Alpha	No. of Items
.879	20

**Cronbach's Coefficient Alpha for each item:**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
.871	.874	.873	.871	.875	.870	.870	.872	.870	.871	.873	.877	.875	.874	.884	.872	.872	.879	.870	.874

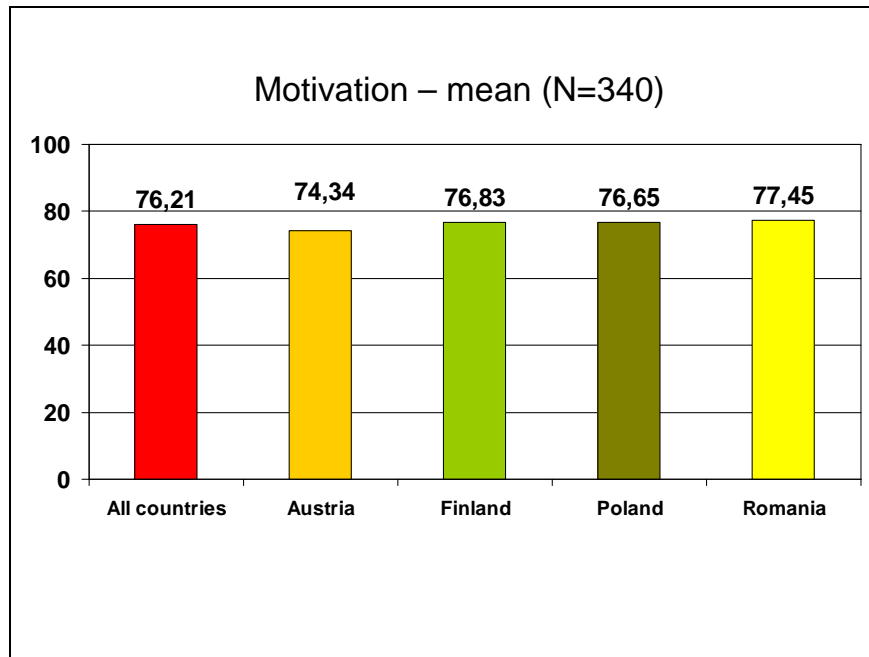
The result is similar to that of the previous dimension. The coefficient for each of the 20 statements is over 0.80. It means that all statements are reliable determinants of personality.

**3. Motivation**

**Table 4. Statistical data for "Motivation" dimension**

Country	Valid Subjects	Mean	Standard deviation
<b>AUSTRIA</b>	104	74.34	15.01
<b>FINLAND</b>	50	76.83	8.93
<b>POLAND</b>	86	76.65	7.40
<b>ROMANIA</b>	100	77.45	8.29
<b>All Country</b>	<b>340</b>	<b>76.21</b>	<b>10.74</b>

**Figure 5. "Motivation": arithmetic mean for Austria, Finland, Poland and Romania**



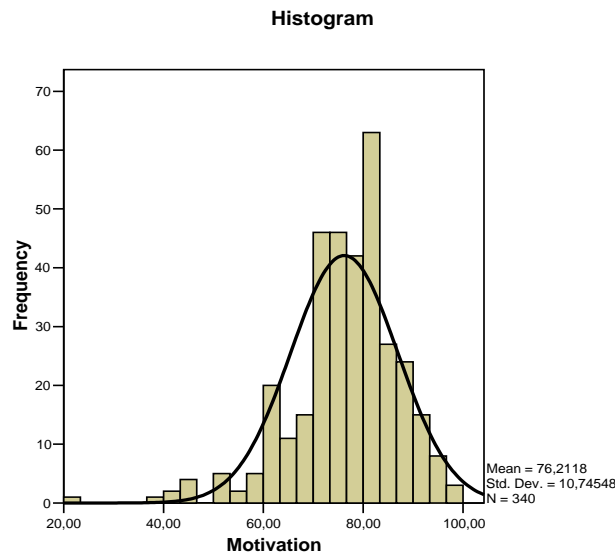
Motivation is a start-up engine. All the respondents were motivated to start a career, including a career as a self-employed person.

The highest level of motivation was shown by respondents living in Romania: 77,45. A slightly lower level was evident among the respondents from Finland: 76,83 and Poland: 76,65. Once again, the lowest result belonged to the inhabitants of Austria: 74,34, although, just like with the previous dimension, it does not differ considerably from the results obtained in the other countries. The motivation to achieve success, the ability to act under pressure, independence, creativity – young people know it is the only way to for them to make their dreams of high social and occupational standing come true.

The differences pertain only to the interpretation of the obtained results.

Respondents from Romania, Poland and Finland are quite tenacious in their desire to take their business to a certain level, but they can be overwhelmed by the pressure generated by the diversity of the duties they must fulfil, whereas Austrians are motivated to take actions on their own, but they have little courage to do so.

**Figure 6. "Motivation": arithmetic mean total all countries.**



**Cronbach's Coefficient Alpha:**

**Reliability Statistics**

Cronbach's Alpha	No. of Items
.858	20

**Cronbach's Coefficient Alpha for each item:**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
.855	.854	.855	.851	.850	.852	.850	.850	.851	.849	.851	.853	.852	.854	.853	.852	.848	.852	.853	.852

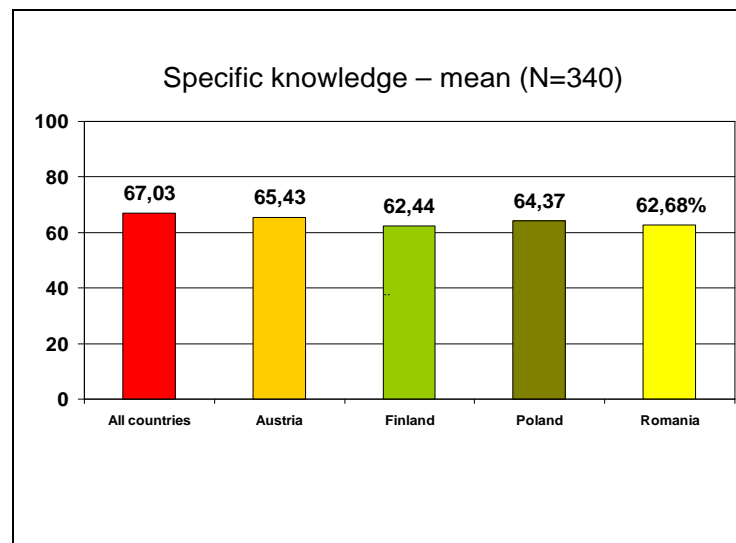
The result is similar to previous dimensions. The coefficient for each of 20 statements is over 0.80. It means that all statements are reliable determinants of personality.

**4. Specific knowledge**

**Table 5. Statistical data for "Specific knowledge" dimension**

Country	Valid Subjects	Mean	Standard deviation
<b>AUSTRIA</b>	104	65.43	18.23
<b>FINLAND</b>	50	62.44	12.11
<b>POLAND</b>	86	64.37	13.02
<b>ROMANIA</b>	100	62.68	11.55
<b>All Country</b>	<b>340</b>	<b>67.03</b>	<b>15.14</b>

**Figure 7. "Specific knowledge": arithmetic mean for Austria, Finland, Poland and Romania**

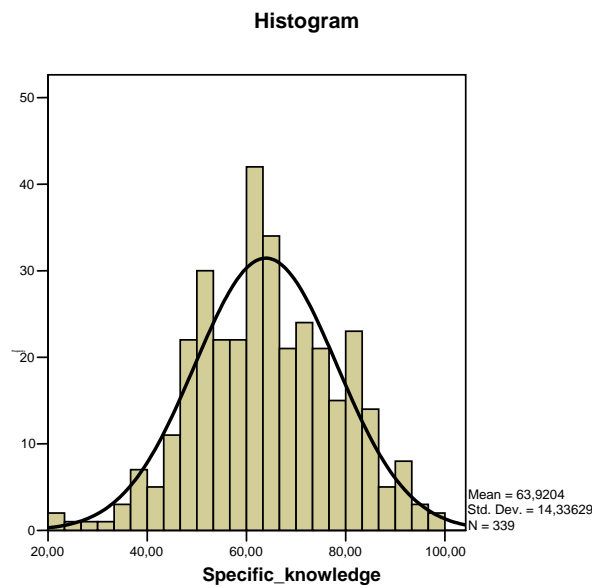


The society, the educational system seems to give a lot of pragmatic knowledge and prepare the young generation for participation in the market economy.

The survey participants obtained the lowest results in the dimension pertaining to their knowledge. Even though it was possible to achieve as many points as it was in case of the preceding dimensions, the results were lower by 10 points on the average than in the three previous aspects. This time, the highest level of knowledge, 65.43, was shown by the Austrian respondents, who were followed by the Poles: 64.37, the Romanians: 62.44, and finally by the Finns: 62.68. Perhaps the rather low result was caused by the fact that not all the respondents were interested in running their own business and therefore they did not strive to expand their knowledge in this direction. The obtained result should therefore be regarded as very good. It shows that young people have at least some basic knowledge of economics or market activities.

The results from all the countries can be interpreted in the same way. They have some useful knowledge for developing a one-person business, but there may be problems they cannot foresee to their true extent and for this reason they hesitate in approaching new market action formulae. Their relationships network is quite good, but it should be further developed in order to have easy access to useful information. Sometimes in negotiation the communication problems they have may generate dysfunctions in the evaluation of customer satisfaction.

**Figure 8. "Specific knowledge": arithmetic mean total all countries**



**Cronbach's Coefficient Alpha:**

**Reliability Statistics**

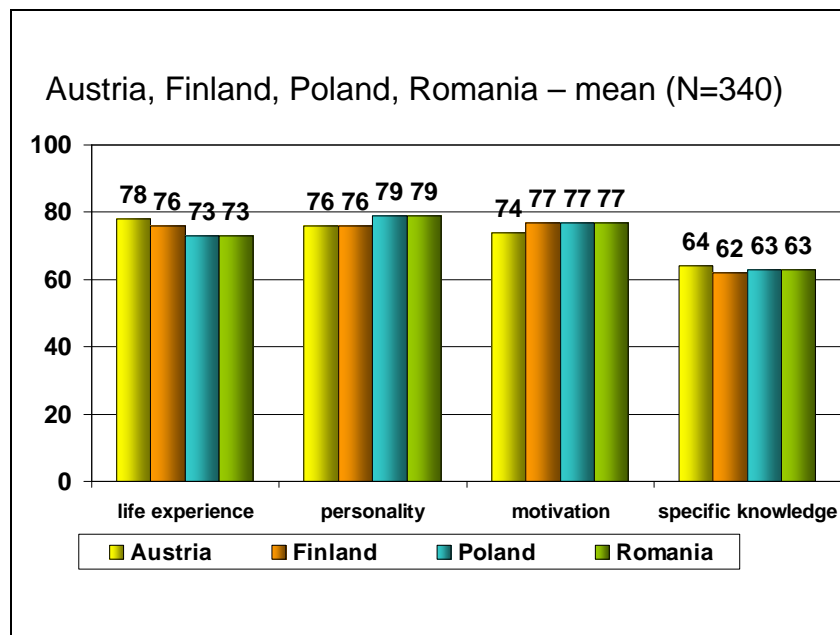
Cronbach's Alpha	No. of Items
.914	20

**Cronbach's Coefficient Alpha for each item:**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
.911	.910	.911	.915	.910	.910	.909	.909	.911	.909	.910	.909	.910	.911	.910	.913	.911	.910	.908	.907

In this dimension we have the best coefficient, and that may mean that all the partner countries are oriented towards the reality of this time: the market economy.

**Figure 9. All dimensions for all countries – a comparison**



**Conclusion and observations:**

The mean and the histogram for the first three dimensions – Life experience, Personality and Motivation – are right orientated, which may lead to a conclusion that most of the respondents have a tendency to tip their answer in the direction of social desirability.

Social desirability bias is the inclination to present oneself in a manner that will be viewed favourably by others. Being by nature social creatures, people are generally inclined to seek some degree of social acceptance, and as with other psychological terms, "social desirability" is by no means an epithet<sup>5</sup>.

In spite of this, the high Cronbach's Coefficient Alpha guarantees the reliability of these dimensions. First and foremost, because the main purpose of the questionnaire is to be a self-assessment instrument, not a specific tool of high-accuracy psychological selection or evaluation.

In line with the statistical data, we may assume that the internal consistency coefficient is good and very good and the sentences for each dimension are relevant.

The questionnaire regarded as an assessment instrument is a reliable one, being characterized by good stability, homogeneity, and a high level of validity and fidelity.

<sup>5</sup> [http://en.wikipedia.org/wiki/Social\\_desirability\\_bias](http://en.wikipedia.org/wiki/Social_desirability_bias)

## **4. User's instructions. How to make use of tests?**

Here you will find answers to some basic questions.

### **→ credibility of results?**

It is important to bear in mind that psychological scales and tests of this kind only ever measure tendencies (not absolute and immutable behaviour that holds in all circumstances) and never attain anything like 100 per cent accuracy.

### **→ how these tests should be used?**

Most of them have an Internet location and most of them are interactive with self-calculated score, but some need to be copied on one's computer and the user has to count the score him- or herself. All instructions how to take a test/quiz are available under the given link. All tests are free of charge and of public access.

### **→ what is the order/structure?**

You may ask yourself: should I go through all the tests step by step? or maybe I can skip some and choose only those I find interesting? Our advice is that the best way is to take all of them in the proposed order, starting with warm-up tests. If you find it time-consuming you can choose only some of the eight tests available under the 'Aptitude for entrepreneurship' label, but obligatorily you should take the 'Multidimensional test for self-employment capacity'.

### **→ what will be the result?**

Tests will give you an opportunity to know your strong and weak points, enable you to define your potential to undertake a risky and rough way of being your own boss, help you to identify personality traits desirable for an entrepreneur, and a lot more useful information that can be helpful in the decision making process. However useful this knowledge may be, please remember that it is only the starting point for further preparatory measures (such as a visit to a career counsellor), which assure you of making the right choice.



## 5. Tests and Quizzes

This chapter gives you some help in answering the question: Do I want to be self-employed? Be an entrepreneur? Own my own business? Which businesses best fit my personality?

First step to make the right choice is to KNOW YOURSELF. Which means, to have a clear picture of what is important to you, your values, skills, personality, and abilities. This is often easier said than done, but it is an important step in making a career choice, in deciding whether you want to be self-employed.

**Good luck!**

### Warm-up tests or start-up tests

#### 1) Name of the test: TESTS YOUR APTITUDE FOR ENTREPRENEURSHIP

*Test by Joseph Mancuso*

**Test is available at:** <http://startup.wsj.com/howto/soundadvice/20030317-mancuso.html>

**Description:** Many people like to think of themselves as entrepreneurs, but very often they are simply fooling themselves. To determine whether you have what it takes to be a successful entrepreneur take the following 10-question interactive quiz and review your answers using the provided analysis.

### Aptitude for entrepreneurship

#### 1) Name of the test: ENTREPRENEUR TEST

**Test is available at:** [http://communityfutures.com/cms/Entrepreneur\\_Test.15.0.html](http://communityfutures.com/cms/Entrepreneur_Test.15.0.html)

**Description:** Many people wishing to become small business owners ask themselves whether they really could. The following questionnaire will help you evaluate your entrepreneurial aptitude. This quiz is comprised of 50 questions. Results will be calculated when you complete all the questions. The test is available in English.

**2) Name of the test: Self-evaluation questionnaire: AM I THE ENTREPRENEURIAL TYPE?**

**Test is available at:** <http://www.potentielentrepreneur.ca/client/instructionsen.asp>

**Description:** The questionnaire includes 50 statements which are intended to measure the entrepreneurial potential. You have to choose a number, on a scale of 1 to 4, to represent how strongly you agree with each statement. Once completed, the answers will be compiled according to 3 criteria: ***motivation, aptitude and attitude***. The overall score describes the personal profile in comparison with other entrepreneurs. It is easy to answer and it will take about 15 minutes to complete. The test is available in English and in French.

**3) Name of the test: ASSESS YOUR CHANCES OF SURVIVAL IF GOING SELF-EMPLOYED**

**Test is available at:** [http://www.businessbureau-uk.co.uk/new\\_business/attitude\\_test.htm](http://www.businessbureau-uk.co.uk/new_business/attitude_test.htm)

**Description:** Short, interactive, 10-question tests that will bring you an answer to the question: Do I have the right attitude to succeed in self-employment? If you are thinking about leaving your existing employment and going self-employed, then test your own personal characteristics and attitude to see how well you would cope when being self-employed. Are you a suitable candidate for self-employment or should you grit your teeth and bear your existing job? The test is available in English.

**4) Name of the test: THE ENTREPRENEURIAL ATTRIBUTES: LOCUS OF CONTROL QUESTIONNAIRE**

**Test is available at:**

[http://www.open2.net/moneyandmanagement/management\\_organisation/entrepreneur2.html](http://www.open2.net/moneyandmanagement/management_organisation/entrepreneur2.html)

**Description:** The locus of control theory has been found to be useful in analysing the behaviour and beliefs of successful entrepreneurs. This 21-question test gives you a chance to see where you currently stand... Test available in English version.

**5) Name of the test: E 2 BE TEST – ARE YOU AN ENTREPRENEUR ?**

**Test is available at:** [http://www.startupcafe.ch/discover/e2be\\_test.htm](http://www.startupcafe.ch/discover/e2be_test.htm)

**Description:** This interactive test consists of 33 pairs of opposite statements. It provides assessment in several dimensions, including: leadership, team

management, communication, negotiation, strategy, project management, management and finances, self-improvement. Test available in English version.

**6) Name of the test: WHAT'S YOUR E.Q. (ENTREPRENEURIAL QUOTIENT)?**

**Test is available at:** <http://marriottschool.byu.edu/cfe/startingout/test.cfm?format=printv>

**Description:** Studies of successful entrepreneurs reveal common characteristics – family backgrounds, experiences, motivations, personality traits, behaviours, values, and beliefs. How do you fit these patterns? What is your E.Q. (Entrepreneurial Quotient)? Northwestern Mutual Life has created the following test to predict how suited you are to entrepreneurship. This test cannot predict your success – it can only give you an idea whether you will have a head start or a handicap with which to work. Entrepreneurial skills can be learned. The test is intended to help you see how you compare with others who have been successful entrepreneurs. Test only in English.

**7) Name of the test: BUSINESS START-UP QUIZ**

**Test is available at:**

<http://www.yesmontreal.ca/yes.php?section=entrepreneurship/quiz>

**Description:** Are you ready for self-employment? Take the Youth Employment Services interactive entrepreneurship quiz to find out! Answer the questions honestly, then click "How'd I Do?" to find out whether you are ready to become an entrepreneur. To get the most accurate assessment, first rate yourself then have someone who knows you well rate you. The test is available in English.

**8) Name of the test: THE ENTREPRENEUR TEST**

**Test is available at:** <http://www.bizmove.com/other/quiz.htm>

**Description:** The first question you should answer when you are thinking of going into business is "Am I the type?" You will be your most important employee. It is more important that you rate yourself objectively than how you rate any prospective employee. Appraise your strengths and your weaknesses. As a prospective operator of your own business, acknowledge that you are weak in certain areas and cover the deficiency by either retraining yourself or hiring someone with the necessary skill. The questions in this test indicate to what extent you have the personal traits important to a business proprietor.

**If you went through this variety of tests and quizzes and you still don't know the answer, please try to measure yourself against the self-employment questionnaire on the next page...**

## Multidimensional test for self-employment capacity

### Self-Employed Questionnaire

*The following statements reveal the characteristics and beliefs that successful self-employed person is most likely to possess. This questionnaire includes 80 affirmations and will take about 15 minutes to complete. If you strongly agree with a statement, tick 5, and if you strongly disagree, tick 1. If you are in between, rate the statement as fits your current self-assessment. Please put your assessments into reply form.*

**5 – Strongly agree**

**4 – Agree**

**3 – Not sure**

**2 – Disagree**

**1 – Strongly disagree**

1. I know people around me who own and run a business
2. I am a man of action, with a strong personal need to succeed
3. In work relations I want independence and prefer to be my own boss
4. I know and understand what starting and running a business entails
5. I am attracted by the 'success story' in business
6. I consider myself to be a responsible and resourceful person
7. I have a clear vision of what I want to achieve
8. I have adequate knowledge in the field of business, finances and market
9. I have worked in a small business where I was in direct contact with the owner/boss
10. I almost never give up when I have to obtain something
11. I'd like to try developing or building my own business
12. I know what kind of assistance I will need, if any, when running a business
13. I am able to identify a niche in the market and assess the opportunities
14. I am self-confident and self-reliant, with a positive self-image
15. I want to have a successful career
16. I have trustworthy contacts in law and accounting to assist me
17. I am able to establish and maintain relationships with clients.
18. I set long-term and realistic goals and pursue them
19. I have many ideas in which I am seeing the business opportunities
20. I am familiar with the type of business I intend to start
21. I can be a good negotiator in dealing with conflict situations
22. When I want something, I keep my goal clearly in mind
23. I do my best to carry out any project successfully
24. I completed the necessary analyses and identified the uncovered segments of the market
25. I have the skills to work in a variety of areas
26. I have the ability to plan ahead in a flexible and adaptable manner
27. As a rule, I can anticipate the results of an action
28. I am able to identify uncovered segments of the market, in order to place my business there
29. I am capable of planning an activity, setting goals and establishing the way to reach them
30. When I am in a new situation, I react quickly and pay attention to all that is happening
31. I am resourceful and can work smartly as well as hard
32. I know products and services that are worth buying in a competitive market
33. I get deeply involved myself in achieving my projects
34. I have the desire and the willingness to take the initiative
35. I am flexible and easygoing

36. The success of my company is guaranteed by its strong connection with developing segments of the market
37. I am the type of person who is always finding or creating opportunities
38. I am a person who faces problems with utmost determination
39. When I believe I can do it, everything is possible for me
40. I identify (or have identified) potential future clients for my business
41. I have managed to finalise new and original projects
42. When taking a decision, I analyse the information in an analytical, structured way
43. Within my area of competencies I always try to be the first or the best
44. I have knowledge about the demands and buying habits of customers
45. I am usually able to find more than one way to solve a problem
46. I believe that a good decision is based on reality and truth
47. I am motivated by success and public recognition
48. I have estimated the resources necessary during my business' start-up and development stage
49. I am able to improvise if something unpredictable occurs
50. Finding new and original solutions is something I get absorbed in
51. I am a good administrator and like managing an activity
52. I have taken into account all the possible expenses
53. I can concentrate on one subject for extended periods of time
54. I am willing to take sometimes unavoidable risks and assume responsibilities on my own account
55. A changing environment is stimulating for me
56. I assign minimum financial resources to set up my own company
57. My health allows me to work 10-12 hours/day, sometimes even more, during the beginning period
58. I do not get overly anxious about the consequences of my decisions
59. I am fairly curious and I am continually in search of discovery
60. If necessary, I have the possibility to obtain capital on favourable terms
61. The doctor has approved my condition for the activity I want to perform
62. In my activities, I always focus on practical solutions
63. Best of all I like the activities that engage the imagination
64. I like dealing with financial and legal matters
65. My family is able to give me moral support and understand my work
66. I like to get feedback in order to study the mistakes and perform my activity
67. I am a person who is always finding or creating opportunities
68. I enjoy pursuing contracts, sales and negotiating
69. My family and I are ready to take the risk of uncertain and irregular income
70. I prefer to do things my own way and nobody needs to tell me to get going
71. I deal with stress well in ambiguous and uncertain situations
72. I have marketing and communication skills
73. I am interested in seeking out any information that may help me to succeed
74. Self-discipline and self-management are very important to me
75. A certain level of stress stimulates me
76. I am familiar with marketing strategies, which will help me reach potential customers
77. I have the possibility of rounding out my deficient knowledge by participating in various courses
78. I have a good ability to work without supervision
79. I usually remain optimistic even in unpleasant situations
80. I have identified the weak and strong points of my competitors in the market

### **Reply Form**

<b>Life Experience</b>		<b>Personality</b>		<b>Motivation</b>		<b>Specific Knowledge</b>	
<b>Question No</b>	<b>Your rate</b>	<b>Question No</b>	<b>Your rate</b>	<b>Question No</b>	<b>Your rate</b>	<b>Question No</b>	<b>Your rate</b>
1		2		3		4	
5		6		7		8	
9		10		11		12	
13		14		15		16	
17		18		19		20	
21		22		23		24	
25		26		27		28	
29		30		31		32	
33		34		35		36	
37		38		39		40	
41		42		43		44	
45		46		47		48	
49		50		51		52	
53		54		55		56	
57		58		59		60	
61		62		63		64	
65		66		67		68	
69		70		71		72	
73		74		75		76	
77		78		79		80	
<b>Total</b>		<b>Total</b>		<b>Total</b>		<b>Total</b>	

Now please add up your total score in each category and see where you seem to fit in the ranges below. Please count your score for each category and check the results. The maximum score for each category is 100 points, minimum 20 points.

#### **LIFE EXPERIENCE**

**83 points and more:** You are a person who can spot any occasion and transform it into an opportunity for one or more of your entrepreneurial projects. You have the exceptional ability to identify the means, methods and staff that can help you achieve your goals. You are capable of analysing the situation at any given moment, evaluate the risks and take them in order to achieve your goals. You have the ability to process the information and structure it into a coherent system, according to which you would make the best decisions.

**77 to 82 points:** You are a person who has the ability to set into action your plans of starting your own business, for which you will make sustained efforts, showing perseverance and creativity in finding the best solutions. You are cautious and when you are convinced of the reliability of your initiatives in a certain context, you act in order to achieve your goal. You make good use of your vast area of knowledge in order to identify new opportunities to develop your lucrative activities.

**71 to 76 points:** You are a perseverant person who, in general, can handle unpredictable situations that occur in your activities but sometimes you are too circumspect and you lack the courage to take chances above a certain level. You generally make good use of the information you have at a specific moment, but you do not always recognise condition-dependent opportunities in order to develop new ideas for your business. You maintain working relationships, but you sometimes wait for others to take the initiative.

**63 to 70 points:** You are a person who can motivate yourself in order to undertake lucrative activities, but shyness and lack of faith in your own abilities often make you reconsider the problem and go back to the initial idea. You often give in after difficult discussions with potential co-workers or business partners. When you feel things are not going the way you planned, you abandon the project, believing it does not stand any chance of success.

**62 points and less:** You are a person who acts after long deliberations on the possibility of starting your own business, and often find many arguments to stop your initiative. In other words, you are not willing to take risks, believing that the chances to overcome all obstacles are few and you endanger both your status and the status of those you work with.

## **PERSONALITY**

**86 points and more:** You believe in your own strength, you take the responsibility for each of your actions and you believe your actions can contribute to the consolidation of the credibility of your business, which you constantly develop. In your undertakings you never lose sight of your strategic target, by means of thorough planning. Your excellent creativity allows you to see solutions when those around you say that "it cannot be done". You have a winner's mentality and you never wait for other people's initiatives because you are one step ahead of them.

**81 to 85 points:** You are a strong person, who takes into consideration the opinion of others in self-evaluation. You generally tend towards positive thinking, based on careful analysis of the information and you always try to identify the best solutions to the problems that occur in the development of your business. You are very disciplined and a true hard worker and you perseveringly make efforts in order to achieve your goal.

**77 to 80 points:** You are a person who carefully analyses every decision, always considering other opinions. You generally have a developed practical sense, but sometimes you are drawn to the solutions of other people who may not have a good



perception of your business. You do not lack in initiative but sometimes you are afraid to act and you wait to see if there are others who have the courage to try a similar project.

**70-76 points:** You possess important entrepreneur qualities but you do not make use of them because you always remain in expectancy. You generally stop at the "I would do that if I had...." level. Your ideas, although (sometimes) valuable, remain just possibilities for an uncertain future, when the conditions you have imagined would be met. You prefer to comment on others' achievements, whom you subject to severe criticism, not without good argument, instead of being the one to venture forth yourself.

**69 points and less:** You have ideas about developing a business on your own but you are always afraid to act, invoking various reasons. You lack trust in your self and you constantly ask for advice and approval of those around you. You would rather adopt other people's ideas than experiment on your own. Although you are a hard worker, having a lucrative initiative is an objective to be achieved only if forced by circumstances.

### **MOTIVATION**

**84 points and more:** You consider it better to take your own chances rather than those of others. You are very focused in proving a well organised and very active person can successfully play the role of a "one-man band" in his/her business. Stress, up to a certain level, keeps you focused in every situation. You have a strong desire to experiment and to prove that "it can be done". Everything you do is in keeping with your proactive attitude.

**80 to 83 points:** You are willing to be your own boss, but sometimes you accept help to overcome a problem. You manage material and time resources well. You always have the desire to learn interesting things that you can make use of in your business. Context changes do not intimidate you and you easily adapt to new situations. You generally know what you want and you set your plans into actions.

**75 to 79 points:** You are quite tenacious in your desire to take your business to a certain level, but you can be overwhelmed by the pressure generated by the diversity of the duties you must fulfil. You sometimes need the support of the family and friends in order not to abandon the idea of your business. You often show rigidity in thinking, because it is not easy for you to let go of the clichés you are familiar with instead of accepting uncommon ideas. With some effort you can overcome critical situations and have success in your business.

**70 to 74 points:** You are motivated to take actions on your own, but you have little courage to do so. You have the will to sustain the effort for a relatively long period, but the fact that you do not have too much stress endurance forces you to reconsider and so you lose precious time and even opportunities.

**69 points and less:** Even if you have strong qualities like will and emotional stability, they are not at a "one-person company" level. Often, the stress implied by these activities is above your expectation limits and there is a danger you will fail in such an enterprise. It is recommended you apply for an associative entrepreneurial formula, in which reasonability and risks are divided.

### **SPECIFIC KNOWLEDGE**

**77 points and more:** You are capable of having a lucrative activity on your own even when you do not have employees, because you have the know-how to meet all the problems that could occur in your company. You are well familiarized with market opportunity trading methods and you make good use of the marketing instruments. Your economical knowledge is very solid and you perform some periodical financial analysis in order to keep the company's situation under control. You constantly cultivate your relationships network with partners or clients. You always take into consideration your customers' satisfaction level in order to be one step ahead of the competition. In other words, you are your own successful employer.

**67 to 76 points:** You make use of both knowledge and inspiration to develop your business. Being your own employee makes you very determined in collecting all the necessary information. If you cannot anticipate and speculate market opportunities, you turn to studies made by specialized companies or you use already proven methods. You have the ability to manage financial resources even if you are not an expert in this field. In case of problems with legislation interpretation you turn to authorised firms in order to evaluate your options.

**60 to 66 points:** You have some useful knowledge for developing a one-person business, but there may be problems you cannot foresee with their true size and for this reason you hesitate in approaching new market action formulae. Your relationships network is quite good, but it should be further developed in order to have easy access to useful information. Sometimes in negotiation the communication problems you have may generate dysfunctions in the evaluation of customer satisfaction.

**51 to 59 points:** You have read many things about developing a possible business on your own, but you have yet to integrate this information so as to take action. There are

some activity areas you are not familiar with and you must turn to specialised companies. You have the ability to negotiate, but you have not mastered marketing instruments. For this reason you must be very cautious when you make the decision to become your own employer.

**50 points and less:** You have a special curiosity and you are informed in all areas but you are not motivated enough to consolidate your knowledge in order to start your own business. The challenges a person who is his or her own employer must overcome are special and require combining and integrating information from vast areas.

**Now use the diagram below to outline your Self-Employed Profile.**

(The score brackets have been determined on the basis of the mean values characteristic for each of the dimensions)

Dimensions	Your final points are:				
	Less than: 62	Between: 63-70	Between: 71-75	Between: 76 - 81	More than: 82
Life Experience					
Personality					
Motivation					
Specific Knowledge					

Below you will find an example how to interpret your results.

*Example.*

Let us suppose your score for each dimension is:

- Life experience                      65 points
- Personality                            78 points
- Motivation                             85 points
- Specific Knowledge                 81 points

Now please mark your score with an 'x' in the appropriate cell of the table and link all the points from top to bottom (please see next table).

*Example:*

Dimensions	Your final points are:				
	Less than: 62	Between: 63-70	Between: 71-75	Between: 76 - 81	More than: 82
Life Experience		x			
Personality				x	
Motivation					x
Specific Knowledge				x	

*How to interpret this graph?*

We have not assumed any rigid rules here. If all the points are on the right side of the grey column (the mean) you have a good chance of succeeding if you choose self-employment. But if most of your points are on the left side, you have to reconsider the idea of becoming self-employed. Of course, in both situations you should look for professional help in order to make sure the interpretation is conclusive!

*Possible interpretation of the example:*

As you can see, in spite of your low level of Life Experience your Motivation is at the highest level. This can be a compensatory factor for the other critical points you may have. There are many good examples of people who were low skilled (especially at the beginning) but highly motivated and who reached the top! Your personality index, as well as the specific knowledge you gained in the entrepreneurial area, will help you to succeed. Be careful, however; results of only one self-assessment tool are not enough to investigate all traits and aspects which can make you a successful self-employed person! Successful entrepreneurs come in all shapes and sizes. This inventory gives you an idea of how you stack up on the factors experts think are most important. Your profile is one indicator of your readiness to start a business, **but it cannot predict success.** In fact, no test can tell the whole story!

### **What's your result?**

#### **Are you ready to start up your own company now?**

**Please keep in mind that wherever you score in this informal self-evaluation is perfectly OK as long as you are true to your personality, your aspirations, and practical realities of your local market place.**

**If you are still not sure about it, please visit the nearest employment office where you should get more details about being self-employed in your country.**

## Country resources: Austria, Finland, Poland, Romania

This part of the guide is mostly addressed to German, Finnish, Polish and Romanian speakers. Here you will find references to entrepreneurial tests available in the project partners' countries. The tests are exclusively in native language.

### Austria

#### 1. Name of the test: **SIND SIE UNTERNEHMER?**

**Test is available at:** <http://testedich.de/search.php3>

**Description:** You have the possibility to find out whether your personality structure is the most suitable one for entrepreneurial activities. Of the 20 questions, each one with 3 alternatives, you have to choose the one fits you best. The test is available exclusively in German.

#### 2. Name of the test: **BIN ICH EINE UNTERNEHMERPERSÖNLICHKEIT?**

**Test is available at:** <http://testedich.de/search.php3> and

<http://www.berlinx.de/ego/898/test.htm>

**Description:** The test is recommended to individuals who want to start a business at their beginning phase. There are 7 questions, each one provided with 5 possibilities. You have to select one of them and finally you may evaluate your points within 3 score ranges. The test is available exclusively in German.

### Finland

#### 1. Name of the test: **FINNVERA ENTREPRENEUR TEST**

**Test is available at:** <http://www.finnvera.fi/index.cfm?id=1008>

**Description:** It is a questionnaire that anyone can answer. The program gives an individual a possibility to test a business idea as well as his or her capabilities to become an entrepreneur. The test is interactive and takes 10-15 minutes. The test is available exclusively in Finnish.

#### 2. Name of the test: **KOTIRINKI ENTREPRENEUR TEST (KOTIRINGIN YRITTÄJÄTESTI)**

**Test is available at:** <http://www.kotirinki.fi/Content.asp>

**Description:** Kotirinki is an entrepreneurbased chain offering services for domestic help. They have a test on the Internet that tests a persons capabilities to become an entrepreneur. The test is available exclusively in Finnish.

## Poland

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### **1. Name of the test: TEST NA PRZEDSIĘBIORCZOŚĆ (Entrepreneurship Test)**

**Test is available at:** <http://www.abcbiznesu.pl/art.php?id=161&pg=0>

**Description:** The 25 questions in this test help you to decide whether you are a good entrepreneur or not. Have you got the elementary characteristics which distinguish potential entrepreneurs? Are you enterprising enough to start your own business? Do you understand what "enterprise" means? Are you not afraid of taking risks? Have you been a good student? You must answer to all the questions with either "yes" or "no". The test is available exclusively in Polish.

### **2. Name of the test: CZY POSIADASZ CECHY DOBREGO PRZEDSIĘBIORCY?**

**Test is available at:** [http://praca.korba.pl/chce\\_dorobic/0,2192,quiz.html](http://praca.korba.pl/chce_dorobic/0,2192,quiz.html)

**Description:** This interactive test verifies how good an entrepreneur you are. The test consists of 13 questions, and checks your ability to take risks, your personality and more. The test is available exclusively in Polish.

### **3. Name of the test: JA – PRZEDSIĘBIORCA (Me – entrepreneur)**

**Test is available at:** <http://www.puszcza-marianska.pl/zasobnik/zasobnik3.php>

**Description:** Apart from the test, you can also find here a list of features are either favorable to or may impede business activity. These are divided into the general categories of: psychological needs, motivation, risk, decisions, success, defeat, innovativeness, creativity, cooperation, barriers and temperament.

This test consists of 74 questions concerning personal qualities, life style and behavior. This test consists in the kind of self-assessment where you have to answer either "yes/often" or "no/rarely". The more correct answers you achieve, the better prospects for success in business you have. The test is available exclusively in Polish.

### **4. Name of the test: TEST NA PRZEDSIĘBIORCZOŚĆ (Entrepreneur test)**

**Test is available at:**

<http://www.malafirma.pl/podstrona.php?strona=ABC%20malej%20firmy&id=57>

**Description:** This test consists of 36 questions and statements. If you agree, you have to write "yes"; if you don't, then "no". You are expected to answer spontaneously and according to what fits you best. After summing up the results you can check what type of entrepreneur personality you are. In fact, you could be a typical subordinate, a reliable banker, a manager with

entrepreneurial features, an entrepreneur with strong motivation to run your own business, or a neurotic entrepreneur. The test is available exclusively in Polish.

**5. Name of the test: AUTOPORTRET PRZEDSIĘBIORCY (Entrepreneur's self-portrait)**

**Test is available at:** <http://www.firmujmy.lublin.pl/one/one17.php>

**Description:** This test consists of 12 questions which refer to the most important features of an entrepreneur. When you solve this test, you can answer the question: Which features could help me (or impede me) with running my own business. You can choose from three possibilities. The test is available exclusively in Polish.

## **Romania**

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**1. Name of the test: DO YOU HAVE ENTREPRENEURIAL SPIRIT?**

**Test is available at:** <http://www.psihoteste.ro/psihocariera.php>

**Description:** This interactive test consists of 13 questions, each one provided with 3 options. You have to select the one that fits you best and eventually you will be given a short description of your entrepreneurial skills. The test is available exclusively in Romanian.

**2. Name of the test: ENTREPRENEUR TEST**

**Test is available at:**

[www.mimmc.ro/files/comert\\_int/Ghidul\\_tanarului\\_intreprinzator.pdf](http://www.mimmc.ro/files/comert_int/Ghidul_tanarului_intreprinzator.pdf)

**Description:** There are 28 questions concerning Entrepreneur's Personality, 17 related to the Market and 7 associated with Financial Resources. Within each dimension you have to choose a rating on a scale of 1 to 5, to indicate how strongly you agree with each statement. The test is available exclusively in Romanian.

## 6. References

1. Arnold Nancy, Tom Seekens, Roger Shelley, David Hamis, Carleen Anderson, Randall Brown. 2004. Self-Employment - Steps for Vocational Rehabilitation Counselors: Helping a Consumer Start a Business, p.41.
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3. Constantin Ticu. 2004. Evaluarea psihologica a personalului, Ed. POLIROM.
4. Howitt Denis, Cramer Duncan. 2006. Introducere in SPSS pentru psihologie, Ed. POLIROM.
5. Kline P. 1986. A handbook of test construction. London, Methuen.
6. Nunnaly J.C., Bernste I.H. 1994. Psychometric Theory. 3rd ed., McGraw-Hill.

### Online resources:

1. <http://stats.bls.gov/oco/ocos019.htm>
2. Definition of Cronbach's Alpha  
<http://economics.about.com/cs/economicsglossary/g/cronbachalpha.htm>
3. <http://selfemploymenttraining.ruralinstitute.umt.edu/home.htm>
4. Essentials of a Good Psychological Test <http://wilderdom.com/personality/L3-2EssentialsGoodPsychologicalTest.html>
5. Social desirability bias definition  
[http://en.wikipedia.org/wiki/Social\\_desirability\\_bias](http://en.wikipedia.org/wiki/Social_desirability_bias)