

# IDENTIFY AND DEVELOP TOMORROW'S BUSINESS-BUILDERS

## DISCOVER ENTREPRENEURIAL TALENTS WITH GALLUP'S NEW ENTREPRENEURIAL STRENGTHSFINDER® ASSESSMENT

The world's most successful entrepreneurs are born with rare, powerful talents. These business-builders can turn ideas into customers. They are a vital source of energy to any economy. Communities and companies that identify and develop the entrepreneurial talents in people can thrive thanks to new businesses, the good jobs they create, and the engaged customers they serve.

To find future business-builders early — and to help them succeed — Gallup created Entrepreneurial StrengthsFinder, our newest strengths-based assessment.

### ***Entrepreneurial StrengthsFinder helps students and adults discover and develop their entrepreneurial talents.***

Gallup researchers discovered the 10 innate talents that highly successful entrepreneurs possess. They did so using the same scientific approach Gallup used to create the Clifton StrengthsFinder assessment: Top performers in any role exhibit similar talents — recurring patterns of thought, feeling, and behavior — that naturally equip them to excel in that role. By developing those talents into strengths, individuals have a better chance of succeeding.

People who complete the online Entrepreneurial StrengthsFinder assessment receive a personalized report that rank orders the 10 talents specific to their results, defines each talent, and describes the intensity level of each talent specific to the individual. They also receive a guide that helps them start the right discussions about their entrepreneurial talents with mentors, investors, and coaches.

Whether you are interested in developing your own entrepreneurial talents or understanding those talents in others, Entrepreneurial StrengthsFinder helps start a conversation. That's the real value of Entrepreneurial StrengthsFinder. It creates a language to talk about how people can naturally be better business-builders by identifying and developing their entrepreneurial talents.

Visit Gallup Strengths Center today to discover your entrepreneurial talents and learn more about Entrepreneurial StrengthsFinder.

#### **A Quick Look at Entrepreneurial StrengthsFinder:**

- 30-minute online assessment
- measures 10 scientifically proven talents of successful entrepreneurs
- allows for early identification of entrepreneurial talent
- provides a personalized results report, including intensity of each talent

#### **Entrepreneurial StrengthsFinder can help the following groups identify and develop business-builders:**

- coaches and city leaders
- accelerators and incubators
- angel investors and mentors
- high school, college, and university programs focused on entrepreneurship

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**For more information about Entrepreneurial StrengthsFinder, visit [GallupStrengthsCenter.com](http://GallupStrengthsCenter.com).**

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