Using the General Enterprising Tendency (GET)Test

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From the Literature, the main psychological characteristics of the entrepreneurs would appear to be:

Lessems ‘Seven Entrepreneurial Types’ (1986)
Need for Achievement (n Arch) (McClelland 1961, Cromie & Johns 1983)
Locus of Control (Rotter 1966, Cromie 1992)
Desire for Autonomy (Caird 1991)
Deviancy (Kets de Vries 1977)
Creativity and Optimism (Timmons 1989, Kirton 1976)
Intuition (Carland 1982, Moran 1992)
GET Test Narch – Autonomy, Drive & Determination, Risk Taking & Creativity
Successful entrepreneurs are believed to possess a set of personal abilities and characteristics (traits)

No agreement over these. However, the psychological literature suggests:
- risk-taking ability
- need for achievement (nArch)
- internal locus of control
- desire for autonomy
- deviancy

Cognitive theory shifted emphasis from studying the personality of the entrepreneurs to situations that lead to entrepreneurial behaviour.

Two types of cognitive model
- attitude model – how individuals attitudes shapes behaviour
- achievement models – concerned with why individuals behave as they do
The test has been developed following research into a variety of measures used to measure entrepreneurship and enterprise. It has been validated with a number of different groups of personnel and amended accordingly. The aim during this research and development process has been to develop a measure of enterprising tendency rather than of entrepreneurial traits.
The test has been designed to bring together and measure a number of personal ‘tendencies’ commonly associated with the Enterprising person. These include:

- need for achievement;
- need for autonomy;
- creative tendency;
- risk taking; and
- drive and determination.

The General Enterprising Tendency Test embodies the enterprise tendencies described above, expresses them in statement form and measures enterprise aptitudes against norms.
The GET Test may be of use in a variety of situations.

- To measure the enterprise;
- of personnel involved in providing support to business, social and community enterprise
- of those wishing to set up in business.
- by employers concerned to foster enterprising individuals within their own organisations.
- in the recruitment and selection of personnel.
- to identify changes that have taken place as a result of training or exposure to certain structured situations designed to encourage enterprise.
Being enterprising

• **In this workshop we will:**
  • look at the skills of those setting up enterprises in the 21st century
  • look at their recipe for success and examine how they make use of their talents to put their ideas into action
  • discover just how enterprising we are
  • consider how we might develop our own enterprise skill
  • look at what facilitates or constrains enterprise
  • explore how we might build our enterprising organisations and networks

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What are enterprising characteristics?

In small groups, draw a figure that depicts an enterprising person highlighting any key characteristics.
Characteristics commonly associated with enterprising people

– opportunity seeking and grasping
– taking the initiative to make things happen
– solving problems creatively
– managing autonomously
– taking responsibility for, and ownership of, things
– seeing things through
– networking effectively
– putting things together creatively
– using judgement to take calculated risks
Enterprise

‘Enterprise is purposeful, active behaviour which can take place in any number of contexts, business being only one. Enterprise is making things happen, having ideas and doing something about them, taking advantage of the opportunity, and bringing about change’

• Paul Kearney, 1994
When are you most enterprising?

Enterprising behaviour can arise for all sorts of reasons. It might be boredom, changes at work, the need for cash or satisfaction or independence, a moment of inspiration, a passion and so on.

When were you at your most enterprising and what was your trigger? What motivated you to carry on?
Push me Pull me

Low

Enterprise

High
People often respond to change by taking risks, being innovative and being proactive.

Being enterprising should not be thought of as either absent or present in individuals but should be seen as a continuum along which people can and do move.
How enterprising are you?

Imagine you’re on holiday lying on the beach and reading your favourite magazine when you come upon an intriguing questionnaire...

– complete the questionnaire
– score your answers and plot your profile
GET Test

This test was designed to bring together and measure a number of personal ‘tendencies’ commonly associated with the Enterprising person.

These include: need for achievement; need for autonomy; creative tendency; risk taking; and drive and determination.

The test was developed following research into a variety of measures used to measure entrepreneurship and enterprise. It was validated with a number of different groups of personnel and amended accordingly.

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GET Test

Instructions
This exercise could not be simpler: It will only take about ten minutes

There are no right or wrong answers, it will help you to gain a better understanding of yourself

In the following pages of this booklet, you will find a list of 54 different statements.

You are merely required to agree or disagree with the statements that have been made. For example, one statement might say:

I prefer swimming to running
or
I often take on too many tasks
GET Test

On the answer sheet provided, you should:

Circle the A in the box which corresponds to the statement if you agree with the statement,

OR

Circle the D if you disagree with the statement.

If, for any reason, you neither fully agree nor fully disagree with a particular statement, please try to decide whether you agree with it more or disagree with it more and circle the appropriate answer.

Please be honest when completing the answer sheet. The more accurate your answers are increases the precision of the test.

Now turn over the page to begin the test.
THEORISTS
Learning Style

Strengths
- Logical ‘vertical’ thinkers
- Rational and objective
- Good at asking probing questions
- Disciplined approach

Weaknesses
- Restricted in lateral thinking
- Low tolerance for uncertainty, disorder and ambiguity
- Intolerant of anything subjective or intuitive
- Full of ‘should, oughts and musts’
Enterprising you?

• Were you surprised by the results?

• What about your own personal profiles? Where do your skills lie?

• How might you build on your enterprising skills?
Implication / application?
Your enterprise apprenticeship

With a partner, think of at least 5 things each of you can do to build on your existing enterprise skills.
# The enterprise apprenticeship

- Volunteer
- Learn from role models
- Read stories of enterprise
- Think portfolio working
- Set yourself a challenge
- Tell people what you want to do
- Build your contacts
- Build an enterprise scrapbook
- Make allies of those close to you

- Be your own customer
- Find an opportunity every day
- Solve other people’s problems
- Get your resources in place
- Get out of your box
- Fake it ‘till you make it
- Get above your station in life
- Avoid ‘nay sayers’
Catalyst

Any questions?
Thank you
Hope you have found this useful.
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