

Identify and Develop Tomorrow's Business-Builders

Discover Entrepreneurial Talents With Gallup's Entrepreneurial StrengthsFinder Book & Entrepreneurial Profile 10™ Assessment

The world's most successful entrepreneurs are born with rare, powerful talents. These business-builders 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 — Jim Clifton, Gallup's Chairman and author of *The Coming Jobs War*, along with Sangeeta Bharadwaj Badal, Ph.D., Gallup's primary researcher for entrepreneurship and job creation, have authored *Entrepreneurial StrengthsFinder*, a new book that includes a code to participate in our new talent-based assessment.

Entrepreneurial Profile 10 (EP10) helps individuals 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 uses to create other selection and development assessments: 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, individuals have a better chance of succeeding.

People who complete the online EP10 assessment receive a personalized report that rank orders the 10 talents specific to their results, defines each talent, and provides action items individuals can use to focus on each talent. The report helps individuals 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, EP10 helps start the conversation. It creates a language to talk about how people can naturally be better business-builders by identifying and developing their entrepreneurial talents.

A Quick Look at the Book:

- describes the importance of entrepreneurs and the businesses they create to the global economy
- provides a blueprint for creating a culture of entrepreneurship
- offers in-depth analysis of the 10 talents of successful entrepreneurs
- includes a code to complete the EP10 assessment

A Quick Look at the Assessment:

- 30-minute online assessment
- measures 10 scientifically proven talents of successful entrepreneurs
- allows for early identification of entrepreneurial talent
- provides a personalized results report, with personal rank order for each of the 10 talents

For more information about EP10, visit [GallupStrengthsCenter.com](https://www.gallup.com/strengthscenter).
