

ARE YOU SUITED TO GOING INTO BUSINESS FOR YOURSELF?

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"The two most important ingredients for success in business are: common sense and a sense of humour."
Mark McCormack, author of *"Things they don't teach you at Harvard Business School"*

There are really no hard and fast rules for the right type of personality for self-employment.

While it is difficult to predict with any accuracy an individual's chances of success or failure based on purely attitudinal and personal traits, there are some common attributes that can be associated with successful business operators.

Attached are eight factors that Peter Thorpe, the author of "Small Business Street Smarts", believes, from his experience of running his own businesses and advising others in their businesses, are a firm foundation for anyone intending to start their own business.

Peter Thorpe's book, "Small Business Street Smarts" is a valuable guide to starting a business and is available from the Business Enterprise Centre for \$20.00.

How to score yourself

Each of the eight attributes listed is represented by a spoke in the wheel. The **innermost circle has a score of zero**, while the **outermost circle has a score of ten**.

Answer the following questions and for each attribute, make a mark on the spoke belonging to that attribute where the circle crosses the spoke which **most accurately reflects your situation**.

For example, for Spoke A, if your health is excellent, put your mark on one of the three outermost circles (depending on the degree of excellence!), where they cross Spoke A.

For Spoke B, if your family is totally against you going into business, put your mark on one of the two innermost circles where they cross Spoke B. **Once you have done this for each attribute, join all the marks together.**

The pattern you end up with should give you some idea as to how good your personal foundation is for going into business.

The larger and more uniform your circle or wheel is, the better, faster and further it will go, and that is probably going to be the case for your business as well. The smaller and more bumpy your wheel is, the bumpier its likely to be for you trying to be successful.

This exercise is merely intended to help you decide for yourself:

- Am I suited to going into business?

- What areas of my life and preparation do I need to improve on before I take the plunge?

Spoke A: Health

What state of health do you normally enjoy?

excellent	8 - 10
pretty good	5 - 7
average to poor	2 - 4
not too good	0 - 1

Spoke B: Family support

Do you have the support of your family?

behind me 100%	8 - 10
most of them behind me	5 - 7
not very supportive	2 - 4
totally against it	0 - 1

Spoke C: Self esteem

How do you rate your chances of success in business, based on your knowledge of your own ability?

extremely confident	8 - 10
reasonably confident	5 - 7
not sure	2 - 4
very unsure	0 - 1

Spoke D: Industry experience

What is your experience in the industry chosen?

extensive experience	8 - 10
some experience	5 - 7
very little experience	2 - 4
no experience at all	0 - 1

Spoke E: Management experience

What previous management experience have you had?

extensive experience at high level	8 - 10
some management experience	5 - 7
very little management experience	2 - 4
no previous management experience	0 - 1

Spoke F: Capacity for hard work

How hard are you prepared to work in your own business?

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as hard as it is required to succeed	8 - 10
harder than I work now	5 - 7
hoping to do less than present job	2 - 4
looking for an easier life	0 - 1

Spoke G: Enthusiasm

How enthusiastic are you about starting out in business?

extremely enthusiastic	8 - 10
very enthusiastic	5 - 7
mildly enthusiastic	2 - 4
not looking forward to it	0 - 1

Spoke H: Preparation

How would you describe your preparedness for the task ahead? Have you really done your homework and prepared a thorough business plan?

extremely well prepared	8 - 10
quite well prepared	5 - 7
not very well prepared	2 - 4
no preparation at all	0 - 1

WHAT NEXT

The results of your short test should indicate to you the areas that you need to consider before you start a small business (if you have been completely honest with yourself!)

Remember small business is not for everyone, some of the low scoring sections you can improve on with study and gaining experience, things like confidence will change as a result of this experience.

It is better to go into business 'a bit older and a bit wiser'. Don't rush it!