



Power On Your Entrepreneur Potential



Entrepreneur EDGE[™]

Am I best suited as an **entrepreneur** or in a **conventional** career? How does my **behavior** influence **success**? Do I have entrepreneurial **blind spots** that I don't see? How do my **experiences** impact my **career potential**?

If you've asked yourself these questions, explore inside!

About

The Entrepreneur EDGE™ is your guide to success as an entrepreneur starting or growing your business.

Highly researched, Your Entrepreneur EDGE™ is designed to fill a long-recognized gap in what is most needed in starting or growing a business — it focuses on YOU. The Entrepreneur EDGE can help you evaluate your potential for success and satisfaction in your chosen enterprise. This information can help whether you are: **Starting your Business; Funding your Business; Growing your Business; or Re-charging your Business.**

The Entrepreneur EDGE suite of products is designed to be one of your key business resources — a tool that can help guide your success over the long term.

Are you an Entrepreneur Coach, Advisor, or Counselor? The Entrepreneur EDGE Effectiveness Guide can support your work with clients, providing highly researched and targeted paths for development. You can offer your clients tangible developmental tools and steps to complement other in-depth areas of assistance.

The Entrepreneur EDGE Profile Interpretive Report provides your results for each of the 4 Key Success Factors of entrepreneurs and shows how you score on the 17 Entrepreneur Indicators™ compared to the Conventional Career Indicators™ (Figure 1).

6,000,000 +*
new business owners in the US each year

33%*
of new entrepreneurs are recent college graduates

80%*
of entrepreneurs were employed at time of start-up

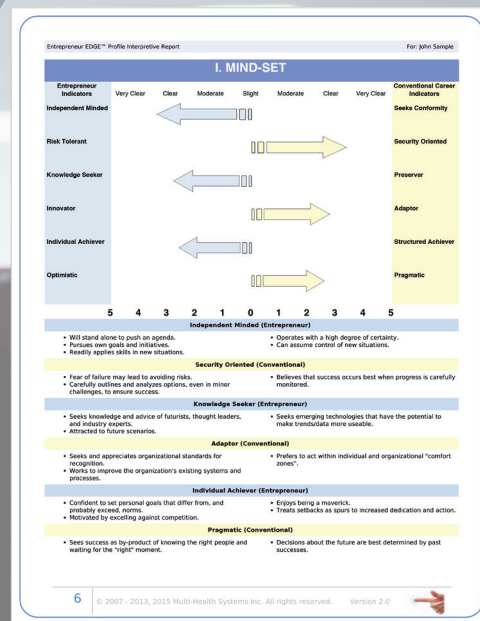


Figure 1: explore each Key Success Factor further and how your skills lead to Entrepreneurial Indicators and Conventional Career Indicators.

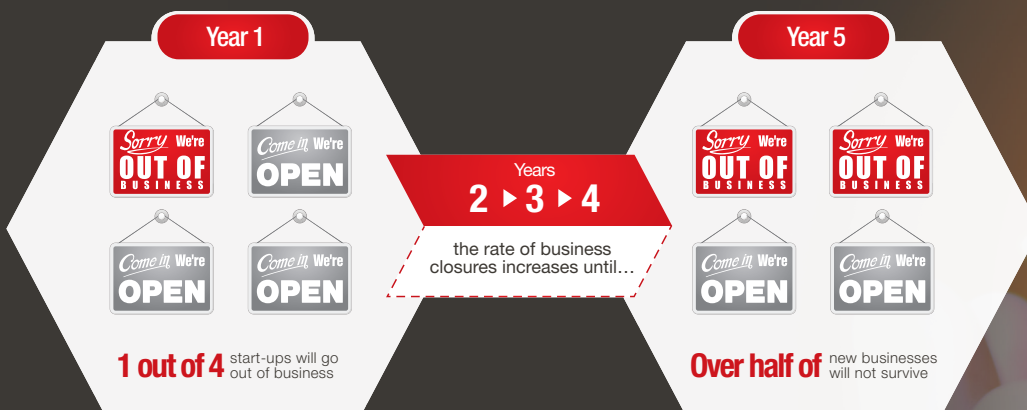
Over 20 years of extensive research into entrepreneurs has guided the development of this powerful tool. The tool provides mission critical information about you, the key driver of the entrepreneur enterprise. It is designed to help you gain insight into family-of-origin contributions and be more aware of your entrepreneurial behavior in the following four areas:

4 Key Entrepreneur Success Factors

- 1** Mindset (including Independent Minded, Risk Tolerant, Knowledge Seeker, Innovator, Individual Achiever, and Optimistic)
- 2** Self-Management (including Action Oriented, Analytical, Multi-Tasker, Stress Motivated, and Self Directed)
- 3** Dealing with Others (including Initiator, Networker, Explorer)
- 4** Business Orientation (including Opportunistic, Strategic, and Proactive)

*The Kauffman Index, Startup Activity Index 2015

Your Entrepreneur EDGE™ Effectiveness Guide



*Statistic Brain, Startup Business Failure Rate by Industry

The Key Success Factors and Entrepreneur Indicators (Figure 2) outlined in the Entrepreneur EDGE Effectiveness Guide serve as a guide to help you gain your entrepreneur edge.

Your Entrepreneur EDGE is designed as a quick reference that can be used to “power on” your edge and to refresh your edge over time. Getting started on the track to gain your edge, you will learn how the 4 proven Key Success Factors apply to you and how those skills align with the 17 Entrepreneur Indicators (Figure 3).

Action tips, learning resources, and research summaries provide you with a wealth of knowledge on how to enhance your success as an entrepreneur. Complete with an action plan, the book gives you a step-by-step guide on maximizing your strengths and developing your stretch areas.

Loaded with action tips, learning suggestions, and resources for further exploration, the Entrepreneur EDGE Effectiveness Guide is a practical, time-saving, and potentially career-saving resource.

Entrepreneur EDGE™ Personal Profile

Your EDGE Report:

Indicates how your behaviors, perspectives, and preferences can impact you and your career choices.

Provides your results for each of the 4 Key Success Factors of entrepreneurs.

Shows how you score on the 17 Entrepreneur Indicators compared to the Conventional Career Indicators.

Provides results related to your family history and entrepreneurial perspectives.

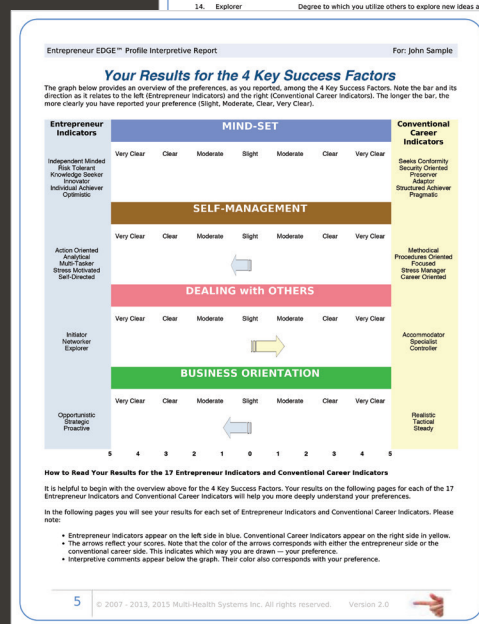
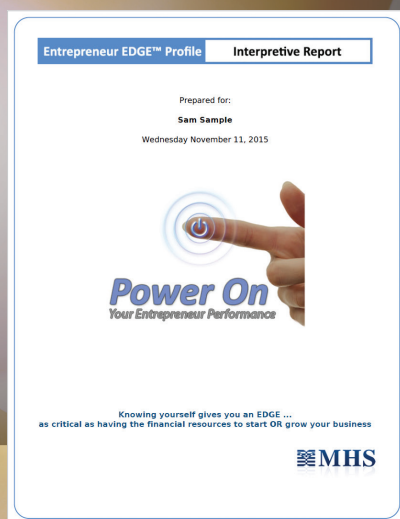


Figure 2: the Key Success Factors and 17 Entrepreneur Indicators defined in the report.

Figure 3: results of the 4 Key Success Factors provided in the report.



The Entrepreneur EDGE Personal Profile distinguishes your preference to be an entrepreneur vs. a conventional career. This personalized report is based on your responses to the 90-item, web-based questionnaire and provides results of your preferences in relation to known entrepreneur success factors.

Once you enter your responses, you will be able to review your report that will show your patterns in 17 scales — the behaviors that matter in entrepreneurial endeavors. Use the Entrepreneur EDGE development guide to zero in on your action plan.

LifeCycle

No matter where you are in your entrepreneurial journey, the success factors outlined in Your Entrepreneur EDGE are designed to improve your performance at all stages. It's important to know where your company is in its life cycle (Figure 4) and anticipate what competencies the next stage will require. While all competencies outlined in Your Entrepreneur EDGE are important, their priority changes depending on where you are in the business life cycle.

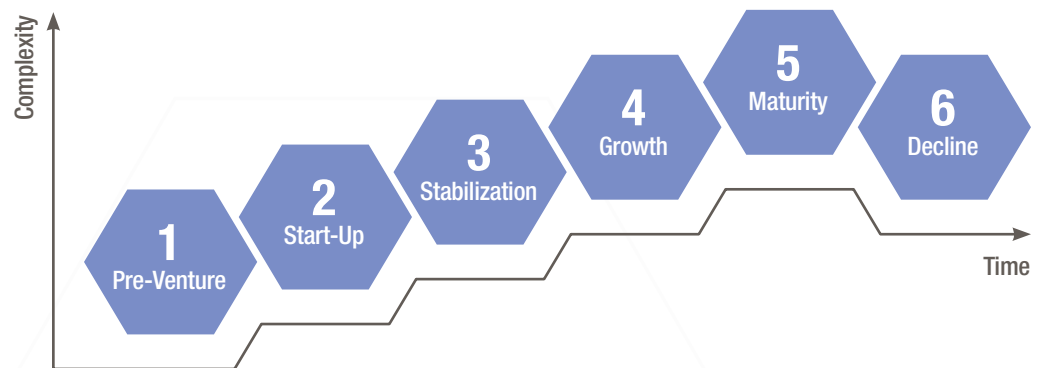


Figure 4: the life cycle of an entrepreneurial company.

Authors

Your Entrepreneur EDGE™ is the result of a collaboration of authors who are highly experienced in entrepreneur development and business growth strategies. Between them, the authors have consulted with thousands of entrepreneurs in small to midsize businesses at all stages of their business development.



Roger R. Pearman

Following his work as a COO of a financial services company, Roger began his entrepreneurial career lasting over last thirty years. He has been CEO of Leadership Performance Systems—a coaching and leadership development company, TeamTelligent, LLC—an iPad Application Development Company, and Matrix Insights—a web based learning platform. Internationally recognized for his research and publications, Roger coaches and facilitates leaders and entrepreneurs in their development. A Senior Associate with the Center for Creative Leadership, Roger has won numerous awards for his research and contributions to the field.



R. Daniel Parks

Dan is an entrepreneur, and has been a strategy and leadership consultant for over 25 years. He has held various posts within the University of North Carolina system, most recently as Senior Director of Strategy & Innovation for the NC State University Office of Outreach & Engagement. During his tenure with the University of North Carolina, he has helped lead major initiatives in economic development strategy and entrepreneurship development. He has consulted with the national Association of Small Business Development Centers (ASBDC) and conducted strategic planning projects with over 20 state Small Business Development Centers. He has operated and sold two entrepreneurial enterprises.



Barry Phillips

Barry spent 33 years as a career banker. His banking experience has included establishing branch offices and coordinating multi-million dollar credit facilities for multi-national organizations. He has assisted hundreds of entrepreneurs with business planning and strategy. Barry also co-authored and developed a series of assessments designed to assist managers and entrepreneurs in their career decisions and personal development. He is the co-author of two business simulations that allow learners to experience leadership decision making and the strategic planning process.



Marcus C. King

Marc has over 30 years experience as an organizational development, strategy, and leadership consultant. He has worked with many entrepreneurs and high-growth businesses in areas of planning and growth strategies. Marc has provided consulting to over 20 statewide Small Business Development Centers in areas including strategic planning and accreditation.



Entrepreneur EDGE™

Entrepreneur EDGE Pricing

Y-EDGE01	Your Entrepreneur EDGE Kit	\$50
Y-EDGE02	Your Entrepreneur EDGE Personal Profile	\$30
Y-EDGE03	Your Entrepreneur EDGE Effectiveness Guide	\$25

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when you
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