



Entrepreneur Guide Assessment

This assessment tool includes criteria that Entrepreneur Guides should possess to successfully assist budding entrepreneurs and their communities. Illustrating that you have a significant number of these characteristics is one of three critical elements to qualify for certification as an Entrepreneur Guide.

Suggestions for criteria were contributed by a considerable number of people involved in economic development in Texas. Entrepreneur Guides are not expected to possess all characteristics, but should possess enough of those listed in each category that you will be a valuable asset in your community.

Personal Attributes – Guide is:

<u>Criteria</u>	<u>Below Expectations</u>	<u>Meets Expectations</u>	<u>Exceeds Expectations</u>
Creative			
Intelligent			
Realistic			
Patient			
Honest			
Willing to form groups/networks and learn from others			
Willing to take reasonable risks			
Energetic			
Supportive no matter what the idea			
Committed to business development			
Willing to provide continuous follow-up			
Community minded – not motivated by personal gain			
Willing to challenge ideas and practices			
Ethical			
Able to maintain confidentiality			
Resourceful			
Able to see opportunity where others see obstacles			
Resourceful; finds different ways of accomplishing tasks			
Persistence and perseverance to achieve goals and results			

Technical Skills – Guide:

<u>Criteria</u>	<u>Below Expectations</u>	<u>Meets Expectations</u>	<u>Exceeds Expectations</u>
Has practical business planning and management experience			
Provides a broad range of services and support			
Understands the basics of financial analysis and management			
Is familiar with what entrepreneurs need to be successful			
Is familiar with the critical elements of business development			
Understands business life cycle and commercialization			
Responds in a timely manner			

<u>Criteria</u>	<u>Below Expectations</u>	<u>Meets Expectations</u>	<u>Exceeds Expectations</u>
Is able to coach – be supportive and challenging			
Is able to acquire necessary resources from a variety of sources			
Has good interpersonal communications			

Knowledge – Guide is:

<u>Criteria</u>	<u>Below Expectations</u>	<u>Meets Expectations</u>	<u>Exceeds Expectations</u>
Familiar with the needs of community, local residents, & resources			
Familiar with online resources			
Familiar with resources available in community and outside			
Familiar with business startup, growth & management issues			
Familiar with grants and grant writing			
Familiar with group dynamics and working with groups			
Familiar with challenges of obtaining capital			
Familiar with mistakes to avoid			
Familiar with legal requirements of business startup, growth, & management			
Familiar with licensing, taxation, and other startup issues			