

HOW ENTREPRENEURIAL IS YOUR ORGANISATION?

Follow the checklist below to work out how entrepreneurial your organisation is.

1. In the table below, you will see 13 pairs of descriptions (for example, is “Solid, well-established” a good description, or would “New and fresh” be better?). On each line, mark the position that best describes your organisation.

| | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 | | |
|--|---|----|----|----|----|----|----|----|----|----|-----|---|--|
| Solid, well-established | | | | | | | | | | | | New and fresh | |
| Avoids risks | | | | | | | | | | | | Takes risks | |
| Follows the market | | | | | | | | | | | | First to market | |
| Hierarchical and structured | | | | | | | | | | | | Unstructured, little or no hierarchy | |
| Shrinking | | | | | | | | | | | | Growing | |
| Rewards certainty | | | | | | | | | | | | Rewards innovation | |
| Builds on established trends | | | | | | | | | | | | Anticipates future trends | |
| Acts carefully | | | | | | | | | | | | Acts quickly | |
| Targets established markets | | | | | | | | | | | | Targets early adopters and/or premium customers | |
| Similar to other organisations | | | | | | | | | | | | Unique, unlike other organisations | |
| Only commits resources to projects with certain outcomes | | | | | | | | | | | | Commits resources to projects with unknown outcomes | |
| Low-tech | | | | | | | | | | | | High-tech | |
| Formal | | | | | | | | | | | | Informal | |
| Prioritises the avoidance of mistakes | | | | | | | | | | | | Encourages employees to take chances | |
| | | | | | | | | | | | | Total | |
| | | | | | | | | | | | | Average (Total/14) | |

2. Enter the score (from 0 to 100) for each line in the column at the right
3. Add up the total for the column and enter it in the box marked “Total”
4. Divide this total by 14 to give the average score
5. Compare the average score with the table on the next page

Data source: Type and entrepreneurship: a research study from OPP. 2017, OPP Ltd.

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unlocking potential

| Score | Description |
|--------|--|
| 83–100 | You see your organisation as much more entrepreneurial than most. |
| 67–82 | You see your organisation as more entrepreneurial than most. You may find it useful to review the table on the previous page to see if there are any particular areas where your organisation is particularly entrepreneurial. |
| 34–66 | You see your organisation as about as entrepreneurial as most people do. You may find it useful to review the table on the previous page to see if there are any particular areas where your organisation is more, or less, entrepreneurial. |
| 18–33 | You see your organisation as less entrepreneurial than most. Are there any specific areas where your organisation could be more entrepreneurial? |
| 0–16 | You see your organisation as much less entrepreneurial than most. |

In what ways could your organisation be more entrepreneurial? How could this be achieved?

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