



MINDSCREEN

Entrepreneurial Spirit Explanation of Statistical Reports

Reader Summary

Successful adult Entrepreneurs exhibit common behaviours, combined with a common hierarchy of attitudes, interests and motives

We discovered 11 students from a year group of 90+ at Wester Hailes Education Centre who's behavioural and attitudinal characteristics matched the behaviours and attitude hierarchy of the successful adult Entrepreneurs

Independently the school principals described these 11 students as the most "disruptive, challenging and non-compliant" students within the year group

These eleven students represent 12% of the student year group

Our business birth rate in the UK has been at its best 3.3%

Can an increase in educational inclusion, and the new business birth rate be achieved by offering an alternative educational curriculum to students identified as Entrepreneurial?

There are four "Wheel" charts to review:

- "Entrepreneurial Behaviours Natural" – this is a statistical report that reflects the behaviours of 82 successful adult male and female Entrepreneurs
- "Entrepreneurial Attitudes" – this is a statistical report that reflects the hierarchy of attitudes of 76 successful adult male and female Entrepreneurs
- "Student Behaviours Natural WHEC" – this is a statistical report that reflects the behaviours of 97 thirteen year old students attending Wester Hailes Education Centre Edinburgh
- "Student Attitudes WHEC" – this report reflects the hierarchy of attitudes of 89 thirteen year old students attending Wester Hailes Education Centre Edinburgh

When reviewing the entrepreneurial behavioural statistical report you will note:

- 39.0% of the successful adult Entrepreneurs who responded, exhibit behaviours known as “Conductor” and 26.8% exhibit behaviours known as “Persuader”. Cumulatively 65.8% exhibit Conductor, Persuader behaviours
- You will note that there are also fairly heavy behavioural groupings in the “Promoter” and “Relater” segments amounting to a further 23.2%
- Our research shows that these four behavioural styles (accumulative 89%) are pre-dominant in successful adult male and female Entrepreneurs

When reviewing the entrepreneurial attitudinal statistical report you will note:

- 81.58% of the successful adult Entrepreneurs who responded have the same number one motive known as “Utilitarian”
 - 50.00% have the same secondary motive known as “Individualistic” and 38.16% the same tertiary motive known as “Theoretical”
 - Our research shows that a hierarchy of “Utilitarian, Individualistic & Theoretical” attitudes are pre-dominant motives for the successful adult Entrepreneur
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When comparing the students behavioural statistical report to the Entrepreneurial report you will note:

- There is a far greater balance in behaviours in all segments on the wheel
- 20.6% of the students exhibit Conductor and Persuader behaviours, which is good news, as these are the fundamental behaviours underlying 65.8% of Scotland’s most successful adult Entrepreneurs

When comparing the students attitudinal statistical report to the Entrepreneurial report you will note:

- 34.83% of the students are primarily motivated by “Social” motives
- There is a far greater balance of attitudes in all segments of the wheel
- The attitude hierarchy lead by the “Utilitarian” motive is pre-dominant in 24.72% of the students sampled, which is also good news as this is the main motive exhibited by 81.58% of Scotland’s most successful Entrepreneurs