PSYCHOMETRICS · SIGMUND

ENTREPRENEURIAL POTENTIAL®

Measures initiative, perseverance and risk appetite in a project founder, in about 70 minutes.



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THE SOLUTION TO SECURING BUSINESS CREATION AND INTRAPRENEURSHIP

The test covers four dimensions of entrepreneurship: strategic vision, business development, social skills and personal traits such as resilience or measured risk-taking. For HR teams, it turns a gut feeling into a structured read of a founder's strengths and limits.

What is it used for? Secure entry into business creation, select intrapreneurial profiles, steer support programmes and target priority development areas.



01 **HR managers**
Secure entrepreneurial journeys

02 **Coaches and mentors**
Target development priorities

03 **Business support networks**
Structure creation programmes

04 **Company leaders**
Spot intrapreneurial profiles

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WHAT THIS TEST CHANGES FOR YOU.

Four dimensions to place a founder and prioritise the support they need.

01

Four-dimension read

Professional, personal, social and technical angles on one profile.

02

Risk and resilience

Measure risk tolerance and the ability to bounce back from failure.

03

Vision and structure

Assess the ability to formalise a viable business project.

04

Sales capability

Check sales acumen and business development.

05

Verified knowledge

Over 500 questions validate management knowledge.

06

Targeted support

Prioritise the work areas of an entrepreneurial coaching plan.

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NORMATIVE · ~450 QUESTIONS · ~70 MINUTES

DIMENSIONS & CRITERIA ASSESSED

39 criteria across 4 dimensions.

01 PROFESSIONAL DIMENSION

11 CRITERIA

Strategic vision and ability to structure a business project

Business development and sales acumen

Excellence in products and services

Innovation to stand out in the market

Human and social aspects of the company

Overall management of the business

+ 5 more criteria

02 PERSONAL DIMENSION

9 CRITERIA

Intense work rhythm

Time and priority management

Rapid and decisive decision-making

Adaptation to unforeseen events

Technology proficiency and comfort with modern tools

Building trust quickly with stakeholders

+ 3 more criteria

03 SOCIAL DIMENSION

10 CRITERIA

Clear and adapted communication

Effective negotiation

Constructive delegation

Active listening and understanding of behaviors

Controlled emotions

Measured risk-taking and entrepreneurial lucidity

+ 4 more criteria

04 INTELLECTUAL & TECHNICAL DIMENSIONS

9 CRITERIA

Analysis of complex situations

Synthesis and structuring of information

Business management

Marketing, sales, and positioning

Company finances

Human resources and their management

+ 3 more criteria

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RESULTS YOUR HR TEAM CAN USE IMMEDIATELY.

After the assessment, SIGMUND turns answers into concrete markers to recruit, compare and prepare the interview. An AI-based assistant, available as a chatbot, also helps you interpret the results and move to action.



01

Scores and reference profile

A competency report with detailed scores, self-assessment and comparison against the expected profile.

02

Report that fits the need

From the full report to the short summary, depending on the level of detail the recruiter or manager needs.

03

Clear visualisations

Radar charts, histograms and comparisons to spot strengths and development areas at a glance.

04

Action guides

Interview questions and tailored follow-up tracks to dig deeper and prepare next steps.

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SCIENTIFIC RELIABILITY

A test built to support hiring, assessment and development decisions.

~450

QUESTIONS

4

DIMENSIONS

~70 minutes

COMPLETION TIME

VALIDATION

- **Independent external validation**
  Internal validation and consistency
- **Reliability and stability**
  Consistency of answers and scales
- **Job knowledge**
  500+ job-specific knowledge questionnaires

AVAILABLE IN

More than 10 languages

French · English · German and more

Contact our team for a demo: service@sigmund.net

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