

Self-Assessments for Budding Entrepreneurs

Key tools for personal and business growth

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Global Entrepreneurship Student Programme - Support Partner

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GLOBAL ENTREPRENEURSHIP
STUDENT PROGRAMME



Introduction

- Understanding the Importance of Self-Assessment
- Key Areas for Entrepreneurial Self-Assessment
- Self-Assessment Tools
- Integrating Self-Assessment Into the Entrepreneurial Journey



Why Self-Assessment Matters for Entrepreneurs

Adaptability and Decisions

Regular self-assessment builds awareness of strengths and gaps, enabling faster adaptation and better decisions in volatile startup conditions.

Align Vision and Goals

Reflection helps tie personal vision to business objectives, sharpening strategic focus and day-to-day execution.

Clarity and Motivation

Knowing what matters most increases focus, fuels motivation, and sustains momentum through uncertainty.



Benefits for Personal and Business Development

Personal Development

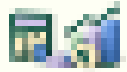
- Boost self-awareness to align with your goals
- Strengthen leadership and decision clarity
- Elevate problem-solving with structured reflection
- Build resilience and emotional intelligence

Business Development

- Improve team dynamics through better empathy
- Strengthen customer relations
- Spot inefficiencies early to unlock growth
- Identify strategic opportunities proactively



Evaluating Business Skills and Knowledge



Finance

Managing budgets, forecasting, and cash flow. Entrepreneurs who excel in finance report up to 28% higher profitability.



Marketing

Expertise in brand positioning, customer acquisition, and digital strategy. Advanced marketing capabilities are associated with a 24% improvement in customer retention rates.



Operations

Streamlining processes, supply chain management, and resource allocation. Efficient operations can potentially drive a 21% improvement in productivity.



Innovation

Product development, creative problem-solving, and adaptability. Innovative leaders can expect a 30% boost in market competitiveness.



GESP Self Assessments

As part of the GLOBAL ENTREPRENEURSHIP STUDENT PROGRAMME our 11 self-assessments have been designed to look at yourself to assess aspects that are important to you on your entrepreneurial journey.

It will assist in your personal development, career planning, academic performance, or self-improvement.

Self-assessments will help you identify your strengths and weaknesses. It can also help you to evaluate progress and performance in relation to your expectations.



GESP Entrepreneurial Self Assessment

This FREE self-assessment is an important element in the development of entrepreneurial education as it will determine the existing skill level of budding entrepreneurs.

This self-diagnostic tool, developed with The Foundation for Entrepreneurial Participation, allows you to evaluate your own entrepreneurial knowledge and skill level to determine what further support you need to get you started on your entrepreneurial journey.

For this reason, it is important to be realistic when completing the assessment to ensure your results are a true reflection of your abilities.

Register at <https://www.kuazone-gesp.com/self-assessments>

The 50-question assessment covers 12 subject areas.

1. Cultural Awareness
2. Finance Management
3. General Management Skills
4. Human Resources
5. Creativity
6. IT Skills
7. Legal Expertise
8. Logistics
9. Manufacturing Management
10. Marketing
11. International Experience
12. People Skills



GESP 10 Self Assessments



The GLOBAL ENTREPRENEURSHIP STUDENT PROGRAMME has developed a further 10 self-assessments covering:

1. TIME MANAGEMENT
2. IT KNOWLEDGE AND EXPERIENCE ASSESSMENT
3. ACTIVE LISTENING ASSESSMENT
4. TRUST & THE WORKPLACE - SELF-REFLECTION ASSESSMENT
5. WORKPLACE COMMUNICATION
6. EMOTIONAL INTELLIGENCE (1) - EMPATHY
7. EMOTIONAL INTELLIGENCE (2) - RESPONDING WITH INTEGRITY
8. EMOTIONAL INTELLIGENCE (3) - SELF AWARENESS
9. EMOTIONAL INTELLIGENCE (4) - SELF CONTROL
10. WORKING STYLES

Full details of each assessment can be found at <https://www.kuazone-gesp.com/self-assessments>



TFEP - TIME MANAGEMENT

Time management is the process of planning and exercising conscious control of time spent on specific activities, especially to increase effectiveness, efficiency, and productivity. It involves various demands upon a person relating to work, social life, family, hobbies, personal interests, and commitments with the finite nature of time.

In other words, time management is the ability to use one's time effectively or productively, especially at work. It's about organizing and aligning your tasks and objectives into a schedule. It helps you complete your tasks and achieve your objectives on time by distributing tasks and setting a period for completion.

Effective time management allows you to complete your tasks effectively by starting and completing them on time and reducing non-essential tasks. It gets your attention off of unnecessary tasks and brings your focus towards what is important and should be done as soon as possible.

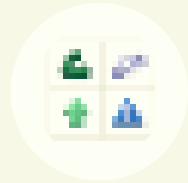
This assessment can help you assess time management skills and identify areas for improvement.

This 10 question assessment is anonymous, but, if you prefer your responses be shared with someone in leadership or management, you will have the opportunity at the end of the questionnaire to give their name and email address, and we will deliver your completed questionnaire without any of your details e.g. name and email address.



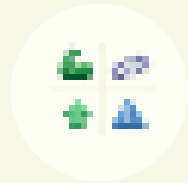
Self Assessment

Identifying Strengths, Weaknesses, Opportunities and Threats



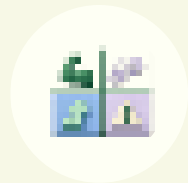
Strengths

Internal capabilities and resources that provide a competitive advantage, such as expertise, reputation, or unique technology.



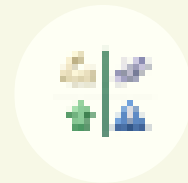
Weaknesses

Internal limitations or gaps that hinder performance, including skill shortages, resource constraints, or inefficient processes.



Opportunities

External trends or market gaps that can be leveraged for growth, such as emerging customer needs or technological advancements.



Threats

External factors that could negatively impact success, for example new competitors, regulatory changes, or shifting market demand.

Setting Actionable Goals from Self-Assessment



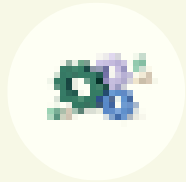
Self-Assessment Insights

Identify strengths and areas for improvement through reflective analysis.



SMART Goals Framework

Set Specific, Measurable, Achievable, Relevant, and Time-bound goals for clarity and accountability.



Productivity Impact

Goal-setting based on self-assessment can increase productivity and goal attainment by up to 35%.



Resource Allocation

Structured goal-setting helps prioritize initiatives and optimize use of resources.



'..Recent psychological studies indicate that entrepreneurs who demonstrate self-awareness attain business valuations that are 23% higher, and cultivate enhanced trust among investors...'



In Summary

Know Your Strengths

Use self-assessment to clarify your capabilities and personal growth areas.

Set Actionable Goals

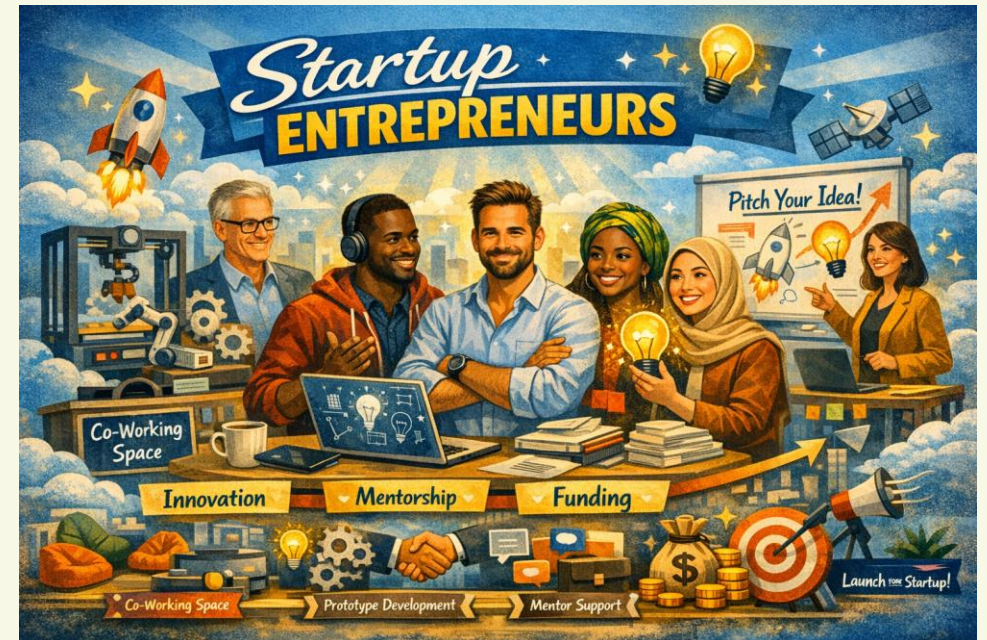
Translate insights into clear, measurable steps that drive progress.

Adopt Tools & Reviews

Leverage assessments and regular check-ins to sustain growth.

Build a Strong Foundation

Self-awareness fuels resilience, clarity, and business success.



A blurred photograph of a speaker on a stage in front of a large audience. The speaker is standing on the right side of the stage, facing the audience. The audience is seated in rows, filling the foreground and middle ground. The background is dark, with a bright screen or light source behind the speaker. The overall atmosphere is professional and formal.

Thank You
For Listening To My Presentation!