*How much more powerful and effective would training be if you knew **exactly** the strengths and areas of development for each individual?*

The Research

That was the question we began asking when we undertook research to test the accuracy of assessments to identify entrepreneurs.

Knowing that each employee brings a unique perspective to the workplace, trainers, learning officers and leaders can now gain a better understanding of these individuals through a multivariate analysis — the study of more than one statistical measure at a time — to determine their behaviors and motivators. TTI's research team used a multivariate analysis in this research.

Using this approach, an independent statistician analyzed a database of 176 serial entrepreneurs on the basis of a DISC (Dominance, Influence, Steadiness or Compliance) assessment (originally developed by Harvard researcher and scientist William Marston) a motivators evaluation (theoretical, utilitarian, aesthetic, social, traditional, individualistic) developed by Eduard Spranger and a soft skills assessment.

The following results were recorded:

1. *Using DISC alone to identify serial entrepreneurs, the assessments correctly identified the entrepreneurs 60 percent of the time.*

2. *Using motivators alone, the assessments correctly identify serial entrepreneurs 59 percent of the time.*

3. *Using both DISC and motivators, the assessments correctly identified this group 80 percent of the time.*

4. *Adding soft skills, our success rate of accurately identifying serial entrepreneurs was 94 percent.*

In addition to uncovering the accuracy of assessments, this research also revealed entrepreneurs shared five key skills in common and tended to lack four particular skills. **This aspect of the research was covered <u>twice</u> in the <u>Harvard Business Review blog</u>, and <u>Inc. online</u>.**