

**THE CARLAND ENTREPRENEURSHIP INDEX**  
for active entrepreneurs

Please check the box next to the **ONE** of each pair of statements which comes **CLOSEST** to representing the way you **USUALLY** feel.

1.          Written objectives for this business are crucial  
            It's enough to know the general direction you are going
2.          I like to think of myself as a skillful person  
            I like to think of myself as a creative person
3.          I wouldn't have started this business if I hadn't been sure that it would succeed  
            I'm never sure whether this business will succeed or not
4.          I want this business to grow and become a major force  
            The real purpose of this business is to support my family
5.          The most important thing I do for this business is plan  
            I am most important in day to day management of this business
6.          I like to approach situations from a sympathetic perspective  
            I like to approach situations from an analytical perspective
7.          My primary purpose here is to survive  
            I won't rest until we are the best
8.          A plan should be written in order to be effective  
            An unwritten plan for development is enough
9.          I probably spend too much time with this business  
            I balance my time between this business, family and friends
10.         I tend to let my heart rule my head  
            I tend to let my head rule my heart
11.         My priorities include a lot of things outside this business  
            One of the most important things in my life is this business
12.         I'm the one who has to do the thinking and planning  
            I'm the one who has to get things done
13.         People who work for me, work hard  
            People who work for me, like me
14.         I look forward to the day when managing this business is simple  
            If managing gets too simple, I'll start another business
15.         I think I am a practical person  
            I think I am an imaginative person
16.         The challenge of being successful is as important as the money  
            Money which comes with success is the most important thing
17.         I'm always looking for new ways to do things  
            I try to establish set procedures to get things done right
18.         I think it is important to be sympathetic  
            I think it is important to be logical

19.  I think that standard operating procedures are crucial  
 I enjoy the challenge of invention more than anything else
20.  I spend as much time planning as in running this business  
 I spend most of my time running this business
21.  I have found that managing this business falls into a routine  
 Nothing around here is ever routine
22.  I prefer people who are realistic  
 I prefer people who are imaginative
23.  The difference between competitors is the owner's attitude  
 We have some things which we do better than the competitors
24.  My personal objectives revolve around this business  
 My real life is outside this business with family and friends
25.  I enjoy the idea of trying to outwit the competition  
 If you change too much, you can confuse the customers
26.  The best approach is to avoid risky moves whenever possible  
 If you want to outdo the competition you have to take some risks
27.  I hate the idea of having to borrow money  
 Borrowing is just another business decision
28.  Quality and service aren't enough. You must have a good image  
 A fair price and good quality is all any customer really wants
29.  People think of me as a hard worker  
 People think of me as easy to get along with
30.  The only undertakings this business makes are those that are relatively certain  
 If you want the business to grow you have to take some risks
31.  The thing I miss most about working for someone else is security  
 I don't really miss much about working for someone else
32.  I am concerned about the rights of people who work for me  
 I am concerned about the feelings of people who work for me
33.  It is more important to see possibilities in a situation  
 It is more important to see things the way they are

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for prospective entrepreneurs

Please check the box next to the **ONE** of each pair of statements which comes **CLOSEST** to representing the way you **USUALLY** feel.

1.          Written objectives for a business are crucial  
            It's enough to know the general direction you are going
2.          I like to think of myself as a skillful person  
            I like to think of myself as a creative person
3.          I wouldn't start a business if I weren't sure that it would succeed  
            I could never be sure whether my business would succeed or not
4.          I will want my business to grow and become a major force  
            The real purpose of my business will be to support my family
5.          The most important thing I will do for my business is plan  
            I will be most important in day to day management of my business
6.          I like to approach situations from a sympathetic perspective  
            I like to approach situations from an analytical perspective
7.          My primary purpose in my business will be to survive  
            I won't rest until my business is the best
8.          A plan should be written in order to be effective  
            An unwritten plan for development is enough
9.          I think I will probably spend too much time with my business  
            I think I will balance my time between my business, family and friends
10.         I tend to let my heart rule my head  
            I tend to let my head rule my heart
11.         My priorities will include a lot of things outside my business  
            One of the most important things in my life will be my business
12.         I'm the one who has to do the thinking and planning  
            I'm the one who has to get things done
13.         People who work for me, will work hard  
            People who work for me, will like me
14.         I look forward to the day when managing my business will be simple  
            If managing gets too simple, I'll start another business
15.         I think I am a practical person  
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19.  I think that standard operating procedures are crucial  
 I enjoy the challenge of invention more than anything else
20.  I will spend as much time in planning as in running my business  
 I will spend most of my time running my business
21.  I think that managing a business will fall into a routine  
 Nothing about managing a business is ever routine
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 We will have some things which we will do better than the competitors
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## SCORING INSTRUCTIONS FOR THE CARLAND ENTREPRENEURSHIP INDEX

Put a check in the appropriate box for the first or second choice for each of the questions. Count the number of checks appearing in boxes which have the word "count" appearing beside them. The total of number of checks in "count" boxes will be the respondent's Entrepreneurship Index and will range from 0 to 33.

1st Choice	2nd Choice	1st Choice	2nd Choice
1	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/> COUNT
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
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7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
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9	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/>
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21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
24	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/>
25	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/>
26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
27	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
28	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/>
29	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/>
30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
31	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COUNT
32	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/>
33	<input type="checkbox"/> COUNT	<input type="checkbox"/>	<input type="checkbox"/>

Total Score \_\_\_\_\_