

Entrepreneur DNA Results

Louie Jay

Thanks for taking the assessment! See your Report below.



Louie's Entrepreneur Profile

Our research shows the majority of successful founders fitting into one of nine main "personality profiles". These profiles represent a combination of strong personality traits that postively correlate with entrepreneurship.

“The Architect”



With thoughtful planning and disciplined thinking, Architects have a natural ability to execute on great visions.

In particular, Architects:

- ① Are extremely trustworthy 'team players', and always deliver on their promises
- ① Excel in planning, managing, and executing long term, strategic projects
- ① Have no problem multitasking, always producing high-quality work
- ① Display a calm attitude that allows them to work seamlessly with others

Louie's Strongest Traits

These are their greatest entrepreneurial strengths.



Strength



Entrepreneurial Analysis

STRONGEST TRAIT

100 Very High Autonomy

People with high levels of Autonomy have the ability to be self-directed and independent at work.

- ① They excel when they are accountable to themselves, rather than to others
- ① They are largely self-sufficient, and don't require supervision or large teams to get work accomplished
- ① They are idealistic, driven by personal values, and have a strong sense of moral obligation
- ① They are highly focused and largely undeterred by manipulative influences
- ① They perform best in fast-moving environments that are free from bureaucracy and administrative "red tape"

You tested high for Autonomy, which means that you are very independent, self-disciplined, and self-motivated. These are valuable assets in the early stages of any project or venture, where ambiguity and lack of direction are the norm. People with high autonomy also tend to display traits typically associated with 'grit' – such as passion and perseverance towards long term goals.

On the downside, you may struggle to take feedback or direction from a 'superior' (ex. Manager, board member, investor, etc), subconsciously interpreting that feedback as 'micro-management' or an outright challenge to your autonomy. The next time you receive feedback, pause for a few moments to observe your negative reaction to that feedback before responding. Even if the feedback is nonsensical, it is very likely that it is being given through a genuine desire to improve the project in discussion.

If you can effectively collaborate and implement feedback alongside your strong autonomy, you will unlock a much higher level of performance.

100 Very High Motivation

Motivated people are focused on what they have set out to achieve, and have the self-discipline to stay on track.

- ① They set lofty goals, and have an intrinsic psychological need to achieve their goals (independent of external motivators like promotions or recognition)
- ① They are willing to go above and beyond to get things done, and can persevere through adversity
- ① They put systems in place to help them accomplish their goals and are great at avoiding distraction
- ① They excel both at working independently, and within a team
- ① They prefer to be in control, and believe that they can achieve more with that control

You have a strong desire to achieve success and are willing to work hard to make it happen, no matter the difficulties. Your colleagues view you as a go-getter with an inspiring level of ambition and energy, who is not afraid to take control of a situation. Yours is a lead-by-example type of approach because your dedication is contagious.

Your unwavering motivation allows you to overcome any obstacles to reach your goals and it can be seen through your commitment to all projects that you undertake. You are not afraid to show your human side and can relate very well with your teammates because you understand what makes them tick.

When you're constantly pushing yourself to achieve your goals, it's easy to lose sight of your physical and mental well-being and that can put you at risk of burnout. Take time away from work and do things that help you recuperate and give you joy.

99 Very High Achievement

Achievement-oriented people set highly ambitious goals and are willing to go beyond expectations to achieve them.

- ① They will put in more effort than most to get something accomplished
- ① They are not afraid of setting big and ambitious goals
- ① They are willing to make sacrifices in the name of achieving their goals
- ① It is important for them to exceed others' expectations
- ① They value status and recognition from others

Louie, you know that hard work and dedication are essential to getting things done. You set ambitious goals and strive to exceed expectations. You're not afraid to give up on something in the name of success.

You love learning new things and mastering new skills, proving your expertise in the process. You also believe that you deserve to be noticed by others. Your continuous efforts and devotion usually take you where you want to be, so stay focused on your goals and remain resilient. This attitude is extremely helpful to you in your founder journey.

Be mindful of your workload and watch out for burnout – it can happen to even the highest achievers if they are too engaged. Take time to relax and recuperate. Set smaller goals along the way so that you can measure progress and celebrate it on a regular basis. Enjoy the course of self-improvement while continuously challenging yourself beyond what is expected by others. With clear objectives, unwavering commitment, and dedication, nothing is out of reach.

The only setback for high achievers like you is that you might want to win at any cost. Beware of compromising your integrity, and keep your values close at hand.

Improvements for consideration

These are areas of concern that are typically associated with extreme scores on your most and least dominant personality dimensions. These may not all be applicable to you, depending on how pronounced your individual characteristics are.



Weakness



Entrepreneurial Analysis

13 Moderately Low Optimism

People with low Optimism tend to have a negative outlook on the future, and may struggle to stay motivated.

- ① They tend to focus on challenges instead of opportunities
- ① They tend to be risk averse and avoid failure, which can cause them to miss out on valuable learning and new opportunities
- ① They might appear gloomy and skeptical
- ① They see themselves as "realistic", but others may see them as overly cynical and negative
- ① They tend to work best with data and other highly predictive environments and within roles where scrutiny and thorough diligence is valued

You might pay too much attention to faults, bad habits, and failings. Sometimes you give your teammates tough love, criticizing them too much. You might think that the best is behind you and that from now on you are going into decline. This perspective can be detrimental to your projects, and you need to develop a more positive outlook. Count your resources and give yourself credit for the achievements you have made so far. Try new strategies with the mindset that even if you don't succeed, this will be a valuable learning experience.

Being too focused on avoiding failure doesn't allow you to gain the necessary experience and skills needed for future success. To become a more effective leader, take calculated risks when they present themselves, and practice staying relaxed even when things don't go according to plan.

21 Moderately Low Curiosity

People with low Curiosity tend to be more conservative, traditional, and closed to new ideas and experiences.

- ① They may be inclined to stick to what they know, rather than try to learn new skills
- ① They may not invest enough time and research into properly learning new topics or disciplines related to their work
- ① They enjoy stability and predictability, and are not natural at experimenting with new ideas
- ① They will do better with structured and operational tasks, and may struggle with solving problems that lack clear solutions
- ① They prefer to hone and perfect their existing skills, instead of learning new skills

People with a low score in Curiosity feel secure in a surrounding that is familiar. You don't require variety and new sensations to be content.

You may be seen as "closed minded" by others with high Curiosity. While your disposition is solid and stable, your caution might stop you from exploring worthy opportunities. You will benefit from updating yourself on the latest trends from time to time. If your coworkers are experts in a topic, ask them to share their knowledge with you. Also, make a habit of taking small calculated risks and reflect on the outcomes.