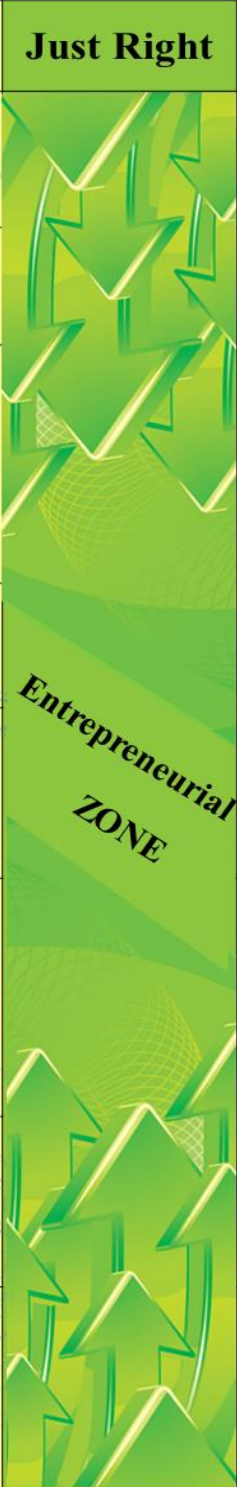


The Entrepreneurial Matrix:

A Coaching Model for the Next Generation Leaders

Quality or Characteristic	Description	Too Little	Just Right	Too Much
Innovative	Status quo isn't good enough, always striving for Competitive Edge	Caretaker, Interim	 Entrepreneurial ZONE	Scientist, Tinkerer
Visionary	Having a clear vision & the ability to inspire others to share it.	Deer Caught in Headlights		Dreamer
Risk Taker	Bets on self and team; driven by both need and desire / downside and upside risk. Takes calculated risks. Doesn't need complete information.	Second Guesser, Self Doubter, Stalled Organization		Reckless, Unstable organization.
Question Authority & Status Quo	Rules are guidelines; rules need to catch up.	Missed the boat		Pirate
Inquisitiveness	Knowledge and skill and the desire to always learn more to ensure competitive advantage.	Interloper, Know-it-All		Researcher, Consultant, Theorist
Passionate	Immersed in the product or service, long-term connection to the industry. Self identifies with firm, product, industry. Always selling.	Reluctant Inheritor, Leader by Obligation, Temporary Leader		Fanatic, Unrealistic
Vigilance	Gets things done & makes sure they are done right; Responsible; Strong work ethic.	Detached Manager, Absentee Owner, Entitled Heir		Micro-Manager, Workaholic, Scattered
Value Creation Beyond Personal Satisfaction	Driven to change the world, the industry, the community, the family, or the state of the art. Needs to make a difference.	Hobbyist, Artist Philanthropist		Speculator, Investor, Opportunist

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