

**23 - Entrepreneurial Orientation** - A tendency to look for and seize profitable business opportunities; willingness to take calculated risks to achieve business goals.

	<b>Basic</b>	<b>Proficient</b>	<b>Advanced</b>
<b>Professional/ Specialist</b>	<ul style="list-style-type: none"> <li>• Notices business opportunities</li> <li>• Becomes aware of business, industry and market information</li> <li>• Demonstrates some willingness to take certain risks to achieve business goals</li> <li>• Proposes business deals to potential customers, suppliers, and business partners</li> <li>• Urges entrepreneurial behavior in others</li> </ul>	<ul style="list-style-type: none"> <li>• Notices and seizes profitable business opportunities</li> <li>• Keeps abreast of business, industry and market information that may reveal business opportunities</li> <li>• Demonstrates willingness to take calculated risks to achieve business goals</li> <li>• Proposes innovative business deals to potential customers, suppliers, and business partners</li> <li>• Encourages and supports entrepreneurial behavior in others</li> </ul>	<ul style="list-style-type: none"> <li>• Foresees and seizes very profitable business opportunities</li> <li>• Recognizes trends in business, industry and market information that may reveal business opportunities</li> <li>• Demonstrates an eager willingness to take very calculated risks to achieve business goals; frequently is successful</li> <li>• Proposes innovative and cost effective business deals to potential customers, suppliers, and business partners</li> <li>• Encourages and supports entrepreneurial behavior in others; inspires others to take calculated risks</li> </ul>
	<b>Basic</b>	<b>Proficient</b>	<b>Advanced</b>
<b>Supervisor/ Manager</b>	<ul style="list-style-type: none"> <li>• Notices business opportunities</li> <li>• Becomes aware of business, industry and market information</li> <li>• Demonstrates some willingness to take certain risks to achieve business goals</li> <li>• Proposes business deals to potential customers, suppliers, and business partners</li> <li>• Urges entrepreneurial behavior in others</li> </ul>	<ul style="list-style-type: none"> <li>• Notices and seizes profitable business opportunities</li> <li>• Keeps abreast of business, industry and market information that may reveal business opportunities</li> <li>• Demonstrates willingness to take calculated risks to achieve business goals</li> <li>• Proposes innovative business deals to potential customers, suppliers, and business partners</li> <li>• Encourages and supports entrepreneurial behavior in others</li> </ul>	<ul style="list-style-type: none"> <li>• Foresees and seizes very profitable business opportunities</li> <li>• Recognizes trends in business, industry and market information that reveals business opportunities</li> <li>• Demonstrates an eager willingness to take very calculated risks to achieve business goals; frequently is successful</li> <li>• Proposes innovative and cost effective business deals to potential customers, suppliers, and business partners</li> <li>• Encourages and supports entrepreneurial behavior in others; motivates others to take calculated risks</li> </ul>

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	<b>Basic</b>	<b>Proficient</b>	<b>Advanced</b>
<b>Director/ Executive</b>	<ul style="list-style-type: none"> <li>• Notices and seizes profitable business opportunities</li> <li>• Keeps abreast of business, industry and market information that may reveal business opportunities</li> <li>• Demonstrates willingness to take calculated risks to achieve business goals</li> <li>• Proposes innovative business deals to potential customers, suppliers, and business partners</li> <li>• Encourages and supports entrepreneurial behavior in others</li> </ul>	<ul style="list-style-type: none"> <li>• Foresees and seizes very profitable business opportunities</li> <li>• Recognizes trends in business, industry and market information that reveals business opportunities</li> <li>• Demonstrates an eager willingness to take very calculated risks to achieve business goals; frequently is successful</li> <li>• Proposes innovative and cost effective business deals to potential customers, suppliers, and business partners</li> <li>• Encourages and supports entrepreneurial behavior in others; motivates others to take calculated risks</li> </ul>	<ul style="list-style-type: none"> <li>• Is the expert at foreseeing and seizing very profitable business opportunities</li> <li>• Coaches others to recognize trends in business, industry and market information that reveals business opportunities</li> <li>• Creates a culture that fosters an eager willingness to take very calculated risks to achieve business goals; frequently is successful</li> <li>• Supports and coaches others to propose innovative and cost effective business deals to potential customers, suppliers, and business partners</li> <li>• Demonstrates a passion for encouraging and supporting entrepreneurial behavior throughout the organization; inspires others to take calculated risks</li> </ul>