

# MEASURING AN ENTREPRENEURIAL MINDSET

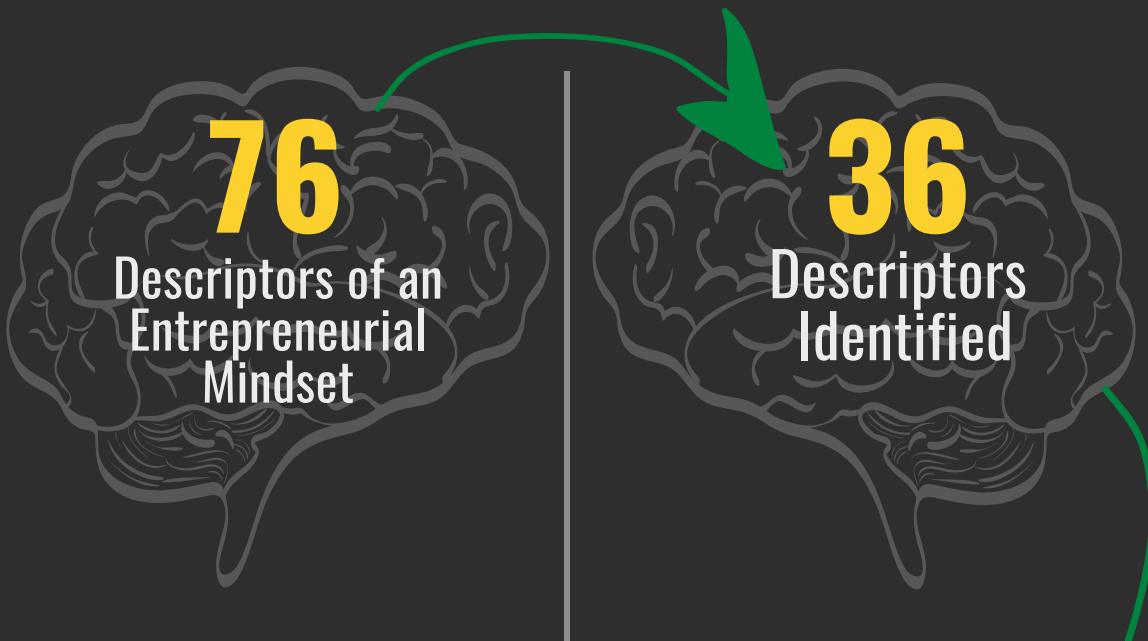
## WHAT?

An Entrepreneurial Mindset relates to how a person thinks, their state of mind or the lens through which they see the world and how this influences their propensity for Entrepreneurial activities and outcomes.

## WHY?

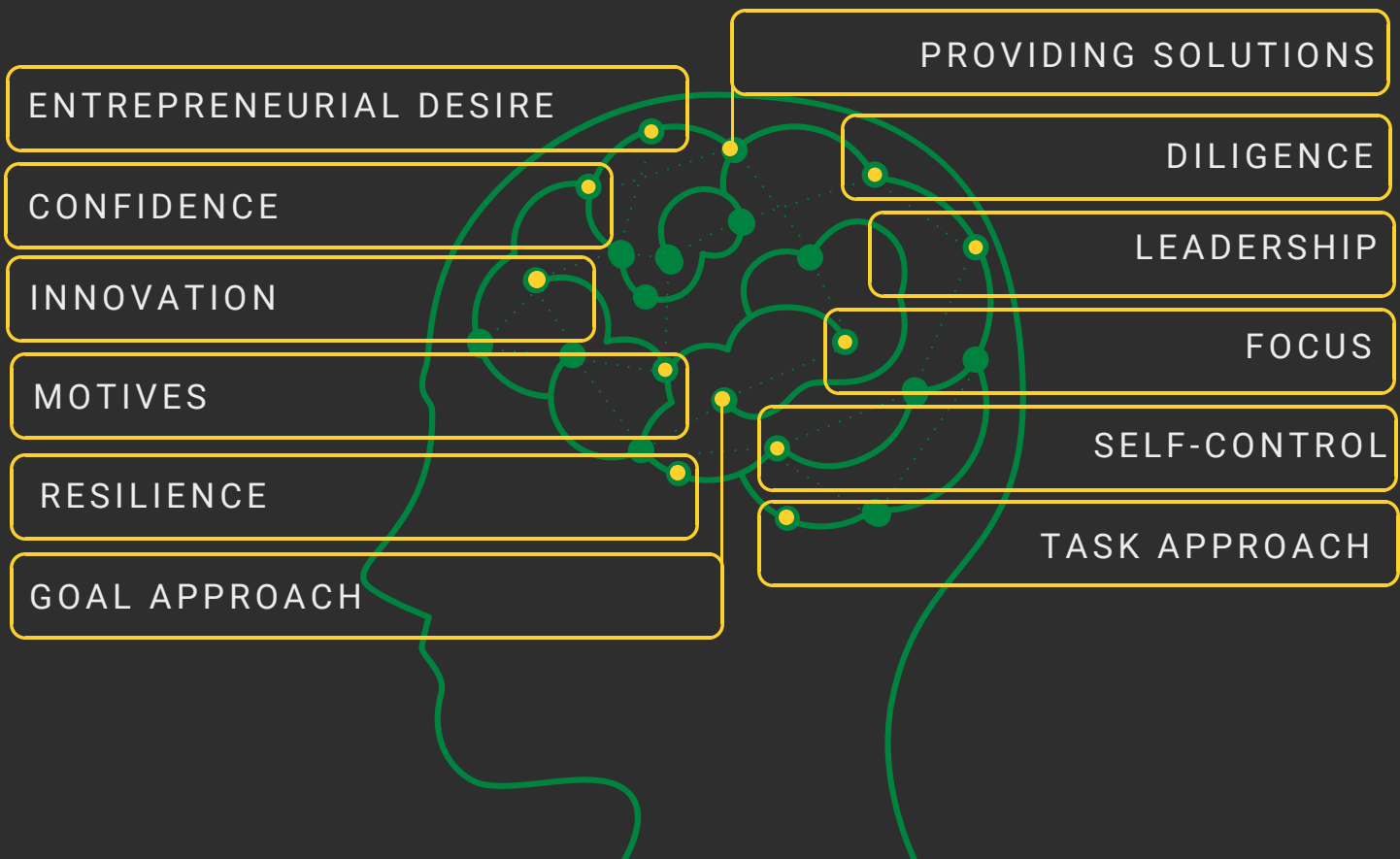
A key feature of The Allan Gray Orbis Foundation's Entrepreneurial development programmes is the cultivation of an Entrepreneurial mindset. The Foundation focus has turned from content knowledge about Entrepreneurship to developing an Entrepreneurial mindset. However, what is lacking across the board is a rigorous theorisation and empirical evidence of the term 'Entrepreneurial Mindset'.

## WHAT WE FOUND



## 12 KEY CONSTRUCTS

OF AN ENTREPRENEURIAL MINDSET



Only two of these dimensions (Entrepreneurial desire and Focus) are identical in males and females

## WHAT IS NEXT?

Developing the right mindset is where it starts in order to change our holistic approach

to Entrepreneurship. We have created a survey instrument that not only described Entrepreneurial mindset in South Africa but could also be used subsequently in national studies in other countries in the Global Entrepreneurship Research Network

WATCH THIS SPACE, MORE RESEARCH COMING SOON!