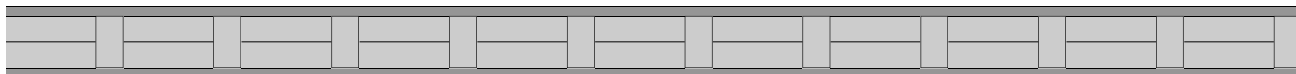


Sample



Business Compatibility Test[®]

Confidential Report for

MR. SAMPLE NUMBER 4

Robins Begg Consulting Limited
9, Oyedele Ogunniyi Street,
Anthony Village, Lagos
+234 803 308 7178

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What Is BCT?

The Business Compatibility Test (BCT) is a tool designed to help you identify your unique natural talents and the types of business that are most compatible with your natural talents.

You see, people are all very different. We each have different personalities and motivations for doing the things that we do. This explains why two people can look at the same situation and interpret it very differently.

Our individual differences determine the kinds of activities we enjoy and the ones we dislike. They determine the careers we choose, and the contributions we make in life. Because of these differences, there are businesses that are more suitable for some people than they are for others.

Lessons from the World's Millionaires

Recent research into the lives of over 500 millionaires in the world showed that most millionaires do jobs which are compatible with their natural talents. Millionaires, more often than not, are people who have found their “**niche**” in life and focused their efforts on succeeding within those niches or occupations.

However, poor or average people do the opposite. They do jobs that they hate and run businesses in areas for which they have no talent. Worse still, they run after “popular” business – the business of the moment – without any regard to whether they have the natural talents to tackle such a business. Consequently, they experience plenty of defeat and failure.

What BCT Is Not

BCT is **NOT** an automatic indicator of success or failure! Therefore, having a very high BCT score (70 and above) in a particular business type **does not** mean that a person will definitely succeed in such a business, whether or not he is diligent. It also **does not** imply that a person already possesses the requisite training, skills or experience required to be successful in the business type.

However, it **DOES** mean that the person is endowed with an abundance of the natural talents and potential which are critical to enjoying and achieving success in the specific business type. It also means that the person will find it very easy to acquire the information, training and skills that are required to succeed in the businesses.

Scoring Low on the BCT Scale

An average or low BCT score (Below 60%) does not imply that the person with such a score may not succeed in such business types if they work hard and apply lots of diligence, determination and skill. Every human being possesses the ability to achieve success in any area of endeavour for which they have a strong desire.

Having a low BCT score means that a person may have to put in a great deal of hard work, energy and training in order to attain success in that field. Also, he may be prone to high levels of stress and its attendant psychosomatic diseases. His chances of achieving market leadership in the industries represented by such businesses will be fairly slim.

What BCT Report Offers

BCT report helps you to identify **YOUR** unique natural talents, and shows you one hundred or more business types for which you have high competitive advantage. This ensures that you have information about a wide variety of entrepreneurial ventures where you can easily achieve market leadership and business success.

To help you know more about the basis of BCT, we have included some information at the end of this report which you will find quite useful.

Happy reading!

Brief Description of Unique Natural Talents

Verbal Expression and Social Attitude

Sample is a naturally reserved person, with a tendency to listen to people rather than talk to them. He is likely to say only a few necessary words during discussions, and usually attracts few but deep relationships with friends and relatives. His reserved personality makes him possess the natural ability to be trusted with secrets and confidential information. Also, people feel more comfortable discussing deep, important and personal issues and problems with him. He possesses the ability to cope with isolation for a long period without being bored. He will therefore cherish privacy and personal space more than most people.

Understanding and Managing People's Feelings

Sample is a naturally friendly, sympathetic and emotional person. He possesses the ability to quickly identify, understand and manage the emotions and feelings of people. As a person he will seek out opportunities to avoid conflicts and actively seek compromise in any situation or environment in which he is. He naturally shows compassion to other people and possesses the ability to motivate other people to achieve desired results without using force or logical arguments.

Observant and Concrete Handling

Sample is highly observant of physical or concrete things in his immediate environment. He is naturally at home with understanding concrete or physical things such as figures, labels, equipment or machines. He may be able to memorise names and answers to basic arithmetic operations such as addition, multiplication or division with a level of ease. This does not imply that logic and scientific calculations are his interest, but any entity that is definite and concrete is naturally attractive to him.

Planning and Schedule Handling

Sample possesses the natural ability to cope with and handle details, accuracy, schedules, plans, standards and procedures. He is naturally inclined to detect errors or variations from established standards, specifications and agreements. He is more attracted to certainty and definite plans than to flexibility and

uncertainty. He may therefore avoid risky decisions as much as possible, until they become unavoidable.

Dominant Intelligence Component

Sample' dominant Intelligence Component is Logistical Intelligence. This means that he possesses the natural mental ability to handle details, accuracy, schedules, planning and certainty.

Natural Strengths

Sample possesses extraordinary ability to follow laid down procedures, schedules and plans. Thus, he is an important source of stability in any group or organization. His ability to cope easily with details and accuracy also makes him an invaluable asset for duties involving standard enforcement, quality control, fraud detection, variance analysis e.t.c.

Likely Weaknesses

Sample' interest in and ability for details may make him naturally averse to risk-taking actions and decisions. This may therefore reduce his utilisation of his creative Intelligence for the purpose of creativity and innovation. He may often prefer to manage certainty than risk failure in most of his actions and decisions. These weaknesses may however be overcome by exposure to adequate and relevant knowledge, information and skills.

Business Compatibility Map

Interpretation

This **Business Compatibility Map** fit is not a substitute for the skills or competence of a person in the specific businesses for which they are best suited.

Therefore, the fact that you possess a high compatibility score for a business type does not mean that you will perform well in the business *if you do not have the requisite skills or competence for that line of work*. However, it means that if you possess the necessary training and/ or skills in the business for which you have a high compatibility score, you have great potential to achieve success in that business. In addition, you will be more motivated and satisfied than other competitors, who have lower compatibility scores even though they may possess similar skills or training.

People with a high Business Compatibility Score in a specific business are likely to generate much higher returns on their investments of time, energy and money, once they possess the training and competence that is necessary for the area of business.

Color Code	Interpretation	Description
Dark Green	Excellent	Will enjoy and likely excel in such business
Medium Green	Very Good	Can perform effectively in the business with little or no stress
Bright Green	Good	Can cope effectively with the demands of the business
Yellow	Fair	May cope with such business if no option is available, but will have to put in extra effort to perform well
Red	Poor	May cope with such business, but is likely to experience much stress, and may quit with any available option or continue to perform at a mediocre capacity

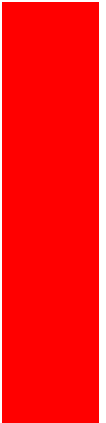
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Entrepreneurial Venture	25	Poor
Entrepreneurial Venture	20	Poor
Entrepreneurial Venture	20	Poor
Entrepreneurial Venture	20	Poor
Political Strategy/Public Relations	20	Poor



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Concepts and Components of Business Compatibility Test

BCT is based on principles and research information from the fields of Psychology, Business Strategy and Information Technology.

The Two Roads to Success



Research in business strategy and the psychology of achievement indicates that there are two alternative routes that people take to become successful in business ventures.

D **The first route** involves identifying a very profitable and popular business venture, acquiring the skills required for running the business, starting the business and working diligently and tirelessly to achieve success in the business.

D The **second/alternative** route involves:

- ; Carefully and accurately identifying your natural talents, hidden potential and passion.
- ; Identifying business types or ventures that will enable you to practice and utilize these assets regularly irrespective of their profitability or popularity.
- ; Identifying and acquiring relevant skills, training or experience that will speed up productivity and profitability on the venture, and experiencing success by default while enjoying intrinsic satisfaction.

Research data indicates that over 90% of the world's leading financially successful individuals utilize the second route. It also shows that while individuals who utilize the first route may eventually achieve great success, they have a very high chance of experiencing success accompanied with high levels of stress and its attendant diseases.

Determinants of Market Leadership/ Business Success

Research in business strategy shows that the **most important factor** for any business to achieve market leadership or significant business success is competitive advantage. Competitive Advantage refers to the degree of relative advantage possessed by an organization within its markets as compared with competing organizations in the same market.

A person with a relatively high BCT score in an area possesses a high competitive advantage in that market compared to competitors, since his natural talents are highly compatible with the critical success factors (externally determined and relatively static factors required for success) in such a market. This means that he will require fairly small amounts of money, energy and time to operate successfully and generate market leading results.

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