

WeMentor Entrenovation Compass

A Professional Assessment Tool

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Introduction

The *WeMentor Entrenovation Compass* is a professional self-assessment and guided reflection tool designed to help entrepreneurs—*entrenovators* (en-tre-no-va-tors)—develop the self-leadership, creativity, and resilience required to launch and grow meaningful enterprises.

Through nineteen evidence-based characteristics across four developmental domains: Inner Foundation, Creator's Mind, Adaptive Leader, and Enterprise Builder, this appraisal cultivates clarity, courage, and compassionate leadership in business creation and evolution.

I crafted this compass in 1999, anchoring it in decades of mentoring practice and research in entrepreneurship and entrepreneurial psychology. It stands on the shoulders of giants like Howard Stevenson and William Sahlman, who paved the way for us.

Entrenovation is not merely about taking risks; it embodies the conscious, transformative power to turn ideas into sustainable enterprises that create value. What emerges from this transformation is the art and science of starting and growing a business—the essence of the conscious entrenovators.

Conscious Entrenovation is the deliberate fusion of intrapreneurship and innovation—the continual evolution of self-leadership in the process of creating value in the world through business ownership. Without the entrenovators, innovation has no economic outlet.

Conscious Intranovation is the deliberate fusion of entrepreneurship and innovation—the continual evolution of self-leadership in the process of creating value within existing systems. Without the intranovators, innovation within companies wouldn't exist.

Innovation is the seed; entrenovators plant, tend, and nurture it into form. Without an entrenovator's courage to act, innovation languishes as unrealized potential. Yet many entrenovators remain unaware of their intrinsic characteristics, oblivious to how their innate behaviors sculpt their future.

This tool does just that. It helps you pinpoint behaviors you already embody—and those you can intentionally strengthen. Once identified, you can cultivate these behaviors with clarity, consistency, and compassion.

This updated tool empowers you to:

- Assess your current strengths; your journey unfolds.
- Identify your growth edges, explore them, and embrace the discomfort they bring.
- Design a clear and intentional ninety-day development plan.

Use this tool to deepen self-understanding, fortify your entrenovative identity, and illuminate your path. Your responses—when reflected upon with presence and curiosity—can reveal patterns that lead to clarity, resilience, and meaningful action.

Preface

This appraisal is both a learning experience and an assessment. It aims to help you uncover the entrenovative behaviors already rooted within you—and spotlight those you can nurture and amplify over time.

Approach this process with curiosity, openness, and wonder.

There are no right or wrong answers. No wrong ones either.

Only insights that illuminate, inspire, and ignite a:

- Deeper self-awareness.
- Grounded leadership.
- Sharper, more intentional decision-making.

Directions

Read each behavior statement carefully.

Rate yourself using the scale below:

- **5** = Highly confident you can embody the behavior effortlessly.
- **3** = Moderately confident; you do it sporadically, like a flickering flame.
- **1** = Not confident; this area is not yet a strength.

Tally your totals for each subcategory.

Add up the category totals to reveal your overall score.

Use the Scoring Interpretation and Integration Framework at the end to identify your current stage and next steps. Be honest. Your clarity is your compass.

Part I – Inner Foundation

Cultivating Self-Leadership, Awareness, and Emotional Mastery

Your inner foundation determines the integrity of your enterprise. Conscious leaders foster open dialogue, are disciplined and self-aware, practice relational literacy, and are grounded in resilience-based practices. The following characteristics form the core of entrepreneurial leadership: the ability to lead yourself while leading others.

Rating Scale:

5 = Highly confident.

3 = Moderately confident.

1 = Not confident.

1. Dedicated, Determined, and Disciplined

Dedication, determination, and discipline are the engines of transformation.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I dedicate thought and apply action to realize my highest vision and objectives. | _____ |
| I am determined to do whatever it takes to create, launch, and grow my venture. | _____ |
| I maintain discipline even when challenges arise. | _____ |

2. Perseverance and Resilience

Resilience transforms setbacks into stepping stones toward mastery.

| Behavior Statement | Rating (1, 3, or 5) |
|---|----------------------------|
| I persist even in the face of obstacles or uncertainty. | _____ |
| I recover without defining myself by them. | _____ |
| I adapt and continue learning through the turbulence of growth. | _____ |

3. Conscious Entrenovator and Mentor

Leads with awareness. Acts with integrity. Models the way for others.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I maintain emotional steadiness and clarity in times of stress. | _____ |
| I am mindful of how my values shape my leadership and daily decisions. | _____ |
| I treat myself with compassion rather than harsh self-criticism. | _____ |
| I care for my personal, professional, and spiritual well-being. | _____ |
| I influence others effectively toward meaningful goals. | _____ |
| I resolve conflicts with mutual understanding, empathy, and respect. | _____ |
| I model authenticity in my leadership behavior. | _____ |

4. Emotionally Competent

Emotional competence is the invisible infrastructure of leadership.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I manage disruptive emotions and impulses effectively. | _____ |
| I act with integrity; my words and actions align. | _____ |
| I am dependable and responsible. | _____ |
| I bring optimism into change and uncertainty. | _____ |
| I remain open to novel ideas and creative possibilities. | _____ |

5. Physically and Spiritually Grounded

Self-care anchors endurance and insight.

| Behavior Statement | Rating (1, 3, or 5) |
|---|----------------------------|
| I maintain physical habits that sustain my health and stamina. | _____ |
| I nourish my body through balanced nutrition, movement, and rest. | _____ |
| I engage in spiritual or reflective practices that balance me. | _____ |

Part I – Inner Foundation Subtotals

| | | |
|--|--------------------|-------|
| 1. Dedicated, Determined, and Disciplined | Subtotal (Max. 15) | _____ |
| 2. Perseverance and Resilience | Subtotal (Max. 15) | _____ |
| 3. Conscious Intuitive Entrenovative Leader and Mentor | Subtotal (Max. 40) | _____ |
| 4. Emotionally Competent | Subtotal (Max. 25) | _____ |
| 5. <u>Physically and Spiritually Grounded</u> | Subtotal (Max. 15) | _____ |

Part I Total (Max. 110) _____

Part II – Creator’s Mind

Harnessing Imagination, Curiosity, and Vision to Bring Ideas to Life

Creativity is the heartbeat of entrenovation. The Creator’s Mind is where imagination meets discipline; where curiosity fuels courage, and where ideas are nurtured into form. Entrenovators master the art of translating inspiration into structure—giving inner vision a tangible home in the world.

This section measures how you engage with opportunity, ignite creative thinking, envision possibilities, and fuel your internal drive.

Rating Scale:

5 = Highly confident.

3 = Moderately confident.

1 = Not confident.

6. Preoccupied with Opportunities

Entrenovators see openings everywhere and are energized by the potential to create value.

Behavior Statement

Rating (1, 3, or 5)

I see business opportunities in everyday situations and enjoy imagining how they could be developed. _____

New ideas surface frequently; I naturally tinker and create to solve problems. _____

I evaluate opportunities realistically and am selective about which ones to pursue. _____

7. Creator or Builder’s Mentality

A builder brings the invisible into form—turning vision into shared experiences.

Behavior Statement

Rating (1, 3, or 5)

I feel most alive when implementing new ideas and bringing concepts to life. _____

When a concept proves unworkable, I pivot quickly and extract lessons from the experience. _____

My life feels incomplete without a creative venture to channel my visions and dreams. _____

I move from ideation to execution with clarity and follow-through. _____

I celebrate learning through failing quickly as part of the creative process. _____

8. Curious, Innovative, and Creative

Curiosity keeps imagination alive; innovation turns learning into value.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I approach challenges with curiosity, seeking new perspectives and fresh solutions. | _____ |
| I use my imagination and intuition to develop original ideas and bring them to market. | _____ |
| I experiment boldly and am comfortable refining ideas through trial and error. | _____ |
| I consider myself a lifelong learner who applies knowledge creatively. | _____ |

9. Pattern Recognition

Innovation emerges from the ability to see what others overlook.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I notice trends and underlying connections across industries or disciplines. | _____ |
| I make sense of multiple signals to anticipate emerging opportunities. | _____ |
| I align my ideas with local and global shifts that shape the future. | _____ |
| I trust my intuitive insight when sensing shifts in markets or culture. | _____ |

10. Motivated to Excel | Internal Drive

True drive arises from within—the quiet fire that sustains disciplined action long after excitement fades.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I feel a strong internal drive to realize my vision. | _____ |
| I sustain focus on long-term goals even amid distractions, delays, or slow progress. | _____ |
| I am willing to invest time, energy, and resources to bring my ideas to life. | _____ |
| I channel ambition through service—creating value for others while growing myself. | _____ |
| I find meaning and energy in continuous learning and self-mastery. | _____ |

Part II – Creator’s Mind Subtotals

| | | |
|--|--------------------|-------|
| 6. Obsessed with Opportunities | Subtotal (Max. 15) | _____ |
| 7. Creator or Builder’s Mentality | Subtotal (Max. 25) | _____ |
| 8. Curious, Innovative, and Creative | Subtotal (Max. 20) | _____ |
| 9. Pattern Recognition | Subtotal (Max. 20) | _____ |
| 10. <u>Motivated to Excel</u> Internal Drive | Subtotal (Max. 25) | _____ |

Part II Total (Max. 105) _____

Part III – Adaptive Leader

Responding to Change with Awareness, Agility, and Trust

Every idea eventually meets the friction of reality. The entrenovator who once sculpted vision from imagination must now navigate uncertainty with unwavering steadiness. Adaptability becomes the quiet strength that sustains creativity amidst the whirlwind of change. Where the Creator’s Mind imagines, the Adaptive Leader adjusts—transforming inspiration into resilience.

Rating Scale:

5 = Highly confident.

3 = Moderately confident.

1 = Not confident.

11. Tolerant of Risk, Ambiguity, and Uncertainty

Growth requires stepping into the unknown with presence and preparation.

Behavior Statement

Rating (1, 3, or 5)

I take calculated risks that move my venture forward, even with uncertain outcomes.

I remain composed in the face of ambiguity, change, or unpredictability.

I make timely decisions even when information is incomplete.

I plan strategically to manage risk and cushion potential losses.

12. Agility to Adapt

Agility turns disruption into opportunity — adjusting direction without losing purpose.

| Behavior Statement | Rating (1, 3, or 5) |
|---|----------------------------|
| I respond constructively when plans change or challenges arise. | _____ |
| I adapt quickly to external factors, like the markets, as they evolve. | _____ |
| I welcome feedback and integrate useful ideas to refine goals. | _____ |
| I foster a workplace or team environment where change is not feared but encouraged. | _____ |

13. Intuitive and Flexible

Intuition is the inner compass that guides logic; flexibility lets that compass move freely.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I trust intuitive insights when making meaningful decisions. | _____ |
| I shift direction gracefully when circumstances signal a change. | _____ |
| I view challenges as opportunities rather than obstacles. | _____ |
| I combine intuition and analysis when leading myself and others. | _____ |

14. Autonomous

Autonomy is self-trust in action — standing grounded while remaining open to wise counsel.

| Behavior Statement | Rating (1, 3, or 5) |
|---|----------------------------|
| I am self-motivated and proactive in advancing my venture or ideas. | _____ |
| I seek insight and mentorship while maintaining independent judgment. | _____ |
| I hold myself accountable for decisions and outcomes. | _____ |
| I am comfortable charting my own course even when others disagree. | _____ |

Part III – Adaptive Leader Subtotals

| | | |
|--|--------------------|-------|
| 11. Tolerant of Risk, Ambiguity, and Uncertainty | Subtotal (Max. 20) | _____ |
| 12. Agility to Adapt | Subtotal (Max. 20) | _____ |
| 13. Intuitive and Flexible | Subtotal (Max. 20) | _____ |
| 14. <u>Autonomous</u> | Subtotal (Max. 20) | _____ |

Part III Total (Max. 80) _____

Part IV – Enterprise Builder

Transforming Vision into a Sustainable Venture(s)

While developing inner capacity, creative discipline, and adaptive leadership, the entrenovator turns outward to build systems that generate lasting value. Enterprise building is where ideas, people, purpose, and resources converge. This stage blends courage, structure, stewardship, and collaboration — translating self-leadership into organizational impact.

Rating Scale:

5 = Highly confident.

3 = Moderately confident.

1 = Not confident.

15. Initiator

Initiators don't wait for permission; they create momentum.

| Behavior Statement | Rating (1, 3, or 5) |
|---|----------------------------|
| I take decisive action to test, refine, or advance my business model. | _____ |
| I actively create opportunities to attract clients, partners, or collaborators. | _____ |
| I take charge of unclear or stalled situations and redirect them toward progress. | _____ |
| I anticipate challenges and address them before they escalate. | _____ |
| I continue taking forward steps even when discomfort or uncertainty arises. | _____ |

16. Calculated Risk Taker

Risk is a design element, not a gamble.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I weigh options and implications before acting. | _____ |
| I make sound financial decisions based on both data and intuitive judgment. | _____ |
| I prepare financially for expansion, lean cycles, and unexpected events. | _____ |
| I handle resources (including others' money) responsibly. | _____ |
| I treat experimentation as a learning process that improves future outcomes. | _____ |

17. Financially Astute

Financial awareness sustains every creative vision.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I understand key financial statements (profit/loss, cash flow, balance sheet). | _____ |
| I can create projections and plan for long-term sustainability. | _____ |
| I manage cash flow intentionally and with steadiness. | _____ |
| I hold regular money meetings to review, recalibrate, and stay aligned with my values and goals. | _____ |
| I seek guidance when needed and make informed investment decisions. | _____ |

18. Committed to Growth and Sustainability

Growth without stewardship is instability; sustainability without growth is stagnation.

| Behavior Statement | Rating (1, 3, or 5) |
|--|----------------------------|
| I balance innovation with responsible resource management. | _____ |
| I attune business practices to my values and desired impact. | _____ |
| I define success in terms of meaning, contribution, and financial stability. | _____ |
| I refine inclusive systems and structures to support long-term well-being. | _____ |

19. Collaborative Leadership and Mentorship

Entrenovators grow by growing others.

| Behavior Statement | Rating (1, 3, or 5) |
|---|----------------------------|
| I communicate expectations clearly and with empathy. | _____ |
| I cultivate shared purpose and trust among collaborators or team members. | _____ |
| I mentor others, encouraging autonomy, experimentation, and reflection. | _____ |
| I celebrate collective progress and openly acknowledge contributions. | _____ |

Part IV – Enterprise Builder Subtotals

| | | |
|---|--------------------|-------|
| 15. Initiator | Subtotal (Max. 25) | _____ |
| 16. Calculated Risk Taker | Subtotal (Max. 25) | _____ |
| 17. Financially Astute | Subtotal (Max. 30) | _____ |
| 18. Committed to Growth and Sustainability | Subtotal (Max. 20) | _____ |
| 19. Collaborative Leadership and Mentorship | Subtotal (Max. 20) | _____ |
| Part IV Total (Max. 120) | | _____ |

Total Score Summary

| Section | Max. Points | Your Score |
|--------------------------------|-------------|------------|
| Part I – Inner Foundation | 110 | _____ |
| Part II – Creator’s Mind | 105 | _____ |
| Part III – Adaptive Leader | 80 | _____ |
| Part IV – Enterprise Builder | 120 | _____ |
| Overall Appraisal Score | 415 | _____ |

Scoring Interpretation and Integration Framework

What Conscious Entrenovation Means

Conscious Entrenovation is the deliberate melding of entrepreneurship and innovation— a relentless journey of self-leadership in crafting value through business ownership. Without the entrenovator, innovation finds no home.

This appraisal illuminates the behavioral patterns that pave the way forward.

How to Interpret Your Score

Add the subtotals for each Part (I–IV).

Add up the sections to reveal your Overall Appraisal score out of 415.

Convert your overall score to a percentage: $\text{Percent} = \frac{\text{Your Total}}{415} \times 100$

Locate your Behavioral Stage below.

WeMentor Entrenovation Compass

415-point Reference

| <u>Points</u> <u>Percentage</u> | Behavioral Stage | Description |
|--|-------------------------|--|
| <u>80–162</u> 19-36% | Foundations First | <p>You are cultivating self-awareness and nurturing consistency. Curiosity thrives; entrenovation awaits as a future possibility, not yet the path you tread.</p> <p>Next Moves: select one inner-foundation habit. Dive into the world of small ventures by observing entrenovators in action. Shadow or collaborate with a small-business leader. Conduct two to three micro-experiments to cultivate confidence.</p> |
| <u>163–232</u> 39%–56% | Curious Explorer | <p>You’re interested in starting and growing something, yet you might hesitate when it comes to risk, money, or clarity. Low-risk experiments are essential.</p> <p>Next Moves: create an opportunity filter by writing down criteria for taking more personal risks. Hold a weekly money meeting with a spouse, trusted friend, or colleague. Support an innovative project within an organization or shadow an entrenovator. Join a financial committee or start a short customer feedback loop to solicit in-person feedback from potential customers interested in your ideas.</p> |
| <u>233–357</u> 56–86% | Emerging Builder | <p>You are already behaving like an entrenovator. Now, focus on refining systems, building confidence, and sustaining momentum.</p> <p>Next Moves: Craft a 90-day operations plan, launch a go-to-market test with one of your bold ideas, and assemble a two to three-person Mentor Council. This council will not only support and provide feedback but also help you hone your leadership skills.</p> |

| | | |
|--------------------|-------------------------|---|
| 358–382 86–92% | Practicing Entrenovator | You are actively shaping ventures, swaying others, and honing leadership with financial acumen, and calculated risk-taking. |
| | | Next Moves: Master financial management by crafting cash flow projections, sculpting profit and loss statements, and designing balance sheets. Engage with end-users, listen intently, and gather insights. Pinpoint growth sprints, and ignite a culture of entrenovation. |
| 383–415 92–100% | Entrenovator in Flow | Creation, stewardship, adaptability, and enterprise building are woven into the fabric of your lifework. Leadership is not just a role—it’s a shared generative force. Keep evolving, keep building, keep sustaining. |
| | | Next Moves: design a portfolio of bets (ways to add value to your venture), codify operating principles, and mentor one new leader. |

Interpreting Your Profile

Look not only at your overall score, but at patterns. Patterns of behavior like calculated risk-taking, curiosity, and innovation. Creativity, autonomy, and a creator- or builder-mentality. These traits intertwine, amplifying your chances of launching a business.

The highest-scoring domains reveal your current strengths—your foundation of power.

Lowest-scoring domains reveal leverage points—small changes that can unlock a capacity to build, to transform, to thrive.

Perhaps you don’t see business opportunities everywhere, but you resonate with other entrenovative behaviors. This might indicate an interest in purchasing a franchise with a proven business model to reduce financial risk, or in entering a partnership to share financial risks

Conversely, if you’re not an initiator, the odds of launching a business dwindle. Follow the guide above to fortify each domain once your analysis is complete.

I’ve incorporated mentor-guided reflections for each of the four domains. With these insights, you can craft a ninety-day growth plan and set your course for transformation.

Mentor-Guided Reflections for Each Stage

Inner Foundation

Focus Area: Discipline, Resilience, Emotional Competency

To Strengthen:

- Anchor one keystone habit before you move to the next area of practice (sleep, movement, mindset, reflection).
- Practice each habit daily. Track your progress. Celebrate your growth.
- Observe your patterns. Jot them down. Choose how you'll reshape your behavior to forge the new habit you crave.
- Rally your inner circle, those who stand closest to you. If they can't lift you, seek your tribe elsewhere.

Consider the following questions:

1. Which inner strengths am I most appreciative of or grateful for?
2. Which behaviors need attention when stress arises?
3. How can I balance discipline and self-compassion more consciously?
4. What daily practice will strengthen my inner foundation today, this week, or this month?

Creator's Mind

Focus Area: Opportunity Focus, Creative Execution, Drive

To Strengthen:

- Develop prototypes of your ideas. Capture your idea cycles. Embrace the rhythm of innovation.
- Practice relentlessly until you grasp the nuances of birthing new ideas and bringing them to life.

Consider the following questions:

1. Which aspect of creativity feels most natural to me—imagination, building, curiosity, or drive?
2. Where do I sense hesitation or fear of failure (or fear of success), and how might I reframe it as experimentation?
3. What patterns or emerging opportunities are capturing my attention right now?
4. How can I fortify my creative discipline to ensure ideas flow seamlessly from inspiration to implementation, allowing myself the freedom to play, revise, and envision a spectrum of outcomes?
5. What does “creating value” mean to me at this stage of entrenovation?

Adaptive Leader

Entrenovation thrives as a living ecosystem—shifting markets, evolving technologies, and the intricate dance of human complexity. The adaptive leader embraces these tides, not with resistance, but with a keen eye to read them—balancing decisive action with unwavering inner steadiness.

Focus Area: Risk Tolerance, Agility, Autonomy

To Strengthen:

- Practice gathering facts.
- Identify your feelings as they surface and allow. Let them whisper, guide, reveal what you truly need.
- Frame your experience by recounting what transpired. If given the opportunity for a redo, envision how the scenario might unfold.
- Make decisions after you’ve navigated your underlying emotions, honoring and living by your values.

Reflect on the following questions:

1. Recall a recent moment when plans shifted unexpectedly. How did I respond — reactively or reflectively?

2. Where does my confidence come from when outcomes are uncertain?
3. How can I practice flexibility without losing the essence of my vision?
4. When I sense resistance to change, what truth might that resistance be protecting?
5. In what ways can surrender become a strategy for asserting transformation?

Enterprise Builder

Focus Area: Initiative, Finance, Growth Stewardship, Mentorship

To Strengthen:

- Hold regular (weekly) money meetings. Command your financial destiny.
- Establish your risk guidelines and determine how you will take the initiative.
- Take steps. Make strides. Propel your idea forward.

Reflect on the following questions:

1. Which aspects of enterprise building come most naturally to me?
2. Where do I need support—financial systems, delegation, or strategic planning?
3. How can I balance risk and stewardship as I grow?
4. Whom can I mentor to extend my impact and embed a culture of growth?
5. What systems and processes can I implement to cultivate a sustainable enterprise? How do I feel as I envision building such an organization?

Mentor-Guided Closing Reflection

What one behavior, if nurtured and honed consistently, could transform everything in the upcoming quarter?

Where does my avoidance dwell—money, rejection, focus—and what is the smallest courageous step I can take this week?

How will I measure learning, not just outcomes? What did we test, what did we see, what will we do next?

Whom will I mentor as I grow, so entrenovation multiplies beyond me?

Completion Statement

Congratulations! You did it.

You have completed the *WeMentor Entrenovation Compass*, a mirror for self-leadership and a map for conscious entrenovation. Use it as both a compass and a companion on your path of continual creation, reflection, and integration.

This assessment is not an endpoint but a mirror and a map. Return to it as you evolve. Let your insights guide self-leadership, fuel enterprise creation, and ignite human development.