



# Measure of Entrepreneurial Talents and Abilities (META) and Disruptive Talent (META DT)

Authors: Gorkan Ahmetoglu and Tomas Chamorro-Premuzic

PURPOSE	To measure entrepreneurial potential and successful innovation in individuals
ADMINISTER TO	16 years and older
READING/EDUCATIONAL LEVEL	Grade 8 (NQF Level 1; ABET Level 3/ 4)
ADMINISTRATION TIME	10-15 minutes (90 items each)
SCORING OPTIONS	Online
PUBLICATION DATE	2013
HPCSA	To be submitted
TRAINING	None
LANGUAGES	English
SA NORMS	Yes

Entrepreneurship is the genesis of business innovation and growth. All entrepreneurial activity starts at the individual level and some individuals have much more potential for it than others. Disruptive innovation threatens every business in every sector, and happens with increasing frequency and speed. The only effective response to the threat is to build the capacity to innovate yourself.

META is a state-of-the-art psychometric test that identifies entrepreneurial potential in order to help businesses nurture and retain their entrepreneurial talent. On the other hand, the META Disruptive Talent is a psychometric measure designed to help businesses identify, understand, and retain people with the ability to drive business innovation.

## ASSESSMENT SCALES

The META includes the following scales:

**Entrepreneurial Creativity:** The ability to generate innovative business ideas

**Opportunism:** The tendency to spot new business opportunities

**Proactivity:** The energy and willingness to get stuff done right away

**Vision:** The tendency to have a meaningful mission in life and to see the bigger picture

The Disruptive Talent includes the following scales:

**IDEATION:** The generation of innovative business ideas

**Curiosity:** The strong desire to know and learn new things

**Creativity:** The ability to generate original ideas, to create and invent

**Belief:** The propensity to act on conviction, rather than trying to please others

**EXECUTION:** The realisation or application of innovative business ideas

**Opportunism:** The tendency to spot new business opportunities

**Proactivity:** The energy and willingness to get stuff done straight away

**Resilience:** The capacity to recover quickly from difficulties - toughness; determination

**LEADERSHIP:** Leading innovative people and teams

**Vision:** The tendency to have a meaningful mission in life and to see the bigger picture

**Authority:** The tendency to take charge of situations; to command, control and direct

**Stability:** The ability to remain calm and optimistic under pressure

**DERAILERS:** Behaviours that may have a detrimental impact on a person's performance and career progress.

**Hubris:** Excessive pride or self-confidence

**Mercurial:** The degree to which an individual demonstrates a 'mercurial temperament' (impulsivity, unpredictability, and eccentricity)

**Dominance:** The degree to which an individual demonstrates overbearing behaviour

## AREAS OF APPLICATION

The META can be used for the following purposes:

- Select people with genuine entrepreneurial potential, not just to start businesses but to grow them
- Develop their potential: building on strengths, managing weaknesses, and increasing self-awareness

- Build entrepreneurial teams – put together the right combination of talents to maximise the chances of success
- Benchmark them against global norms

The Disruptive Talent can be used for the following purposes:

- Recruit- and select people with the potential to generate, execute and lead business innovation
- Identify the hidden disruptive talent in your organisation and provide a framework for its development
- Build high-performing teams, ensuring the best possible combination of people, in order to maximise creative thinking, innovation and growth

## REPORT OPTIONS

The META has the following software reports available:

- **Meta Profile Report:** This report provides detailed analysis and interpretation of the participants' scores in each of the dimensions - Creativity, Opportunism, Proactivity and Vision - both in terms of behavioural implications and personal development.
- **Meta Managers Report:** Designed to be used by the manager. The report provides a profile of the candidate's scores and implications that are useful for the manager in developmental processes with the candidate.
- **Disruptive Talent Profile Report:** The report has been designed to help businesses identify, understand and retain people with the ability to drive business innovation.

## SOUTH AFRICAN RESEARCH

JvR Psychometrics welcomes the opportunity to partner with clients in conducting research. Please feel welcome to contact us should you consider using this assessment for research purposes.