

# BP10™

## Builder Profile 10™

### This Report

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After years of research, Gallup identified 10 innate talents that successful business builders share.

This report presents your 10 builder talents in rank order.

Gallup recommends that you focus on your top four talents because they provide the best opportunity for business success.

Use this customized report to learn how you can apply your talents most effectively in a business-building endeavor.

*Read your full report for a greater understanding of your builder talent and role.*

### Your Top Talents

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01  
CONFIDENCE

02  
SELLING

03  
KNOWLEDGE

04  
RELATIONSHIP

### Your Role

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**CONDUCTOR**

You possess great management talent, and you bring order and harmony to the chaos of a young venture.

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Understanding and using your top four builder talents can help you successfully start and grow a business.

To increase the likelihood of your success, read these descriptions and consider how to apply your talents when building a business.

Talent Order	People with high levels of this talent:	Action Items
01 CONFIDENCE	<ul style="list-style-type: none"> <li>• know themselves well</li> <li>• have strong self-belief</li> <li>• convince others of their ability to get positive results</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Assess the competition if entering new markets.</li> <li><input type="checkbox"/> Surround yourself with partners who can challenge your thinking.</li> <li><input type="checkbox"/> Consider diverse points of view to assess opportunities realistically.</li> </ul>
02 SELLING	<ul style="list-style-type: none"> <li>• are ambassadors and evangelists</li> <li>• are persuasive</li> <li>• communicate clearly</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Be objective about your product or service.</li> <li><input type="checkbox"/> Anticipate customer needs.</li> <li><input type="checkbox"/> Turn customers into evangelists.</li> </ul>
03 KNOWLEDGE	<ul style="list-style-type: none"> <li>• constantly search for new information about the initiative</li> <li>• obsess about the activity</li> <li>• value information as an asset</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Set aside time to learn new information relevant to your activities.</li> <li><input type="checkbox"/> Encourage your employees and customers to share their insights.</li> <li><input type="checkbox"/> Consider how what you learn affects your business.</li> </ul>
04 RELATIONSHIP	<ul style="list-style-type: none"> <li>• have high social awareness</li> <li>• build diverse networks</li> <li>• attract and maintain partnerships</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Focus on your most valuable contacts.</li> <li><input type="checkbox"/> Revitalize and expand your network as business needs change.</li> <li><input type="checkbox"/> Ensure networking activities do not detract from accomplishing other tasks.</li> </ul>

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Talent Order	People with high levels of this talent:	Action Items
05 RISK	<ul style="list-style-type: none"> <li>• are comfortable with ambiguity</li> <li>• take a rational approach to decision-making</li> <li>• embrace challenges enthusiastically</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Account for external business conditions.</li> <li><input type="checkbox"/> Calculate your odds of success before assuming risk.</li> <li><input type="checkbox"/> Have outsiders evaluate your ideas.</li> </ul>
06 DELEGATOR	<ul style="list-style-type: none"> <li>• easily delegate authority</li> <li>• are proactive collaborators</li> <li>• recognize team strengths</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Set clear expectations when you delegate.</li> <li><input type="checkbox"/> Focus on outcomes rather than processes.</li> <li><input type="checkbox"/> Set milestones to monitor progress.</li> </ul>
07 DISRUPTOR	<ul style="list-style-type: none"> <li>• think of novel ways to move things forward</li> <li>• are brimming with new ideas</li> <li>• imagine possible futures</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Experiment to resolve a project's uncertainty.</li> <li><input type="checkbox"/> Build and test a minimal viable product.</li> <li><input type="checkbox"/> Launch to early adopters and iterate.</li> </ul>
08 DETERMINATION	<ul style="list-style-type: none"> <li>• exhibit a tremendous work ethic</li> <li>• are tenacious and persistent</li> <li>• have the ability to recover from setbacks</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Push forward when encountering obstacles.</li> <li><input type="checkbox"/> Celebrate your successes and build on them.</li> <li><input type="checkbox"/> Maintain a positive outlook, especially in trying times.</li> </ul>
09 PROFITABILITY	<ul style="list-style-type: none"> <li>• have sharp business instincts</li> <li>• set clear goals</li> <li>• plan growth strategies</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Focus on your finances.</li> <li><input type="checkbox"/> Cut unnecessary costs.</li> <li><input type="checkbox"/> Consider partnering with financial experts.</li> </ul>
10 INDEPENDENCE	<ul style="list-style-type: none"> <li>• can single-handedly operate an organization</li> <li>• autonomously set goals and take action</li> <li>• are able to multitask</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Anticipate the day-to-day needs of your activities.</li> <li><input type="checkbox"/> Find team members with the right skills and talent.</li> <li><input type="checkbox"/> Make the most of your network to help manage your time.</li> </ul>

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Gallup has identified three types of alpha builders: Rainmaker, Conductor and Expert. Your talent profile may strongly align with one type of builder — or you might have attributes from all of them. While each type of builder has the capability to build and grow a venture independently, teams made up of individuals who lead with different talents are the most successful.

## Role

## Description



## Rainmaker

You are boldly self-confident in your capacity to be successful, and you rarely miss a moneymaking opportunity. As a master promoter, you excel at sales and marketing. With a clear and aggressive growth strategy, you measure success by the profitability of your venture. You have an optimistic perception of risk: You perceive potential threats positively, and you manage risks analytically. Incredibly persuasive, you know how to energize customers and employees with your vision of the future. And your ability to form authentic relationships with customers and employees helps you further your business goals.



## Conductor

You possess great management talent, and — like a conductor who unifies an orchestra to produce beautiful music — you bring order and harmony to the chaos of a young venture. You build an organization by building its people and take pride in finding the right people for key positions. Trusting others to take responsibility, you look for ways to delegate work and authority. You are demanding and tend to challenge the status quo. With little self-doubt, you do not hesitate to decide and act on your own, regardless of what others think. When something needs to be done, you make sure it happens, even if something gets in the way. You are fixated on growth metrics and hold yourself and your team accountable for the goals you set.



## Expert

Being the best in your field is crucial for you. You set the bar high for yourself and focus on breakthrough discoveries. Whether you invent something new or build a product or service through several iterations, you focus on finding solutions to the issues your customers face. Highly independent, you constantly push beyond current thinking, never accept the status quo and imagine new possibilities. With your endless persistence and unbridled determination, quitting is not an option. You fully dedicate yourself to improving a product or service. As a quick learner, you constantly search for ways to differentiate your product or organization in the market. You are part artist and part scientist — and comfortable working at the intersection of both.