

Cultivating an Enterprising Mindset Among Students

Gallup is pleased to launch the Entrepreneurial Talent Initiative (ETI), a global research consortium with universities and colleges around the world.

Through this initiative, Gallup and its partner institutions will advance the deployment of entrepreneurial talent sciences to better prepare students for the global workforce.

Why Entrepreneurial Talent?

The global war for talent is heating up, and *human capital* is becoming a competitive advantage for companies that are fighting to grow. Unfortunately, many employers believe that college graduates aren't developing the skills they need for the 21st-century workplace.

A recent Deloitte survey also indicates that many students are questioning how much their employers value their education. The study found that the skills students gain in school — time management, academic knowledge, teamwork and analytical skills — were different from those employers valued — leadership, sales talent, general business knowledge ... and being *entrepreneurial*.

What Does Gallup Know About Entrepreneurial Talent?

Based on more than 40 years of research on talent and strengths development, Gallup scientists have developed a structured Web-based talent assessment called the Entrepreneurial Profile 10 (EP10).

Concurrently, Gallup's learning design consultants created a development program called Coaching Entrepreneurial Talents to support educators in cultivating enterprising mindsets among those who take the EP10.

How Do ETI Partners Make a Difference?

Institutions that belong to the ETI help students identify their entrepreneurial talents. After completing the EP10 assessment, each student receives a customized report that measures, ranks and explains the 10 talents that successful entrepreneurs exhibit.

Partners then provide students with education and coaching to help them understand, develop and apply their entrepreneurial talents as they prepare for their future careers.

What Are the Benefits of Becoming an ETI Partner?

ETI partners will get:

- access to Web-based videos to help introduce and provide feedback on the EP10 assessment
- use of Gallup's pre- and post-test surveys to capture the impact of the EP10 program on students
- invitations to quarterly best practice live webinars and access to all archived sessions
- an opportunity to propose research partnerships that include access to the EP10 global database and opportunities to co-publish in peer-reviewed journals

How Do Institutions Join Gallup's ETI?

To join the ETI and receive the benefits listed above, partners need to purchase and deploy a minimum of 100 EP10 codes per calendar year.