

# THE LAZY MAN'S WAY TO RICHES ®

PRESENTS



## SUCCESSFUL ENTREPRENEURIAL TYPE

AN INVENTORY OF ASSOCIATED PERSONALITY CHARACTERISTICS

CREATED FOR READERS AND STUDENTS OF *THE LAZY MAN'S WAY TO RICHES*  
BY SANDRA OSBORNE, PH.D.

### DIRECTIONS:

The SET inventory is designed to assess the extent to which your personality characteristics are similar to or different from most successful entrepreneurs.

It is not a test of intelligence, maturity, or psychological health. There are no "right" answers.

There are 80 questions or statements, each followed by three alternatives marked "A," "B," or "C."

On the following answer sheets, place a checkmark in the box in front of the letter of the alternative that seems *MOST* accurate to you. If none of the alternatives is acceptable to you, choose the *BEST* one. If more than one alternative is acceptable to you, choose the *BEST* one. When a question assumes that you do something (like play tennis or cards), answer the question *AS THOUGH* the assumption were true. Answer as honestly as you can, without spending too much time on any one question.

**GENERAL FRAMEWORK:** The **SET** Inventory has been designed to help you evaluate the ways in which your personality tends to be like or unlike most successful entrepreneurs. This program will be helpful to you if you are thinking of going into your own business, and are not sure if you have the necessary qualities to do so successfully, or if you just want confirmation that you really do have the necessary traits and qualities.

In developing the **SET** Inventory, 20 personality characteristics that researchers have commonly cited as being typical of successful entrepreneurs were identified. For each of these 20 characteristics, 4 questions were devised such that successful entrepreneurial types would be expected to answer the questions in a particular way. <sup>1</sup>

Let me emphasize that the answers for which you receive credit on the SET Inventory are not “right” or “wrong.” Selecting these answers does not indicate that you are a smarter or better or happier person. These are simply the answers that most successful entrepreneurs would be expected to select.

Research has not established that there is a cause and effect relationship between the personality characteristics of successful entrepreneurs and the fact that they are successful. Perhaps they are successful in spite of their personalities, not because of them. Also, the relative importance of particular characteristics has not been determined. No one knows, for example, if it is more important to be competitive or to have a high energy level.

However, with these reservations in mind you may find it useful to see how closely you resemble the typical entrepreneurial type, and to decide how important your differences might be for the kind of business enterprise you are considering.

So you have just taken an important step on your journey toward self-knowledge. Congratulations, “know yourself” is another trait of successful entrepreneurs.

Scoring Instructions are on [Page 19](#)

Best Riches To You!  
Richard G. Nixon, President  
F P Publishing Co.,Inc.

<sup>1</sup> Note that the questions were rationally, not empirically derived, and formal studies of validity and reliability have not yet been undertaken.

**DIRECTIONS:**

**Blacken in the box of the answer that seems the MOST accurate to you.**

**1. You have taken a test for which you prepared very thoroughly, but the test still seemed quite difficult. If the test is graded on a curve, you will probably get:**

- A) an "A "
- B) a "B"
- C) a "C"

**2. When you have a lot to do in the course of a day, you usually:**

- A) make a list of what needs to be done, and figure out an efficient way of accomplishing everything
- B) don't waste time making lists...just get going
- C) make a list of what needs to be done, and then do things in the order of what is most fun for you to do

**3. A local club asked you to put on a workshop for their members. You expect to be able to give them:**

- A) an excellent workshop
- B) an adequate workshop
- C) a less than adequate workshop

**4. Compared to others, you seem generally to:**

- A) have more than your share of health problems
- B) have the usual number of pains and ailments
- C) be in excellent health

**5. When you play table games (like cards or monopoly), you most enjoy playing with someone:**

- A) who has charm and good looks
- B) who gives you a run for your money
- C) who doesn't forget that it's only a game

**6. Your good friend has been working for you as a salesman for six months. Although you've offered him a number of suggestions, his sales technique has not improved and remains very poor.**

**You will probably:**

- A) fire or demote him
- B) make more strenuous efforts to train him
- C) give him time off work to attend a course in salesmanship

**7. You will be most effective in getting your employees to put out the extra effort that is sometimes required if you:**

- A) set the example yourself
- B) maintain your dignity and status
- C) are understanding when they just don't want to work overtime

**8. You run a manufacturing business, and you've just taken an order over the phone for all you have left of a particular item. No sooner have you hung up the phone than another customer walks in and offers to pay considerably more for the same stock if you'll let him have it.**

**You will probably:**

- A) express your heartfelt regrets, but honor the commitment you've already made
- B) call the first customer back and say that you made a mistake, the item was already sold out
- C) call the first customer back, explain the situation, and give him the choice of paying the higher price or letting the second customer have the stock

**9. You would most enjoy a hobby that:**

- A) allows your mind to drift and your muscles to unwind
- B) requires you to pay attention to what you're doing
- C) allows you to be productive while using only simple, familiar skills

**10. The best thing to do when money is short & you're not sure where the next dollar is coming from is to:**

- A) just keep plugging along
- B) do something to let off some steam
- C) get away from it all and relax for a day or so

**11. What is the best measure of the true value of a painting?**

- A) the evaluation of art connoisseurs and critics
- B) the evaluation of other artists
- C) the amount of money someone will pay for it

**12. You are on your way to meet a new client, with no time to spare, when the bus you are riding breaks down. You will probably:**

- A) wait for the bus to be fixed or the next bus to come in half an hour
- B) take a taxi
- C) call and reschedule the appointment

**13. You are most productive when:**

- A) no one bothers you, but you know what you're expected to do each day
- B) it's up to you to decide how you will spend your time each day
- C) someone sees to it that you're working when you're supposed to be

**14. In selecting a book to read, you would be most likely to choose one that seemed:**

- A) very well written
- B) very entertaining
- C) likely to teach you something

**15. You've been anxious to begin doing your own bookkeeping, and you planned to take a bookkeeping course this fall. However, when you went to sign up, the course was already full. You will probably:**

- A) go out and get some books on the subject and teach yourself how to do it
- B) wait for the new semester and sign up for the course then
- C) go ahead and start keeping your own books now, then wait and see if you still feel like take the course next semester

**16. Dealing with the public:**

- A) is something you enjoy doing
- B) is very unpleasant
- C) is neither pleasant nor unpleasant for you, it's just part of a job

**17. In a doubles tennis match, (assuming you play tennis) you will enjoy the game most if your partner:**

- A) is a good friend
- B) is a good player
- C) doesn't take things too seriously

**18. You have a very effective organizational structure in your company. You notice an article on organizational patterns in other countries. You probably:**

- A) figure that your time is better spent reading other things
- B) read the article, hoping to get some new ideas
- C) skim the article briefly, just to confirm your impression of your own company's excellence

**19. When a person dies, what counts most about their life is:**

- A) how well they were loved
- B) what they accomplished
- C) whether they enjoyed themselves

**20. When it comes to time, you generally seem to have:**

- A) too little
- B) too much
- C) just enough

**21. If you could, you would:**

- A) sleep more
- B) sleep less
- C) sleep about as much as you do now

**22. When an employee makes a mistake, a good manager will generally:**

- A) overlook it
- B) be certain that it is the fault of the employee, not the management
- C) discuss it with him or her

**23. In giving someone a job to do, you generally find it most important to:**

- A) be brief, so you can get on with other things
- B) take your time, so they won't resent you for giving them the work
- C) give clear and thorough directions, so they know what is expected

**24. You come to work, and your boss gives you a choice between 3 different tasks for the day. Which would you choose?**

- A) the one you've done often before, and can do easily
- B) the one that will look most impressive, though it's boring to do
- C) the one that is interesting, although difficult to do

**25. When someone tells you about his personal problems, you respond by feeling:**

- A) embarrassed
- B) sympathetic
- C) bored

**26. You're enjoying a Sunday afternoon, engaged in a hobby, when the tool you are using breaks down. You will probably:**

- A)** call a knowledgeable friend to see if he or she has time to fix the tool for you.
- B)** abandon your hobby for the day, and take the tool to the repair shop
- C)** read the owner's manual and try to fix the tool yourself

**27. You share a new idea you're excited about with some friends of yours, but they seem unimpressed. You probably think:**

- A)** your friends just don't realize how good an idea it is
- B)** the idea must not be so good after all
- C)** you'll need the opinion of some other friends before you can conclude anything

**28. It's Sunday night, and you feel very content with the way you spent your weekend. You probably:**

- A)** attended a workshop in which you developed an exciting new skill
- B)** were able to relax completely and enjoy yourself in the company of the people to whom you feel closest
- C)** attended a weekend cultural event that turned out to be even better than you had expected

**29. If a boss has a job for you to do, you would prefer that he or she:**

- A)** clearly define both the goals and the best method of procedure, so you know what is expected
- B)** clearly define the goals but let you determine the best method of procedure
- C)** clearly define the best method of procedure, but not bother explaining the goals more than is necessary to do the job

**30. When you're playing a team sport, the thing you care most about is:**

- A) winning
- B) having a good time
- C) being well liked by the other players

**31. You have an employee who is competent but tends to feel badly when criticized. You will probably:**

- A) give him or her feedback like anyone else
- B) fire him or her
- C) try not to criticize him or her

**32. You most envy the lives of persons who:**

- A) become famous
- B) become wealthy
- C) contribute an important and original idea

**33. When it comes to making decisions, you like to:**

- A) get it over with as quickly as possible
- B) postpone it as long as possible
- C) use the available time to decide as carefully as possible

**34. When you have to work day and night to get something done, you recognize that you:**

- A) can't really function properly after awhile
- B) function fine at the time, but collapse afterwards
- C) are unusual in your ability to function at the time and afterwards quickly recuperate.

**35. You've just figured out an improved new way of doing something, and your first impulse is to:**

- A) go tell someone about it
- B) plan to surprise your friends with a demonstration
- C) go try it out

**36. In general, you are:**

- A) willing to take a risk, but only after exploring all the angles
- B) eager to jump at an exciting opportunity that just feels “right”
- C) inclined to stick with the tried and true

**37. In school, you did better work on term papers when the instructor:**

- A) regularly monitored your progress with deadlines for outline, reference cards, rough drafts, etc.
- B) gave a suggested schedule for progress, but didn't enforce this schedule with checks or grades
- C) just told you the deadline and left the rest up to you

**38. In a dispute between two employees, you would probably support the one:**

- A) who is higher up in the company hierarchy
- B) whose case seems stronger
- C) whose work is more important to the company

**39. When a company is very small, it is:**

- A) important to let each employee find his or her own “niche” without interference
- B) important to clearly designate areas of responsibility for each employee
- C) important for employees to know who's boss, and just take their cues from him, or her, on a day-by-day basis

**40. When you have to make up your mind in a hurry, you:**

- A) make the best decision you can, and forget about it
- B) make the best decision you can, then afterwards review the alternatives in your mind many times
- C) ask the advice of someone whose competency you respect

**41. An important decision must be made involving the entire future direction of your company. You would be most comfortable:**

- A) making the decision yourself
- B) making the decision by a democratic process with other knowledgeable members of the company
- C) making the decision by a democratic process involving everyone who will be affected

**42. You are at a party playing a game in which whomever correctly guesses the roll of the dice, wins the pot. There are 4 players, including yourself. You expect to win:**

- A) more than 25% of the time
- B) less than 25% of the time
- C) 25% of the time

**43. You made plans with a friend last week to go to the theater tonight. You know your friend is looking forward to it, but by the time you should be leaving, you realize that you really would rather stay home, You:**

- A) apologize to your friend, and stay home
- B) go, and try to enjoy it
- C) try to get out of it, but go if your friend really insists

**44. All else being equal in choosing between two applicants for a clerical position, you would probably hire the one:**

- A) who is most physically attractive
- B) who most shares your outlook on life
- C) who seems most confident

**45. You would like best to spend time with a person who:**

- A) is funny
- B) knows something you don't know
- C) is warm and kind

**46. It's best in life to:**

- A) wait patiently for things to come your way
- B) plan for contingencies
- C) act now, worry later

**47. Your supplier has been very unreliable ever since he started having serious personal problems at home. You will probably:**

- A) wait out this difficult period, hoping it will be over soon
- B) tell him that he can count on you to stick by him, but you need him to try harder to meet your orders on time
- C) tell him you'll have to get another supplier if the situation doesn't improve soon.

**48. You would rather play:**

- A) Parchesi
- B) Bingo
- C) Scrabble

**49. The profits from your business were unusually high last month.**

**You probably:**

- A)** saved the extra money to cover a slow month
- B)** used the extra money to make the down payment on a new car you've been wanting
- C)** immediately reinvested the extra money in the business

**50. You're planning to buy a new stereo system. You will probably:**

- A)** choose the brand that seems best after reading up on the various options
- B)** choose the brand that your friends tell you gives the most for the money
- C)** choose an established brand name with a model in your price range

**51. When there is an important news event, you think that analyzing its implications for the future is:**

- A)** relevant and interesting
- B)** not very relevant, but interesting
- C)** irrelevant and boring

**52. You're considering opening a business for which you have some special skills. However, there are some aspects of the business about which you are completely ignorant. Your first inclination will be to:**

- A)** plan to hire someone who seems to have the skills you lack
- B)** take steps to learn how to do the things you can't do now
- C)** try to think of another kind of business you could open

**53. In gambling, you would rather:**

- A)** play a long shot, where you stand to win a large amount if you win
- B)** stick to safe bets
- C)** play for high stakes

**54. You're appearing on a TV game show. You expect to perform:**

- A) about average
- B) better than average
- C) in the top 10%

**55. A willingness to fudge the truth is:**

- A) necessary to succeed in business
- B) generally bad for business
- C) helpful although not essential for business success

**56. You would prefer to be in a class in which grades are given on the basis of:**

- A) effort alone
- B) achievement alone
- C) effort and achievement both considered

**57. You would be most comfortable choosing new furniture for your home:**

- A) with the help of an interior decorator
- B) by yourself
- C) with the help of an artist

**59. The company you work for has been doing very poorly in selling to a particular area. You are offered the position of manager for this area. You:**

- A) refuse to take on such a losing proposition
- B) immediately accept
- C) say you want a couple of days to find out more about the position and think over your decision

**60. You're running late on getting an important job out.  
You will probably:**

- A) call the customer and explain that you'll need one more day to do the job right
- B) stay late to work on the job, but call the customer rather than lose any sleep for it
- C) stay up all night if necessary to get the job out

**61. Given the choice (and disregarding any practical limitations that may exist), you would rather:**

- A) sunbathe
- B) take a leisurely walk
- C) play tennis

**62. You have an employee who lost his wife last year, and has been too depressed to concentrate on work ever since then. You will probably:**

- A) drop a few hints about his work, being careful not to push him too hard or too fast
- B) warn him that his work must improve soon or you'll be forced to fire him
- C) get other people to cover more of his responsibilities, and try to wait patiently until he recovers

**63. You feel happiest when you are doing something:**

- A) constructive
- B) relaxing
- C) with people you enjoy

**64. Your company has been offered marketing rights on a product that could potentially make or lose a great deal of money. You:**

- A) delegate the decision to your highly competent marketing vice president
- B) submit the decision to the appropriate executive committee
- C) consult with the marketing vice president, but make the decision yourself

**65. The significance of acquiring wealth is that:**

- A) it allows you to stop working
- B) it allows you to enjoy life's luxuries
- C) it's an index of how well you've done

**66. Employees do their best work when they:**

- A) are closely supervised
- B) feel appreciated
- C) are left alone

**67. You participate in a neighborhood meeting that has been called to work out plans for a neighborhood park. After the meeting, you are most gratified to be told that:**

- A) your ideas were refreshingly pertinent and specific
- B) you came across as an unusually intelligent and articulate person
- C) your influence contributed markedly to the atmosphere of warmth and mutual support at the meeting

**68. At small social gatherings, you generally feel:**

- A) relaxed
- B) nervous
- C) superior

**69. You go jogging with someone who is just a little faster than you are. You will probably:**

- A) try to run a little faster than you usually do
- B) run about as fast as you usually do, and try to ignore the other person's performance
- C) ask the other person to slow down a little so you can keep abreast

**70. Most people:**

- A) have nothing to say that's worth listening to
- B) have something to say, but it's generally not worth the time it takes to hear it
- C) have something to say that's worth your time to hear

**71. You write a report that you think is moderately well done. However, two other people tell you the report is outstanding. Actually, the report is probably:**

- A) outstanding
- B) moderately well done
- C) impossible to evaluate fairly

**72. In school, you generally preferred classes in which:**

- A) there was an atmosphere of friendly, mutual exploration rather than competitive development
- B) you were encouraged to speculate freely on questions of general human significance
- C) you were able to learn something with specific and concrete applicability

**73. A friend of a friend, who seems good looking, charming and bright, is introduced to you as "someone who is just as talented as you are." You are probably thinking something like:**

- A) "I wonder if I like this person"
- B) "I wonder if this person likes me"
- C) "I wonder who is really more talented"

**74. You would be most disappointed if you missed an opportunity to participate in:**

- A) a close and moving experience with people you care about
- B) an exciting and pleasurable experience with nature
- C) a stimulating and dynamic conference on an area of special interest to you

**75. The people you hired to do a particular project have been working day and night, but it's still not complete as the deadline approaches.**

**You will probably:**

- A)** cancel your social engagements & work along with them until it gets done
- B)** suggest that they be less perfectionist and just see to it that the project gets done on time
- C)** admit that you must have underestimated the extent of the project, and tell them they should go home, get some sleep, and let you deal with the customer

**76. In choosing a business partner, it's best to get someone:**

- A)** who has a similar approach to life
- B)** whose business skills counter balance your own
- C)** whose loyalty to you can be trusted

**77. You place a special order for a customer, & when it finally arrives you notice that it has a small, barely noticeable defect.**

**You will probably:**

- A)** not mention the defect, and hope the customer doesn't notice it
- B)** mention the defect in an offhand manner, trying to give the impression that such defects are common and unimportant
- C)** point out the defect and offer to either reorder the item or give the customer a discount price

**78. You've decided to engage in a regular activity to help you stay physically fit. You will probably choose a sport that provides:**

- A)** the opportunity to develop your skills in your own way, at your own pace
- B)** the opportunity to participate in a real team effort.
- C)** the opportunity to enjoy a social occasion at the same time that you are improving your physical condition

**79. When a project turns out to be more difficult and complicated than you realized, your tendency is to:**

- A)** try to simplify it and wrap it up quickly before you get too bogged down and depressed
- B)** stick to it like a dog on a bone until you work it out to your satisfaction
- C)** recognize your limitations and get someone else to become involved or better yet, finish up the thing for you

**80. You are involved in a personal relationship that is very “up in the air” at present. You will probably:**

- A)** push for a resolution as early as possible
- B)** try to ignore the situation as much as possible
- C)** handle the situation as best you can, and wait for a resolution to emerge

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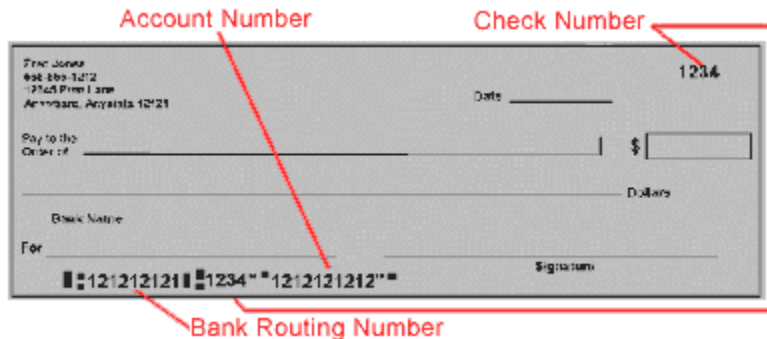
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