

Energetic Persistence

Energetic persistence explores the extent to which you tenaciously maintain a “can-do” attitude when breaking new ground or doing something in a different way for the first time. It asks the question: “How actively determined are you to persevere with a good idea to ensure that it has a positive or tangible impact?”

Please complete this part of the questionnaire as honestly as possible. It can help you improve your ability to sell more effectively. The choice scales are as follows:

1 = almost never; 2 = occasionally; 3 = frequently; 4 = very frequently; 5 = almost always.

Fill in all the boxes up to the score you select so you create a shaded bar.

	Almost Never			Almost Always	
	1	2	3	4	5
1. I am openly passionate about many of my best ideas.					
2. I get a great deal of my best inspirations by talking them out with others.					
3. I do not give up even when the momentum seems to be flagging.					
4. Achieving anything worthwhile requires a great deal of passion and energy.					
5. I have a “can-do” mentality.					
6. I re-double my efforts when I experience setbacks.					
7. I talk enthusiastically to anyone who will listen to ideas on new ways of doing things.					
8. I take my ideas as far toward implementation as I possibly can.					
9. I focus on the benefits and payoffs for new methods or ideas.					
10. I treat a lack of enthusiasm for ideas as a challenge to be overcome.					
11. I enjoy translating loose creative thought into tangible results.					
12. I strive hard to achieve innovative outcomes.					

(Add up all the column scores and divide by 12) **AGGREGATE SCORE**

INTERPRETATION

Scales predominantly in the fours and fives (“very frequently” and “almost always”) are likely to mean that you will have a natural passion for ideas and for innovation and can quickly overcome the lack of enthusiasm or apathy of others when necessary. Your abundance of energy can also assist others to become supportive of new options or approaches or to re-energize people whose enthusiasm has waned or faded for whatever reason.

Scales predominantly in the ones and twos (“almost never” and “occasionally”) are likely to mean that you might find it difficult to get “airplay” for your own ideas or ideas you represent on behalf of others. This particularly happens when you are confronted with a lack of interest or you feel that you will likely have to overcome obstacles to get a new idea or approach accepted and implemented.

IMPACT

A high score person will be likely to talk enthusiastically and even excitedly about new ideas or innovations, even in the midst of widespread apathy or low motivation of others. They

will also be very results-focused, persistently looking to promote the benefits of the creative option and being hard to “knock off course.”

A low score person will be likely to overly worry about the poor, negative, or apathetic reaction of others and therefore let their initial energetic intentions or determination quickly wane when facing such problems. They also lose sight of the ultimate benefits of the newer, different creative thought or innovation and therefore let doubts and frustrations bring their promotional efforts to a standstill.

ACTION FOR LOW SCORERS

Low scorers need to develop a positive and infectious “can-do” attitude when they believe in an idea or a new innovation (their own or one belonging to another person). They can help themselves do this by associating mainly with people who are likely to be supportive and who are able to win the support and enthusiasm of others. Low scorers should also plan for setbacks, apathy, and lack of enthusiasm around them and develop ways to respond in an energetic and tenacious fashion wherever necessary.