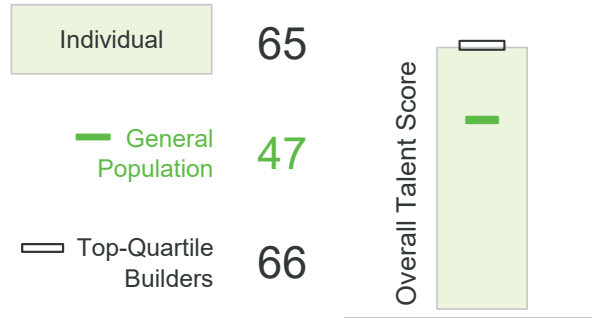


Coaches' Insight Report for

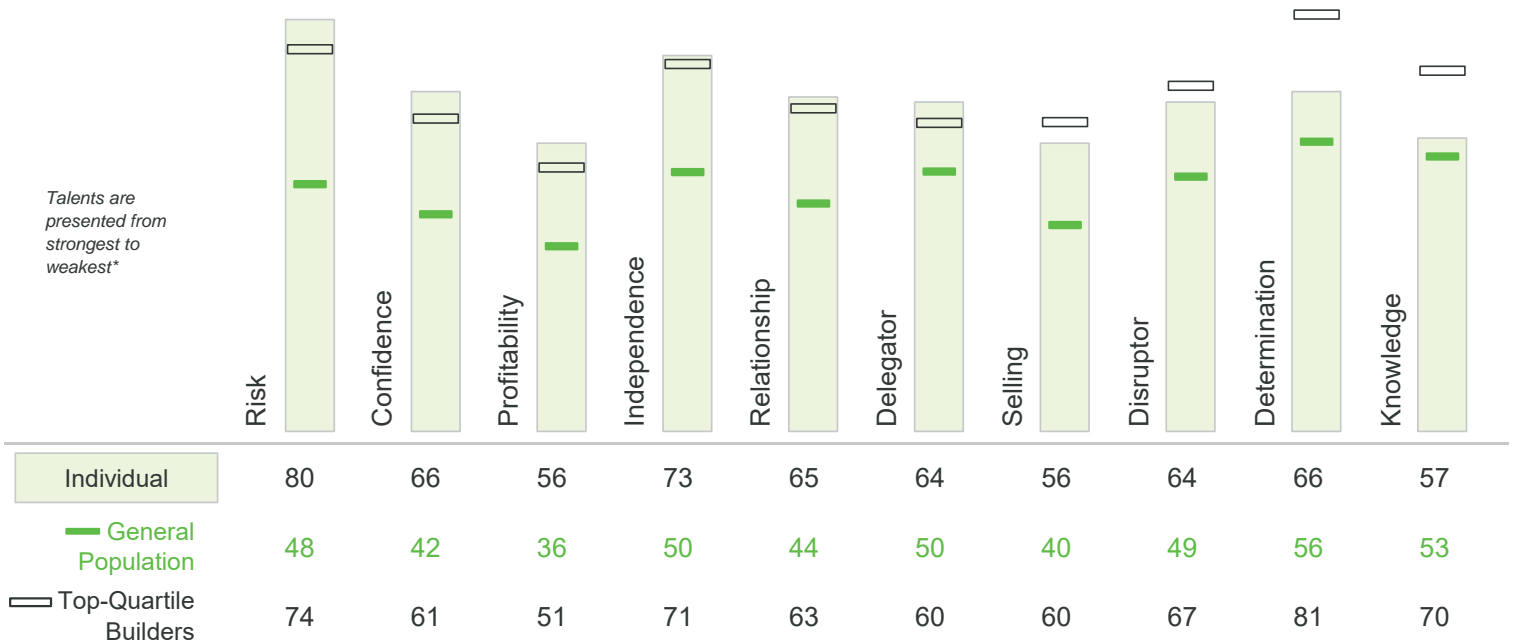
OVERALL TALENT SCORE

The overall score is the summary result of the BP10™ assessment, expressed as a percentage. It is the most predictive of an individual's potential for excellence as a builder. Gallup defines a "builder" as someone who can create economic energy where none previously existed.



INDIVIDUAL TALENT SCORES

Based on the BP10 assessment results, Gallup calculates an individual score (0-100 scale) for each of the 10 builder talents — a higher score illustrates strong evidence of the given construct or talent. The 10 scores below, expressed as percentages, illustrate the intensity of each talent and help explain where an individual can make the greatest contribution in a building activity. The individual's results are compared with two designated research benchmark groups: the general population (a nationally representative sample of working-age adults in the U.S.) and builders in the top quartile of the Gallup database (a probability-based sample of entrepreneurs in the U.S.).



* Some builder talents are more common than others — thus, higher raw scores could be associated with lower ranking and vice versa.

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INTRODUCTION TO ROLES

A builder's talent profile may strongly align with one of three roles: Rainmaker, Conductor or Expert — or a hybrid of them: Rainmaker-Conductor, Expert-Conductor or Rainmaker-Expert. Each type of alpha builder has the capability to build and grow a venture independently, but real magic happens when the three roles come together.

Gallup has developed indicators of the three critical roles using items from each of the 10 themes. Some themes contribute more to a role than others. For instance, more than half of the items in the Expert role are from the Determination, Disruptor and Risk themes. The Rainmaker role has more items from Profitability, Relationship and Risk. And Delegator, Independent and Relationship contribute more than half of the Conductor role items.

RAINMAKER	CONDUCTOR	EXPERT
Focus: Sales/revenue generation	Focus: Operations/management	Focus: Product development/research
Characteristics: highly self-confident, focused on profitability, persuasive, forward-thinking, intensely driven, high sales talent, high relationship talent, optimistic	Characteristics: delegator, team builder, self-assured, energetic, driven, fixated on growth, hardworking	Characteristics: creative, highly independent, persistent, determined, reimagines new possibilities, thinker, learner

ROLE SCORES

The three scores to the right represent the type of builder an individual is. Gallup calculates the score for each role on a scale of 0-100. The scores illustrate the intensity of talent for each role. A higher score illustrates that the individual is a better fit for that role.

The scores are compared to two designated research benchmarks: general population and builders in the top quartile of Gallup database.

