



quantum@metodoquantum.com.br  
 Help Desk / Sales: (11) 3709-3388 Quantum Assessment:  
 (11) 4612-0660



#### Research Data

Name	: Ednilson Durães De Oliveira	Document	: M-4,025,275
Company	: PATHS FOR STRATEGIC CONSULTING AND TRAINING	Dt. Creation	: 2010-08-16
Contract	: 3985	Form	: EQ

#### Quantum Entrepreneur

### PROFILE MARKETING MANAGER ENTREPRENEUR

#### Behavioral aspects - Aptitude and skills

The behavioral tendencies of his profile, Ednilson, are shown to be fully aligned with the characteristics presented by the Quantum Entrepreneur, and more, a large number of established entrepreneurs have his profile. His style of action is compounded by the drive for proactivity, pioneering spirit and determination. It has competitiveness and an inclination towards individualism, has the willpower and dynamism to seek results.

Along with communication, you have a strong point, which also presents aspects that denote your vocation for entrepreneurship. He has the ability to lead the other to his point of view through extraversion, natural persuasion and diplomacy. This will make it easy for you to integrate into any environment. Your argument probably shows good verbal fluency, with the potential to be engaging and very expressive. With a profile like this it is common for people to become popular, even charismatic, which is very good Ednilson.

Its way of conducting processes meets today's demands, as it is characterized by agility, a sense of urgency and promptness. All of these attributes, added to the fast pace of action, bring you the aptitude to deal with short-term activities and tight schedules, with strong time pressure. You also have, with fast learning capacity and versatility, that allow you to do several things at the same time.

In the face of external references, Ednilson, his behavior tends towards informality and disinhibition. Its main characteristics point to a preference for innovation, which is why it is new, so you appreciate and seek, whenever possible, innovative and creative solutions. He also has the ability to improvise and knows how to deal with sudden changes, as he has attributes such as audacity, originality and independence. His vision is that of a strategist, with a focus on the whole. All of these aspects are equally compatible with the style of the entrepreneurs. That way, you have countless qualities to do well in the world of entrepreneurship, enjoy them, Ednilson.

#### Features to Undertake:

##### Leadership style:

You are inclined to take on leadership positions with some ease. But, this will be mainly due to your communication skills. You know how to command with authority and sympathy. It demands the achievement of goals, initiates the processes, does not wait for things to happen and anticipates the actions.

##### Interpersonal relationships:

Ednilson, you appreciate being close to people and are sociable, which makes it easier for you to establish contacts and "open doors". It shows a good dose of extraversion and behaves in an uninhibited way even in new environments. Engaging speech gives you the ability to engage people around a common goal. You have the potential to be a popular, well-connected person. Great!

##### Initiative and decisions:

The initiatives will be taken with freedom and resourcefulness, whenever necessary. With conviction and self-confidence, you also take responsibility for your decisions, which tend to privilege risk, the vision of the future.

##### Planning and organization:

The fast pace with which you try to carry out your activities, the sense of urgency, and the attention turned to strategic aspects, can cause some damage in terms of organization and discipline at work. As you are totally focused on strategic aspects, you tend to leave the details for a second plan, which can sometimes make your planning difficult.

Follow up and control:

His characteristic way of performing follow up Edenilson, points to the looser accompaniment, granting freedom to carry out the tasks. You will delegate details and control whenever possible, as your attention will be focused on innovations and new possibilities.

Motivators / Demotivators:

Motivators: Opportunity to relate; recognition and applause; independence; command; challenges; breaking routines and freedom.

Demotivators: Impossibility to exercise their autonomy; gets bored with excessively repetitive routines and slow processes; environment that does not allow social contact; very rigid structure.

Team work:

With the ability to involve and motivate teams in projects, you have the talent to be a teamplayer, as you enjoy relationships, without forgetting goals. Because you have natural empathy and enthusiasm, you can become a strong team member. So that the processes do not stop, you will seek creative or improvised solutions, not allowing yourself to be paralyzed by rules and bureaucracy.

People management:

You will play this role informally, Edenilson, but you will keep the demand, especially in relation to the objectives. But, as he naturally exercises authority, most of the time he will act with sympathy. His ability to persuade is a talent that can be directed to motivate partners, customers and partners, in addition to providing opportunities for new business.

Dangers / Weaknesses:

The search for recognition and applause can lead to promises that are difficult to keep. If you lose your limit on communication, you can turn your strength into long-winded and superficial speech. Self-confidence, in its exaggeration, can make you believe that only your way is right, which can cause unnecessary centralization of processes. The tendency to be guided by the standards themselves, when exacerbated, can lead to a certain disregard for the references, which is expressed by reckless attitudes and unnecessary risks. Heads up.

Recommendations / Suggestions:

Edenilson, as your profile is one that is fully compatible with the Quantum Entrepreneur standard, according to the perspective of entrepreneurship, you should only, in relation to all your trends, be careful not to focus on the exaggeration of your characteristics, which, out of context, can lead to difficulties or waste of new opportunities.

But it is good to keep Edenilson in mind, that entrepreneurship involves many aspects as important as financial success. Social responsibility, respect for all who are part of your journey, and especially respect for you, your principles and your humanity are some examples.

"We need to continually look within ourselves. Let us observe our inner being, find our unique voice and learn to pay attention to it, and then we will have the life experience we deserve and need" (Dirk Benedict, American actor).

Entrepreneur Profile

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