

about the questionnaire

This one page summary aims to give an overview of the Testing the Water™ questionnaire:

- The questionnaire was created following 18 months of research with Birkbeck, University of London.
- It aims to help people to assess their readiness for self-employment, and to identify their areas of strength and areas requiring personal development.
- As part of the research, 20 candidates were interviewed at length. Their 2-3 hour interviews were transcribed and coded for elements, which supported their transition to self-employment.
- The candidates had all made the transition into self-employment within the last 3 years. They saw themselves as being successful in the transition, and they came from a range of business sectors including: landscape gardening, human resource professionals, creative design, architecture, physiotherapy, reflexology, business consultancy, amongst others.
- The findings illustrated that eight elements accounted for 80% of the areas to focus on to facilitate the movement into self-employment. No new findings were discovered after candidate number 12 was interviewed. In other words, candidates 13-20 confirmed the findings.
- These eight elements can be clustered into three groups:
 - The momentum for change
 - Personal competencies
 - Physical support
- The questionnaire is a 24-page publication. It is both qualitative and quantitative in style and typically takes 60-90 minutes to complete.
- The price of the Testing the Water™ questionnaire is:
 - Pack of one: £15+VAT (£15 per copy) + £3 postage and packaging
 - Pack of five: £60+VAT (£12 per copy) + £5 postage and packaging
 - Pack of ten: £100+VAT (£10 per copy) + £7.50 postage and packaging
- It is recommended that the price of the Testing the Water™ questionnaire is passed on to the client as part of the pricing structure.