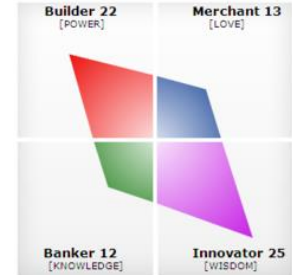




The Core Values Index™ *a tool for coaches and companies*

The **Core Values Index™** (CVI) is the **only human assessment using strategic and tactical values** in a word-choice format. It reveals the innate nature of a person and their core motivational drivers.

As a coaching tool, The CVI™ delivers a values-based human nature profile. With it, we see how a person views the world from their unique perspective and how they will respond to life's challenges with **predictable strategies and tactics**.



Working with core values nature provides a springboard for understanding motivation for action, sense of personal mission, and the interpretation of individual work and life activity as meaningful. Using the CVI, a coach helps clients discover *who they are* and **how to consciously direct life choices by their deepest innate core value**.

Doing so causes people to live the life they are called to live, do the work they are naturally wired to do, and contribute their deepest core value energy to the world, thereby flourishing as a human being.

"As I progress in my application of the CVI in my leadership consulting business as well as working with my staff, I become more impressed with the depth of impact it holds for individuals and executive team coaching. The greatest impact, however, has been within my life personally as a leader. Understanding my highest contribution is great but to learn to shift...to another core value focus has brought great clarity, confidence and wise decision-making for me personally... now I have a greater ability to determine when and where to invest my efforts and energies to produce the greatest result."

Dr. Melody Hilton, Millersburg, PA

As a company tool, the CVI identifies precisely which motivational drivers are needed in a given role, then screens-in only candidates whose CVI scores indicate a natural proclivity toward the work. It is also **highly effective in Leadership Team Training and evaluating the Human Capital component** of entire organizations for more productive, fulfilling work.

The difference between the CVI and other tools is the CVI handles the critical suitability component. It measures innate preference (suitability) rather than ability. It identifies **what fulfills someone about the work they do**, rather than determines if they are merely capable of doing the work. Resume review and skills-testing take care of the capability component.

The CVI is not fraught with problems by users who tend to create false-positives when completing other assessments. Most others contain context-loaded questions and users must disclose negative information. **The CVI is comprised of only positive values.** No negative disclosure and no self-reporting context exists. **Simply put, the CVI cannot be manipulated. A candidate cannot second-guess the responses they think an employer hopes to see.**

*I now have only A and B performers in every position in my company. The Taylor Protocols Pre-Selection system is **the most powerful business tool I have ever discovered**. I am telling everyone about it."*

Chuck Orton, President, MacDonald Miller Residential

The CVI surpassed the 850,000-user benchmark and is installed in over 700 companies in 26 countries.