EMPOWERING ORGANISATIONS TO DRIVE PRODUCTIVITY

The GC Index® is the organimetric that empowers organisations to drive productivity and achieve results by creating game-changing teams and cultures.

Assuritivity
Advising CIOs to *enable* and *drive* Business, not just *service* Business

POWERED BY THE GC INDEX®

THE GC INDEX®

The Quick Version:

Do you share any of these concerns?

- "The Great Resignation" - 73% of employees considering leaving their jobs
- The shrinking availability within the employment market - vacancies now at a record high
- The historically low employee engagement scores - 11% from Gallup's Global Workplace Report (more detail in this blog)
- The time to select new recruits, either externally or internally
- Not delivering on strategic objectives
- **Managing** your team (largely reactive) instead of **understanding** your team (proactive)

The Solution: The GC Index® (at a glance)
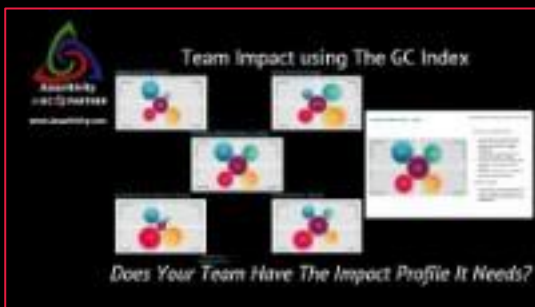
(01:55) The GC Index & Team Impact

(04:17) The GC Index & Impactful Collaboration

(06:25) The GC Index & Communicating with Impact

Unbox Your People.
Understand Their Potential.
Realise Their Impact.

The Slightly Longer Version...

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THE GC INDEX®

The GC Index ® enables organisations to create a language and framework that aligns the impact and contribution of all their people to business processes and outcomes.

I.e. in any or all of the following situations:

STRATEGY & BUSINESS	ORGANISATION & CULTURE
BUSINESS STRATEGY	CULTURE TRANSFORMATION PROGRAMMES
MANAGEMENT CONSULTING	EQUALITY, DIVERSITY & INCLUSION
MARKETING & BRANDING	OPERATIONAL IMPROVEMENT
MERGERS & ACQUISITIONS	ORGANISATIONAL DESIGN & DEVELOPMENT
SALES & GROWTH	WELLBEING
HR & TALENT	**CHANGE & TRANSFORMATION**
LEADERSHIP COACHING & DEVELOPMENT	CHANGE MANAGEMENT
RECRUITMENT	DIGITAL TRANSFORMATION
TALENT DEVELOPMENT	INNOVATION PROGRAMMES
TEAM COACHING & DEVELOPMENT	PROJECT & PROGRAMME MANAGEMENT
YOUNG PEOPLE DEVELOPMENT	TECHNOLOGY & SOFTWARE SOLUTIONS

What is the GC Index ®?

The GC Index® is an Organimetric (organisation metric). It measures the real and potential impact that everyone can make to a role, team and/or organisation.

The GC Index® augments and complements existing HR and Talent data. This enables organisations to drive better people decisions based upon the impact and contribution their people can actually make.

It enables organisations to:

- Gain unique insight on people impact

- Improve business outcomes

- Create a common language across the business

- Increase individual performance

- Increase team performance

- Make more informed and accurate people decisions

EXPERTISE — COMPANIES ALREADY MEASURE THIS

IMPACT — HOW ARE COMPANIES MEASURING THIS?

PEOPLE DECISIONS

EXPERIENCE — COMPANIES ALREADY MEASURE THIS

PERSONALITY — COMPANIES ALREADY MEASURE THIS

- "CAN THIS PERSON DRIVE CHANGE?"
- "CAN THIS PERSON DELIVER?"
- "CAN THIS PERSON BRING THE TEAM TOGETHER?"
- "CAN THIS PERSON PLAN FOR SUCCESS"
- "IS THIS PERSON INNOVATIVE?"
- "CAN THIS PERSON DRIVE IMPROVEMENT?"

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● **THE GC** INDEX®

INTRODUCING THE GC INDEX®

The GC Index® identifies how people best make their impact and contribution

The GC Index® Organimetric provides a common language and framework that identifies five key ways (we call them proclivities) in which people can make an impact to a role, team and/or organisation.

It is a language and framework that delivers a foundation of impactful collaboration throughout an entire organisation across all levels. Truly driving an inclusive workforce and culture.
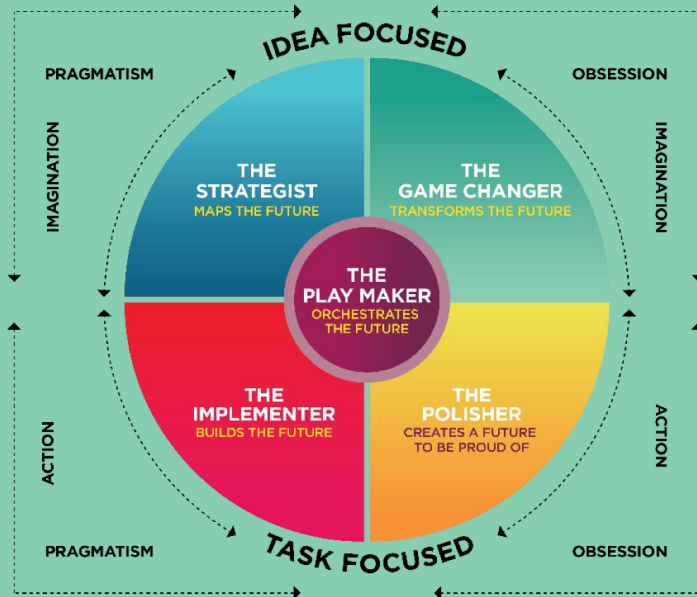
The GC Index® identifies five key proclivities through which people can make an impact to a role, team and/or organization.

STRATEGISTS

These individuals map the future. At their best, they engage others with a clear direction that brings focus to action.

THE STRATEGIST
SEES THE FUTURE

GAME CHANGERS

These are the individuals who at their best generate original ideas and possibilities that have the potential to be transformational.

THE GAME CHANGER
TRANSFORMS THE FUTURE

THE PLAY MAKER
ORCHESTRATES THE FUTURE

PLAY MAKERS

These are the individuals who at their best focus on getting the best from others in support of agreed collective objectives.

IMPLEMENTERS

These are the individuals who focus on action. At their best they shape strategic plans and deliver tangible outcomes.

THE IMPLEMENTER
BUILDS THE FUTURE

POLISHERS

These individuals create a future to be proud of. At their best, they focus on making things better, continual improvement and the pursuit of excellence.

THE POLISHER
CREATES A FUTURE TO BE PROUD OF

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THE GC INDEX®

Everyone can make a positive impact

The GC Index® provides an inclusive framework that shows how everyone's contribution and impact is valued.

This results in game-changing teams, cultures and powerful productivity enhancements.

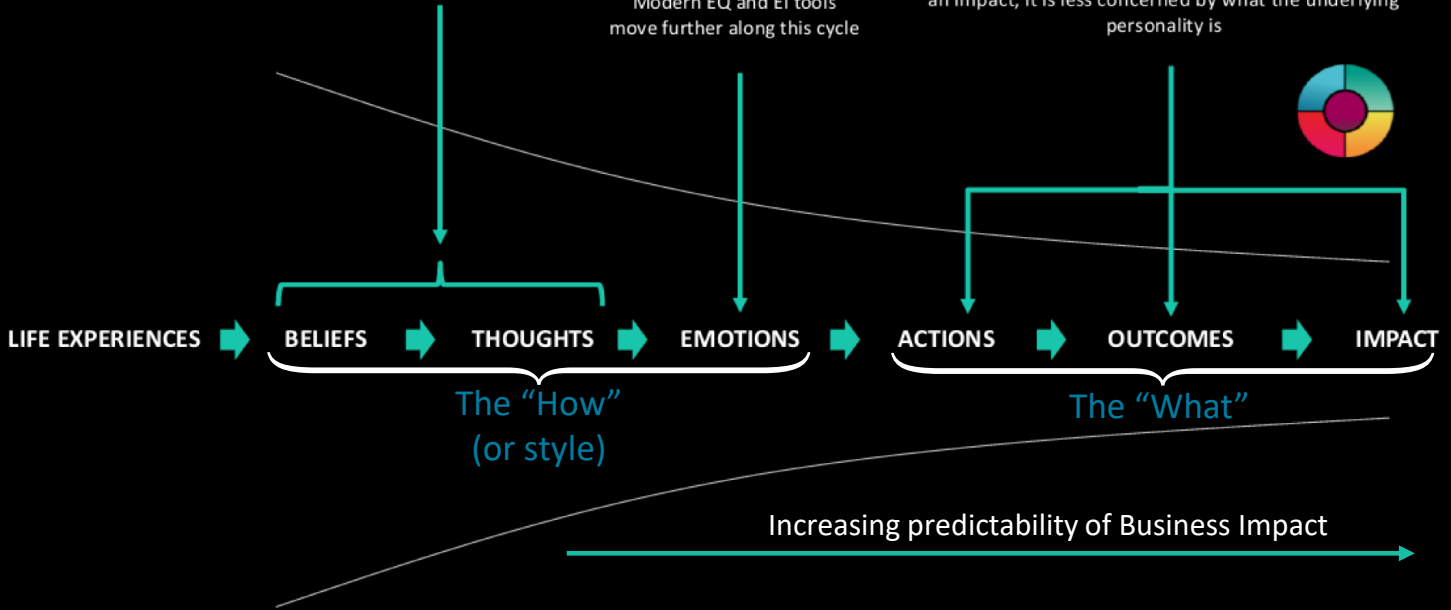# Benefits experienced by organisations leveraging the power of The GC Index®

THE RIGHT BUSINESS IMPACT
SUPPORT DIVERSITY
INTERNAL AND EXTERNAL

LEADERSHIP COACHING
DEVELOP TALENT
SALES INSIGHTS

GOOD TO GREAT RECRUITMENT DECISIONS

MAKING THE MOST OF OUR PEOPLE ASSET

ORGANISING THE BUSINESS TO BEST EFFECT

MAKING THE RIGHT BUSINESS DECISIONS

POWERED BY

THE GC INDEX®

BUSINESS PROCESSES
MERGERS AND ACQUISITIONS
ORGANISATIONAL DESIGN

BUSINESS STRATEGY
CULTURAL CHANGE
DIGITAL TRANSFORMATION

Positioning The GC Index®

Personality Profiling Tools such as Insights, MBTI etc work at a much earlier stage in the cycle

Modern EQ and EI tools move further along this cycle

The GC Index® focusses on how people are energised to act, how they prefer to do things in order to make an impact, it is less concerned by what the underlying personality is

LIFE EXPERIENCES ➤ BELIEFS ➤ THOUGHTS ➤ EMOTIONS ➤ ACTIONS ➤ OUTCOMES ➤ IMPACT

The "How" (or style)

The "What"

Increasing predictability of Business Impact

PURPOSE OF THE INSTRUMENT	THE GC INDEX®	PERSONALITY INSTRUMENTS
TO INFORM BUSINESS DECISIONS	✓	
TO DESCRIBE INDIVIDUAL DIFFERENCES WHEN IT COMES TO MAKING A CONTRIBUTION TO A ROLE/TEAM	✓	
DESCRIBES WHAT PEOPLE DO TO MAKE THAT CONTRIBUTION	✓	
DESCRIBES WHAT PEOPLE ARE LIKE		✓
PERSONALITY TRAITS THAT UNDERPIN BEHAVIOURS		✓
DESCRIBES HOW PEOPLE WILL APPROACH THEIR RELATIONSHIPS		✓
DESCRIBES HOW PEOPLE WILL APPROACH THEIR WORK	✓	
MULTI-DIMENSIONAL APPROACH TO LEADERSHIP	✓	
GAME CHANGING CREATIVITY	✓	

DEVELOPMENT OF THE INSTRUMENT	THE GC INDEX®	PERSONALITY INSTRUMENTS
BASED UPON A HUMAN DRIVE TO BE POTENT	✓	
BASED UPON PERSONALITY TRAITS		✓
BASED UPON BEHAVIOURS AND VALUES	✓	✓
ASSUMES THAT PEOPLE ARE ADAPTABLE AND CAN CHANGE OVER TIME	✓	
FOCUSED UPON EMOTIONAL INTELLIGENCE		✓
FOCUSED UPON ORGANISATIONAL INTELLIGENCE	✓	

Three levels of intelligence

## INDIVIDUAL VIEW (helps shortcut a lifetime of coaching/mentoring)
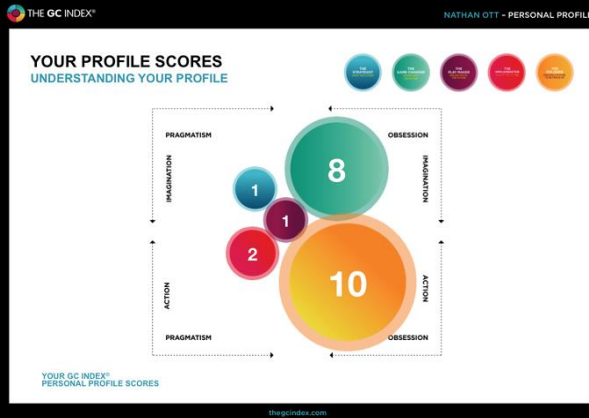
A 59-question online questionnaire – 10-15 minutes to complete. No right or wrong responses.

A 27-page report focusing on each individual is provided to describe their approach to work, how they can make their best impact and how they best complement the impact of others.

People are not put in boxes. There are 100,000 different combinations within The GC Index® which allows for diversity of human impact.

TEAM VIEW (e.g. Leadership Team, Agile Teams)
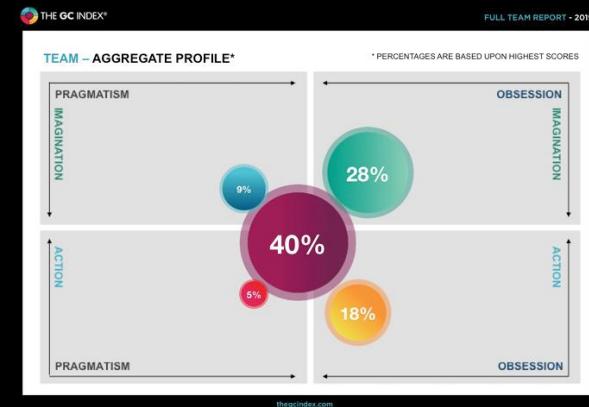
The GC Index® Team Report is outcome-focused and delivers a basis for **INTRA** team collaboration.
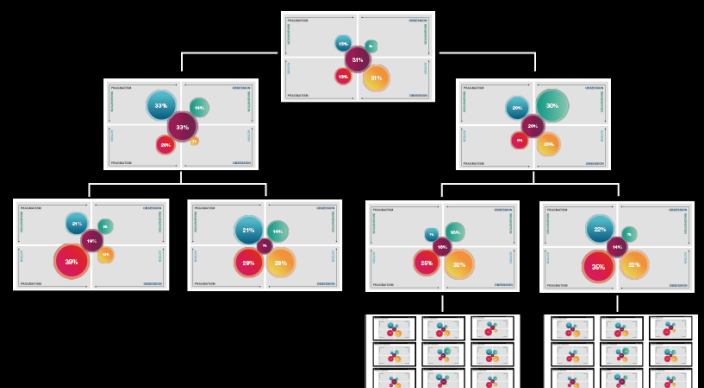
It provides a structure, language and framework, to help all members of the team contribute to team objectives.
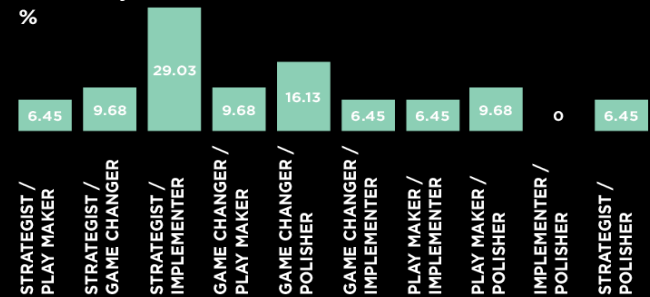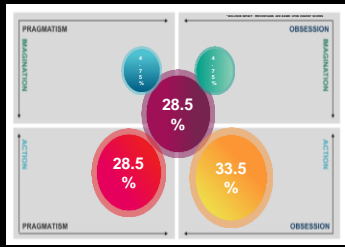

ORGANISATION VIEW

An Organimetric Impact Framework (OIF) gives a platform for ALL organisational decision making and provides a basis for **INTER** team collaboration.

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TEAM View – in more depth

Each view is an aggregate % across the team – all examples are that of one team

Inclusive Impact
- Purpose – Focuses on the collective energy that can be harnessed to deliver the best outcomes as a team.
- Rationale – Everyone is actively **included** for their top preference & contribution.
- Criteria – Highest proclivity per person (or top 2 if equal)

Dominant Impact
- Purpose – Focuses on the **dominant** energy and how this can work for & against the team.
- Rationale – Individuals could be represented 5 times, or not at all.
- Criteria – Energy Levels >= 7
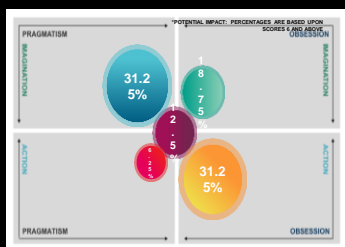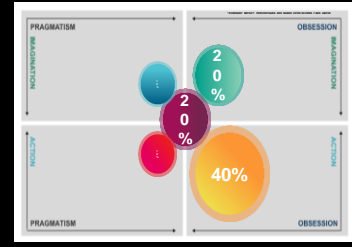
Potential Impacts
- Purpose – Focuses on the energy that could unlock **potential** across the team.
- Rationale – Identify others that could be nurtured and coached to develop, actively contribute more, and dial down the Dominants.
- Criteria – Energy Levels >= 6

Leadership Combinations
- Purpose – Focuses on the mix of **Leadership** Impact **combinations** across the team.
- Rationale – Identify leadership delegates.
- Criteria – Top 2 proclivities per person (as 2 columns per person)

Typical Team Profiles

INNOVATIVE TEAM

TRANSFORMATIONAL TEAM

INVENTIVE TEAM

BUSINESS AS USUAL TEAM

PRAGMATIC TEAM

This team is successful because:
- It understands its markets and the patterns and trends within those markets; the basis for strategy (Strategist).
- It takes time to evaluate new and radical ideas (Game Changer/Strategist).
- It creates a culture of communication, inclusion and involvement (Play Maker).
- It delivers its services with a rigorous attention to detail (Polisher).
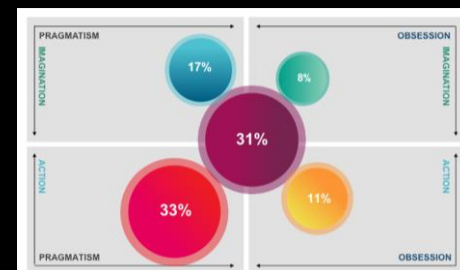
It needs to manage:
- The risk that an inclusive culture and a need for harmony, undermines the quality of debate and decision making (Play Maker).

Impacting clients and industry

- Helping individuals identify how they make their game-changing impact

- Giving leaders the tools to remove unconscious bias and create teams based on diversity of impact that will drive success

- Reducing the risk of failed hires for organisations

- Giving organisations the tools to drive measurable business outcomes

RECRUITMENT AND EMPLOYMENT CONFEDERATION

Recruitment is one of 18 The GC Index® Business Process Specialisations and we have a strategic partnership with the Recruitment and Employment Confederation (REC) who, as well as support their 3,500 Recruitment company members and 11,500 Recruitment professionals, run the Good Recruitment Campaign (GRC) which has over 500 corporates committed to delivering best practice recruitment. The GC Index® is seen as helping to provide leading edge 21st Century people assessment.

Companies like Sainsbury's, Santander, Deloitte, Royal Mail, Lloyds, Network Rail, McDonald's, Mercedes-Benz, EY, Coca-Cola, RBS, Oxford University are all signed up to the GRC. Is your company signed up?

GARTNER COOL VENDOR
THE GC INDEX®

London, U.K. (https://www.thegcindex.com/)
Analysis by Jouni Forsman (Gartner) and Ian Keene (Gartner)

Why Cool: As discussed in "Market Trends: Successful CSP Digital Business Transformation Is Guided by Clear and Measurable Business Value," culture and people issues are at the core of all CSP digital business transformation projects — yet are notoriously difficult to measure. The GC Index® offers an innovative framework for measuring and improving organizational culture. It focuses on finding out how individuals prefer to contribute — and therefore have their biggest impact — while feeling satisfied in their roles. A delicious example of fresh thinking is how The GC Index considers its own organization. For example, there is no CEO but a "Chief Polisher."

GC PEOPLE COMPANY

Some companies believe that their people are at the core of their success.
They believe that there is a direct correlation between an engaged, empowered workforce and better business performance.

Companies like these are using The GC Index® as a common language of impact and collaboration, resulting in:

- People who enjoy their roles and become more productive
- More effective teams who leverage the impact of each person
- Organisational harmony through enhanced collaboration
- Employees feeling valued for their own personal impact
- Increased diversity by decreasing "unconscious bias"
- Greater awareness of how each person has an impact

If you would like to promote these aspects of your business to attract and retain the best talent, then please contact us to see how you can brand your company "A GC People Company".

3000+ clients impacted so far across 50+ countries

Let's work **together** to change the game.

Assuritivity

A GC PARTNER

To understand how The GC Index® can unleash the impact of the people in your organisation, please get in touch with us.

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🔬 W: https://www.assuritivity.com/game-changing-culture

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Appendices

Appendix – Scrum Impacts

Scrum Role	The Strategist — Provides Purpose and Clarity	The Game Changer — Imagines Change and New Possibilities	The Play Maker — Orchestrates Collaboration	The Implementer — Drives to action and focuses on how to implement	The Polisher — Focuses on quality and continuous improvement
Scrum Master	I will help make sense of things and provide clarity for the team to better understand the importance of agile-scrum values, principles and practices	I will challenge the status quo and encourage others to be open to change and bring new ideas on how we can get there	I will help get the team performing and want to focus on team building activities in order to create a group of great collaborators	I help the team get to action when they cannot make a decision. I ensure we are "flowing"	I ensure we focus on the most important scrum ceremony retrospectives since continuous improvement is essential to improve how we work and the products we make
Product Owner	I will provide a clear vision of the product, the roadmap and clear direction to where we are going	I will bring creative ideas on how to solve customer problems and look for ways to create innovative markets and how to disrupt the market	I listen to feedback from the team as their voice is important in helping build great products. I am also great at building good relationships with my stakeholders	I am actively involved with the team ensuring we are able to meet our sprint goals. My backlog is ready for refinement sessions	I believe in making quality products and that means ensuring we get feedback from our customers that we are solving their problems

Scrum Event	The Strategist	The Game Changer	The Play Maker	The Implementer	The Polisher
Backlog Refinement	What's the customer problem we're solving?	Let's try refining a different way - what we're doing isn't working	What do you think about this estimate?	I don't understand what you are asking so I can build this	I would like to see the backlog organized and stories being in the same form
Sprint Planning	How do we get these stories done this sprint?	There's another way to get this done - let's experiment this sprint	Team, how comfortable are we committing to all of these stories?	What are the tasks to get this story done?	Let's make sure we focus on validating our work
Daily Scrum	What do we need to adjust based on what we heard today?	Our daily stand-ups are boring, can we try something different?	Shall we talk about this together and come up with a solution?	Our stand-up is too long, I want to get back to my work	Are we following the process for the daily scrum?
Sprint Review	How are we planning to demonstrate our stories for the sprint?	This is a great opportunity to share our failures and how we learned from it	Who hasn't had the opportunity to show all the great work we have done this sprint?	It's not clear how I should demo this story	We need to make sure our customers attend the demo for feedback
Sprint Retrospective	I see we are always dependent on other teams, let's start planning for that	What's the harm trying something and, if it doesn't work in the next two weeks, we just won't continue doing it?	Let's try an icebreaker and some team building activities to get to know each other better	We take too long coming to a decision and we waste time in meetings	There is always room for improvement