

## What are Core Values?

The Core Values Index assessment (CVI) paints a picture of the unchanging inner person rather than just the personality. Conventional assessments and skills tests capture a person's current behavioral patterns, which can vary with job, age and situation. Instead, many managers are now turning to the deeper core values to predict future successful performance.

The core values of an individual create personal value systems, which cause decisions and judgments, which cause actions and behaviors, which cause results. By understanding an individual's core values, we can predict their actions. The Core Values Index a person is born with is warped by one's adaptation to one's environment. We are all alike in our desire to reclaim our true core value person and fulfill our purpose in society.

There are four core value quadrants — Builder, Banker, Innovator and Merchant. There are six strategy types that are developed from the four-core value quadrants that further our insights into a person's core values — intuitive and cognitive, creative and practical and community and independence.

### Identifying Someone's Core Values

To identify a person's core values, participants take a simple and fast online assessment. It delivers instant, reliable results managers can use for employment prescreening. The process requires the individual to choose two of four words (tactical values) in thirty-six boxes. Each of the words in the boxes is aligned directly with one of the four identified core values. The result is an accurate picture of the person's innermost self, a unique recipe of spiritual core motivational drivers.

### Use of the Data

The CVI has been evaluated and determined to be both reliable and unbiased. Reliability has been established using the test-retest technique. The PVI was administered to 1,170 participants at two different periods at random intervals. The correlation between the two sets of results was 96%. Social factors have been proven, via regression analysis, to have no effect on the results of the Core Values Index . Specifically, the test is not impacted by factors such as age, gender, marital status, race, religion, or political affiliation.

The validation process took more than nine years and over 12,000 CVI assessments to complete. Data was collected and performance metrics benchmarked in more 300 companies in industries ranging from finance and medicine to high-tech and professional services. This business optimization process has dramatically increased sales, reduced costs, increased retention, and created highly productive teams. In some cases, it accounted for productivity increases as large as 300%. Tidemark is now making this technology available to companies at large.

[Contact](#) a Tidemark representative to learn if your company can benefit from the Hire Clearly and Retain Strategically process. Tidemark offers qualified companies a 30 minute consultation concerning the application and use of the Tidemark tools. There is no cost or obligation for the consultation.

To schedule your consultation, please call 1-888-880-TIDE (8433) or email [info@tidemarkprofiles.com](mailto:info@tidemarkprofiles.com)