



Understand Your

# CIC Score™

*Measure. Align. Grow.™*

A 3D bar chart with four blue bars of increasing height from left to right. A large, golden arrow curves upwards from the bottom left, passing behind the bars and pointing towards the top right. The background shows a city skyline at night with bokeh light effects.

DR RAWSON



Understand Your

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**CIC Score™**

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CIC™, CIC Equation™, CIC Score™, CIC Journal™, and CIC Book™ are identifying marks used to describe original works, concepts, and systems developed by DR Rawson. The CIC Equation™ refers to the formulation Character + Integrity = Credibility, which serves as the foundational principle of the CIC system. These materials are presented for personal reflection and educational purposes only. The CIC Score™ is a self-assessment tool and is not diagnostic, predictive, or evaluative.

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This book is intended as a personal reflection and alignment guide. It is not a diagnostic instrument, psychological evaluation, or professional certification. The CIC Score™ is designed for private self-reflection, awareness, and intentional development.

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# Understand Your **CIC Score**<sup>TM</sup>

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*Measure. Align. Grow.*<sup>TM</sup>

**A Reflection Guide  
for Real-World Credibility**

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# Table of Contents

Before You Begin .....	5
Understanding CIC .....	6
Domain I .....	7
Domain II.....	11
Domain III .....	14
Domain IV .....	17
Understanding Your CIC Snapshot.....	20
Strength & Growth Zones .....	22
From Snapshot to Direction.....	24
Your CIC Journal .....	26
Why This Book Will Help You .....	28
A Quiet Reminder .....	30



# Before You Begin

**T**HIS BOOK IS not meant to be read quickly. It is meant to be experienced.

The CIC Score™ process invites you into a private moment of reflection—an opportunity to look honestly at how your character and integrity are showing up in this season of your life, and how those inner qualities are shaping the credibility others experience over time.

This is not a test, a diagnosis, or an evaluation. There are no right or wrong answers. It is a personal snapshot designed to support awareness, clarity, and intentional growth.

Move through the domains in order. Each one builds on the last.

This is your space. Take your time.



# Understanding CIC

**C**HARACTER, INTEGRITY, AND Credibility are not traits we carry. They are experiences we create.

Character reflects what lives beneath our decisions—our values, beliefs, and internal compass. Integrity is what happens when those inner truths are expressed through choice and behavior. Credibility is what forms over time when character and integrity are lived consistently enough for others to trust what they experience.

This book is built on the CIC Equation™:

**Character + Integrity = Credibility**

The CIC Score™ is not a judgment or label. It is a snapshot designed to support awareness, clarity, and intentional growth. As you move through the domains, you are not measuring worth. You are observing alignment.

This is how awareness begins.



# Domain I

## Character Foundation

*Who I am when no one is directing me.*

This domain is not about intention.  
It is about awareness.

**C**HARACTER IS THE internal foundation from which every decision is made. It reflects what you value, how you see yourself, and how honestly you relate to your own thoughts, motives, and behavior.

This domain explores your inner alignment. It invites you to look beneath outcomes and appearances and consider the beliefs, awareness, and ownership that shape how you show up in daily life.

As you move through these questions, focus on patterns rather than isolated moments. After each question, mark a number, word, or note that feels honest to you right now. There is no required format—only reflection.

Many people return to this book over time, using different pen or pencil colors to quietly record growth, insight, or change.

Personal reference (optional): 5 – Consistently true | 4 – Often true | 3 – Sometimes true | 2 – Rarely true | 1 – Not true right now

### ***Clarity & Awareness***

1. How clear am I about the values that guide my decisions?
2. How honest am I with myself about both my strengths and my growth areas?
3. How regularly do I reflect on who I am becoming, not just what I am accomplishing?

### ***Ownership & Responsibility***

1. How consistently do I take responsibility for my reactions, choices, and outcomes?
2. When something feels misaligned, how willing am I to examine my own behavior?
3. How open am I to understanding before becoming defensive when challenged?

### ***Intentional Action***

1. How often do I act from intention rather than impulse?

2. How reliably do I follow through on personal commitments I make to myself?

When you're ready, continue to the next domain. Integrity builds on character by examining how inner alignment becomes a lived choice.



# Domain II

## Integrity in Action

*How I choose, especially when it costs.*

Integrity reveals itself when choices carry pressure or consequence.

**I**NTEGRITY IS THE lived expression of character. It is where inner beliefs become visible through decisions, commitments, and behavior.

This domain explores how consistently your choices reflect what you say matters most to you—particularly when decisions involve pressure, inconvenience, or personal cost.

As you move through these questions, reflect on patterns rather than isolated moments. After each question, mark a number, word, or note that feels honest to you right now. There is no required format—only reflection.

Many people return to this book over time, using different pen or pencil colors to quietly record growth, insight, or change.

Personal reference (optional): 5 – Consistently true | 4 – Often true | 3 – Sometimes true | 2 – Rarely true | 1 – Not true right now

### ***Alignment Under Pressure***

1. When faced with pressure or convenience, how consistently do my choices align with my stated values?
2. How reliably do what I say and what I do align, even when no one is checking?”
3. When a decision carries personal cost, how willing am I to choose what aligns rather than what is easiest?

### ***Impact & Responsibility***

1. How carefully do I consider the impact of my decisions on others?
2. When I make a mistake, how quickly do I acknowledge it and take ownership?
3. How consistently do my actions match the standards I expect from others?

When you're ready, continue to the next domain. Consistency of alignment reveals how character and integrity form patterns over time.



# Domain III

## Consistency of Alignment

*The consistency that turns character and integrity into credibility.*

Consistency reveals whether alignment is becoming a way of being.

**C**HARACTER AND INTEGRITY shape decisions. Consistency shapes reputation. Over time, repeated choices become patterns, and patterns become what others come to expect.

This domain reflects how steadily your character and integrity are lived across different seasons, pressures, and emotional states. It reveals whether alignment is becoming a recognizable way of being rather than a series of moments.

As you move through these questions, reflect on patterns rather than isolated moments. After each question, mark a number, word, or note that feels honest to you right now. There is no required format—only reflection.

Many people return to this book over time, using different pen or pencil colors to quietly record growth, insight, or change.

Personal reference (optional): 5 – Consistently true | 4 – Often true | 3 – Sometimes true | 2 – Rarely true | 1 – Not true right now

### ***Sustained Practice***

1. How consistently do my daily habits reflect what I say matters most to me?
2. When motivation drops, how reliably do I continue to act in alignment with my values?
3. How steady is my follow-through across time, not just in moments of enthusiasm?

### ***Course Correction***

1. How quickly do I recalibrate when I notice myself drifting?
2. When I fall short, how constructively do I correct course rather than excuse it?
3. How intentionally do I structure my life to support long-term alignment?

When you're ready, continue to the final domain. Credibility reflects how alignment is experienced by others over time.



# Domain IV

## Credibility & Trust Impact

*How others experience my reliability  
over time.*

Credibility is assigned through experience,  
not intention.

**C**REDIBILITY IS NOT something you possess. It is something assigned over time, based on the consistency others experience between your character and your integrity.

This domain reflects the outward result of character and integrity lived consistently. It looks at how your patterns of behavior tend to be experienced over time by the people and environments around you.

As you move through these questions, reflect on patterns rather than isolated moments. After each question, mark a number, word, or note that feels honest to you right now. There is no required format—only reflection.

Many people return to this book over time, using different pen or pencil colors to quietly record growth, insight, or change.

Personal reference (optional): 5 – Consistently true | 4 – Often true | 3 – Sometimes true | 2 – Rarely true | 1 – Not true right now

### ***Trust & Reliability***

1. How consistently do others experience me as reliable?
2. When I make commitments, how confidently do others depend on my follow-through?
3. How often do my actions strengthen trust in my relationships?

### ***Reputation Alignment***

1. How aligned is my reputation with how I see myself?
2. When challenges arise, how steady am I perceived to be?
3. Over time, how clearly do people experience consistency between what I say and what I say and what I do.

You've now completed the four CIC domains. The pages that follow will help you reflect on the pattern your responses reveal and decide how you want to move forward.



# Understanding Your CIC Snapshot

**Y**OUR CIC SCORE is a snapshot. It reflects a moment in time—not a definition of who you are.

Awareness creates choice. Choice practiced consistently creates alignment.

A snapshot doesn't judge. It reveals. It offers clarity about what is present, what is strengthening, and what may be asking for attention. As you grow, choose, and realign, your snapshot can change. That is not a flaw of the process—it is its purpose.

Each time you return to this book and revisit the questions, you are creating a new CIC Snapshot. Over time, these snapshots can quietly document growth, shifts in awareness, renewed alignment, and deepening credibility.

Your CIC Snapshot is personal. Much like an

IQ score, its value is not in sharing it, but in understanding it. When you know where you stand, you are better equipped to choose how you want to move forward. Either approach is valid—the value lies in awareness, not arithmetic.



# Strength & Growth Zones

**T**YPICALLY, THIS SNAPSHOT highlights two valuable areas of awareness: where alignment is already supporting you, and where focused attention could create meaningful growth.

Neither is more important than the other.

Strength zones reveal what is already working. They point to qualities, habits, and decisions that are reinforcing confidence, stability, and trust.

Growth zones are not weaknesses. They are places of opportunity—where greater awareness, intention, or consistency could bring your actions into closer alignment with what matters most to you.

My strength zones:

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My growth zones:

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One area I choose to strengthen next:

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# From Snapshot to Direction

**A** SNAPSHOT SHOWS WHERE you are. Alignment shows where you can go.

Your CIC Snapshot is not an ending point. It is a reference point. It offers clarity you can use as you make decisions, shape habits, and choose how you want to show up in the seasons ahead.

Small, intentional shifts practiced consistently have a greater impact than dramatic changes attempted once.

Use this page to translate awareness into direction.

One quality I want to live more fully:

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One decision pattern I want to strengthen:

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One relationship I want to bring greater alignment into:

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One habit that would support who I am becoming:

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You don't need to change everything. You only need to strengthen what matters most.



# Your CIC Journal

**T**HESE PAGES ARE yours. Use them to capture insights, reflections, questions, or decisions as you revisit your CIC Snapshot over time.

Some people write freely. Others record moments of clarity, seasons of growth, or situations that challenged their alignment.

There is no right way to use these pages—only an honest one.

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# Why This Book Will Help You

**T**HIS BOOK IS designed to give you something rare: a private moment of clarity. The CIC Score™ process invites you to step back and look honestly at how your character and integrity are showing up in this season of your life—not as a judgment, not as a label, but as a snapshot you can use to better understand your choices, patterns, and direction.

Within these pages, you'll find thoughtful questions, space for reflection, and room to return again and again. Used honestly, this book can support stronger self-trust, clearer decision-making, and greater alignment between what you believe and how you live.

It is meant to be personal. Quiet. Ongoing.

If this process resonates with you and you would like to continue exploring Character, Integrity, and

Credibility, you are invited to follow the ongoing  
CIC writings and reflections at: [cicbook.com](http://cicbook.com)

And when available, the CIC Book will take this  
framework deeper by expanding the ideas,  
applications, and real-world implications of living  
in alignment.

This book is a beginning.

***What you build with it is yours.***



# A Quiet Reminder

**T**HIS CIC SCORE™ is not something you complete once.

Character deepens through awareness.

Integrity strengthens through choice.

Credibility forms through consistency.

Alignment is not perfection. It is an intention, practiced repeatedly.

Measuring credibility begins here.

## Understand Your CIC Score™

Understand Your CIC Score™ offers a private moment to reflect on the alignment of your character and integrity. By exploring these inner dimensions, you can assess how consistently you're showing up, adjust where needed, and grow toward a more aligned and credible version of yourself.

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**DR Rawson**

Author, Founder of the CIC Initiative

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SELF-IMPROVEMENT | PERSONAL  
& PROFESSIONAL DEVELOPMENT