



# EMPOWERING ORGANISATIONS TO DRIVE PRODUCTIVITY

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

# Not everyone is a Game-Changer but everyone can make a Game-Changing contribution...

Potential

Impact

It scales

The 'What' vs The 'How'

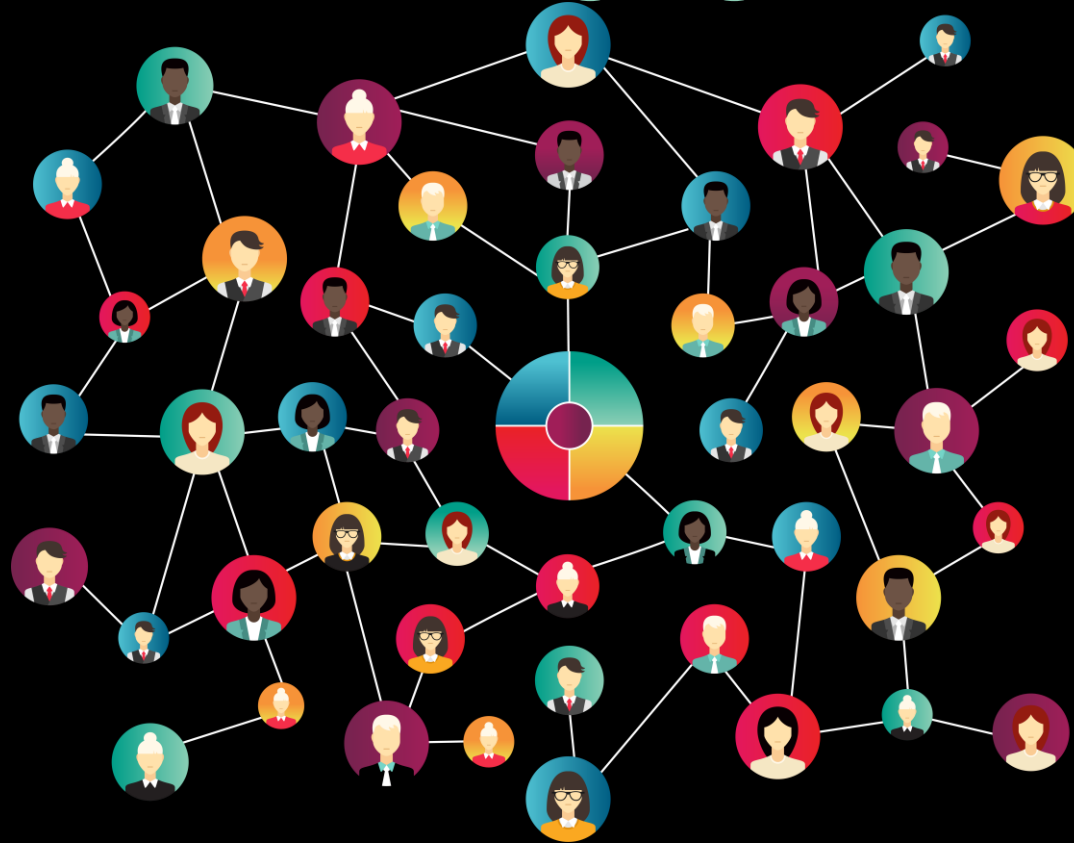
The natural Change Cycle

A Diagnostic, not a Diagnosis

Energy Levels

100,000 possible combinations

One Data Point – multiple applications



The GC Index brings revelation or validation ... often both

It gives team members a common language for discussions

It opens communication for team bonding & setting expectations

It enables a team to be more productive quicker

Higher chance of desired business outcomes

## ...using The GC Index as the golden thread

# The Quick Version...

## Do you share any of these concerns?

“AI is rewriting every job.

The question isn't *if* AI hits you, but *how* you harness it.”

- 🧐 Imposter Syndrome - [Up to 82%](#) suffer from it, and [70% of high-achievers](#)
- 📉 "The Great Resignation" - [73% of employees](#) considering leaving, costing [1.5-2x their salary](#).
- 🔍 Employment market shrinking availability - vacancies at record high ([37.5% increase '19-'22](#))
- 📊 Historically low Employee Engagement/Quiet-Quitting - [11% from Gallup](#) (+ [blog](#)), costing [34% of salary](#)
- 🕒 Recruitment timescales/costs - For UK [£27,600 salary](#), [1<sup>st</sup>-year employment costs ~£63k](#) (20%-30% for recruitment)
- ❌ Not delivering on strategic objectives - “[Only 64% of projects meet...goals](#)”; only 39% OTOB; [worse for CIOs](#)
- ⌚ Time to get new teams to 'gel' & be effective - “a group of competent professionals...under perfect conditions [...will take a 4-6 months](#) [to start] to function as a team”

Common mitigating solution (for individuals, teams and orgs)

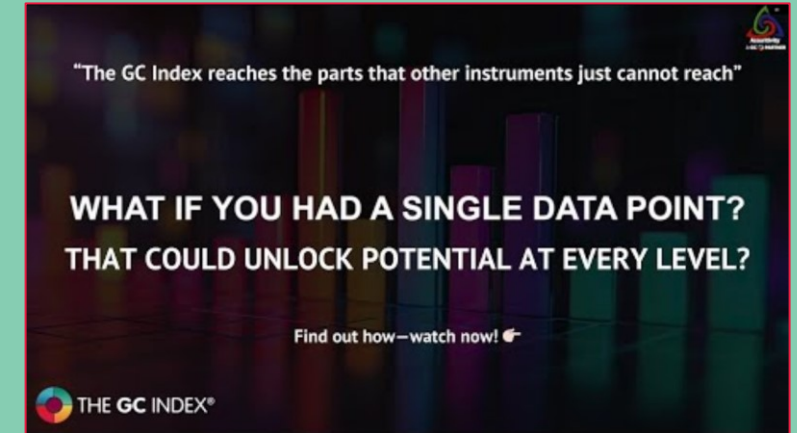
**Understand** yourself/your team (proactive)

instead of

**Managing** yourself/your team (largely reactive)

## Then watch our Playlist...

[Unlock Impact at Every Level with our services, powered by our Star Trek Vision 'golden thread' of The GC Index + AI](#)



Playlist contents:

- The GC Index: A Game Changing Impact (0:46)
- Why Choose The GC Index Over Other Assessments? (1:13)
- Unlock Your Impact Energy | 5-Min GC Index + AI Playbook (5:05)
- The GC Index: Measure Energy for Impact & Transform (05:48)
- Communicating with Impact using The GC Index (6:26)
- Team Impact using The GC Index (1:50)
- Impactful Collaboration using The GC Index (4:17)
- Unlocking Team Potential using The GC Index (5:09)
- Team Resilience using The GC Index (4:38)
- Psychological Safety & Trust using The GC Index (3:53)

# The longer version...

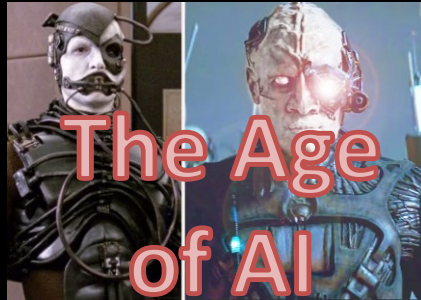
The GC Index<sup>®</sup> enables organisations to create a language and framework that aligns the impact and contribution of all their people to business processes and outcomes. I.e. in any or all of the following Business Areas:

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
TALENT MANAGEMENT & DEVELOPMENT	CHANGE & TRANSFORMATION
LEADERSHIP COACHING & DEVELOPMENT	CHANGE MANAGEMENT
RECRUITMENT & ONBOARDING	DIGITAL TRANSFORMATION
PERFORMANCE MGMT & SUCCESSION PLANNING	INNOVATION PROGRAMMES
TEAM IMPACT DEVELOPMENT	PROJECT & PROGRAMME MANAGEMENT
YOUNG PEOPLE DEVELOPMENT	TECHNOLOGY & SOFTWARE SOLUTIONS



# The Assuritivity “Star Trek Vision” 🖐️

## The Borg



CHATGPT

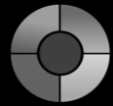


GCCONSULT

## The Star Trek Federation



- **Technology:** Control, dictates actions, survival depends on it.
- **Process:** Dictated by technology.
- **People:** Commodities, assimilated, no diversity, disposable.
- **Communication:** Limited & “futile”
- **Future Vision:** Uniformity, end of humanity



**People:** Prioritised, embraces diversity and individuality



CHATGPT



GCCONSULT

**Technology:** AI augments & empowers human potential, ethically

- **Process:** Routinely automated, innovation & creativity driven by people
- **Communication:** Enhanced, open, collaborative, focus on relationships
- **Future Vision:** Celebration of differences

# 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



How can we measure the level of **impact** that an individual will have in the role?

“CAN THIS PERSON DRIVE CHANGE?”

“CAN THIS PERSON PLAN FOR SUCCESS?”

“CAN THIS PERSON DELIVER?”

“IS THIS PERSON INNOVATIVE?”

“CAN THIS PERSON BRING THE TEAM TOGETHER?”

“CAN THIS PERSON DRIVE IMPROVEMENT?”

By measuring our natural inclinations (our “Proclivities”) as to the way we naturally think and act.

# The GC Index<sup>®</sup> identifies how people best make their impact and contribution

The GC Index<sup>®</sup> 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.

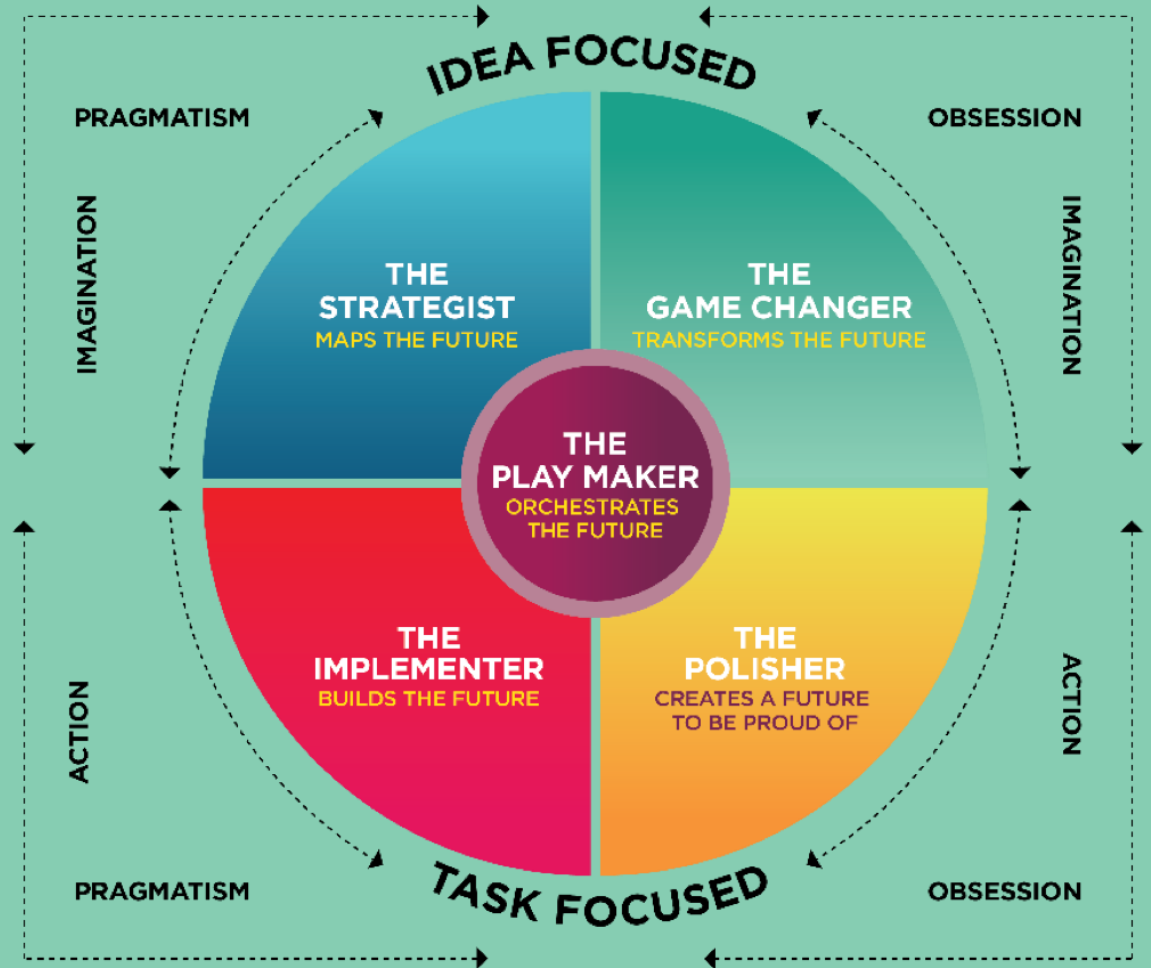
It is a language and framework that delivers a foundation of impactful collaboration throughout an entire organisation across all levels. Truly driving an inclusive workforce and culture.

## AN “IMPACT SYSTEM” OF LANGUAGE, TOOLS & DATA

**Everyone** can make a positive impact

The GC Index<sup>®</sup> 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.



# The GC Index® Proclivities At A Glance

## PATTERNS

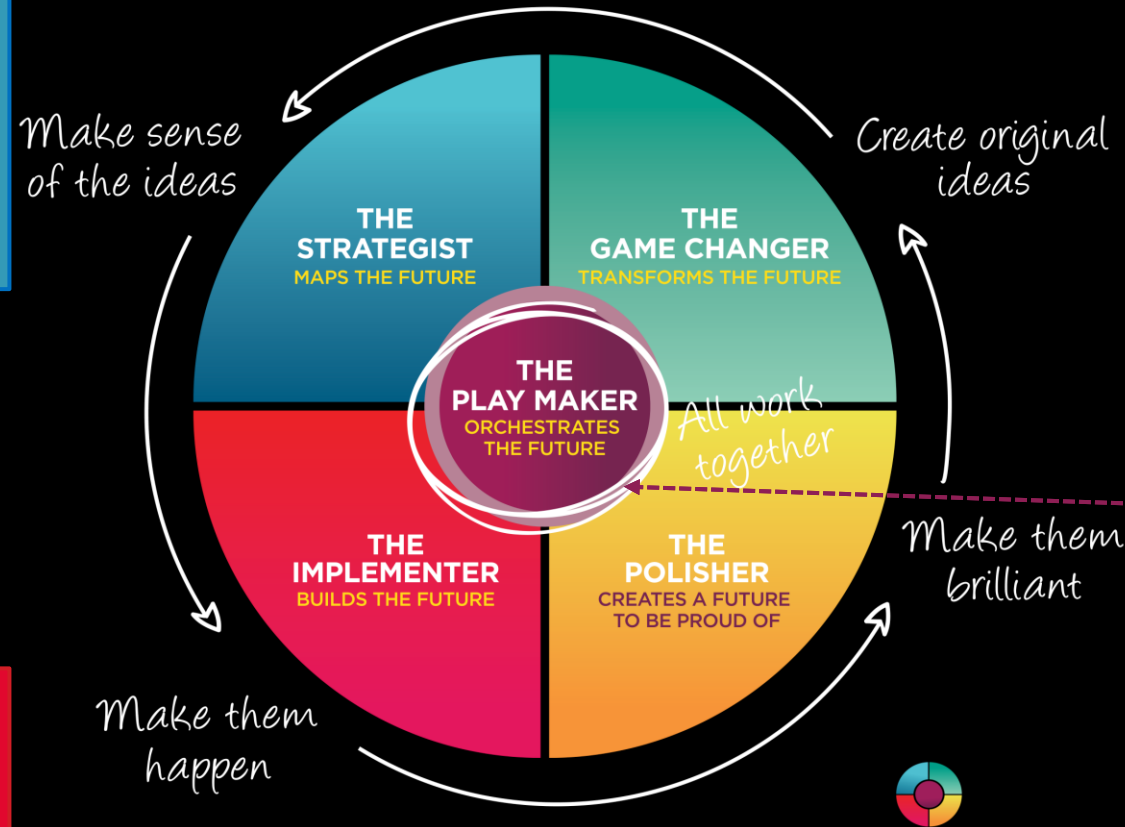
Make sense of everything before they can move forwards

- “Why are we doing this?”
- “What’s the purpose of this?”
- “How does this fit with our strategy?”

## PRODUCTIVITY

Just want to get on with things and achieve results

- “Don’t worry, just do it.”
- “Hurry up, we just need to get this done.”
- “What needs to be done, and by when?”



## POSSIBILITIES

Have original, creative ideas others may not understand

- “I can see a totally different way of doing this.”
- “Let’s do it in a new way.”
- “I see things very differently to others.”

## PEOPLE

Want to focus on getting the best from others

- “Does everyone know what they are doing?”
- “We’re all in this together.”
- “Teamwork makes the dream work.”

## PROGRESS & PERFECTION

Want things to be the best they can be

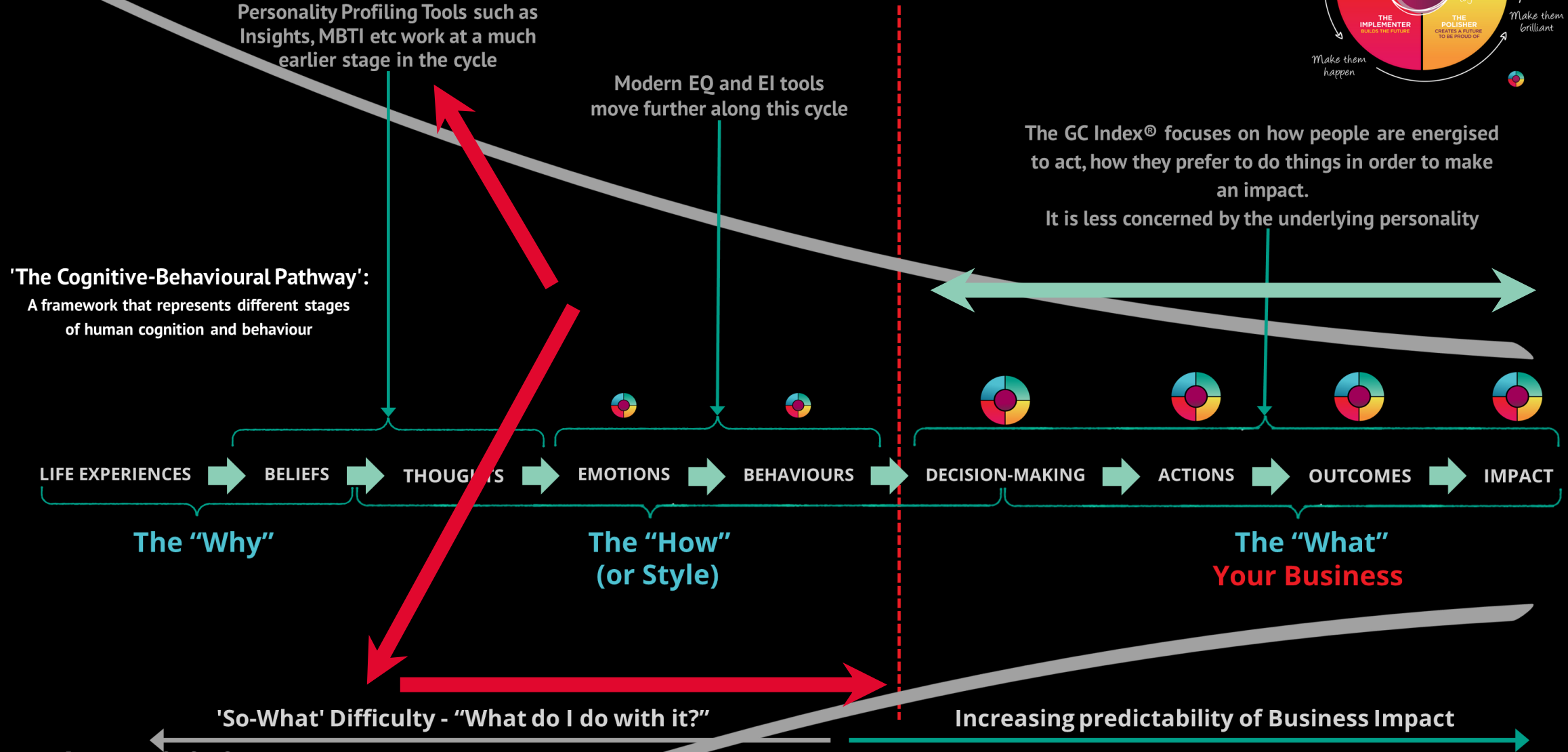
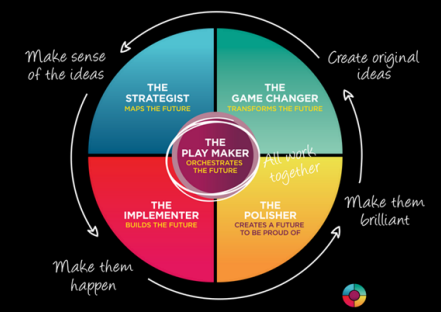
- “This isn’t good enough, let’s make it better.”
- “If a job’s worth doing, it’s worth doing properly.”
- “Things can always be better.”

100,000 possible GC Profiles – it is very individual!





# Positioning The GC Index®



# How does each Instrument square up to these Business challenges?

## Relevance to Business Context:

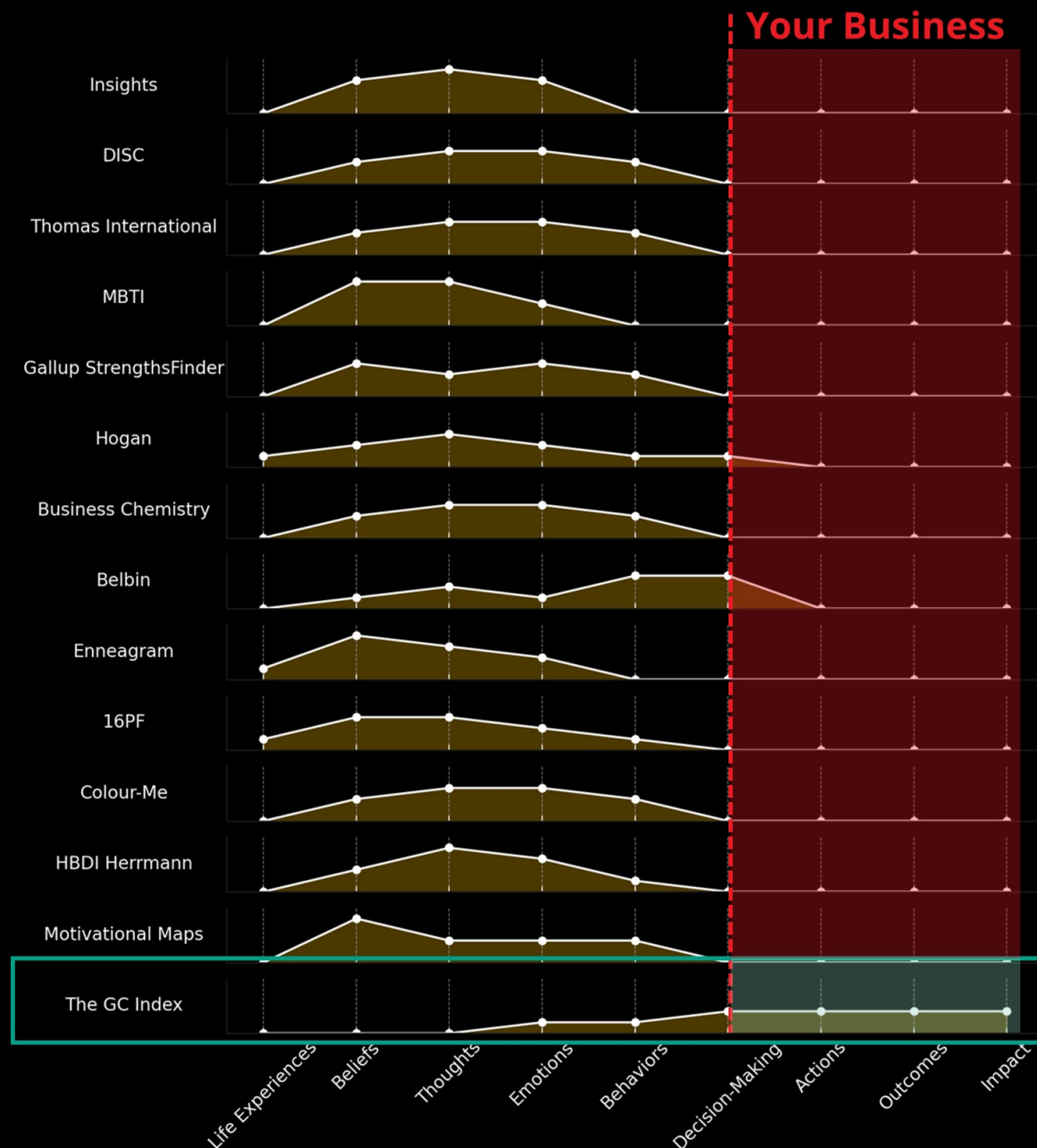
How easily can the assessment's results be translated into actionable strategies or decisions in a business setting?

## Clarity and Specificity:

Are the assessment categories clear and specific enough to guide concrete actions?

## Focus on Impact:

Does the assessment focus on aspects that directly affect business outcomes, such as productivity, teamwork, or leadership?



## Level of Abstraction:

Is the assessment too abstract or theoretical, making it difficult for clients to see immediate applications?

## Flexibility of Application:

Can the assessment results be adapted to various business contexts, roles, or objectives?

## Ease of Communication:

How easy is it to explain the assessment's results and their implications to stakeholders?

# How does each Instrument square up to these Adoption challenges?

## Ease of Understanding:

How quickly the assessment can be understood by everyday users.

## Business Relevance:

The degree to which the assessment's insights align with key business objectives.

## Usability:

The practicality of applying the assessment insights in a business setting.

## Reusability:

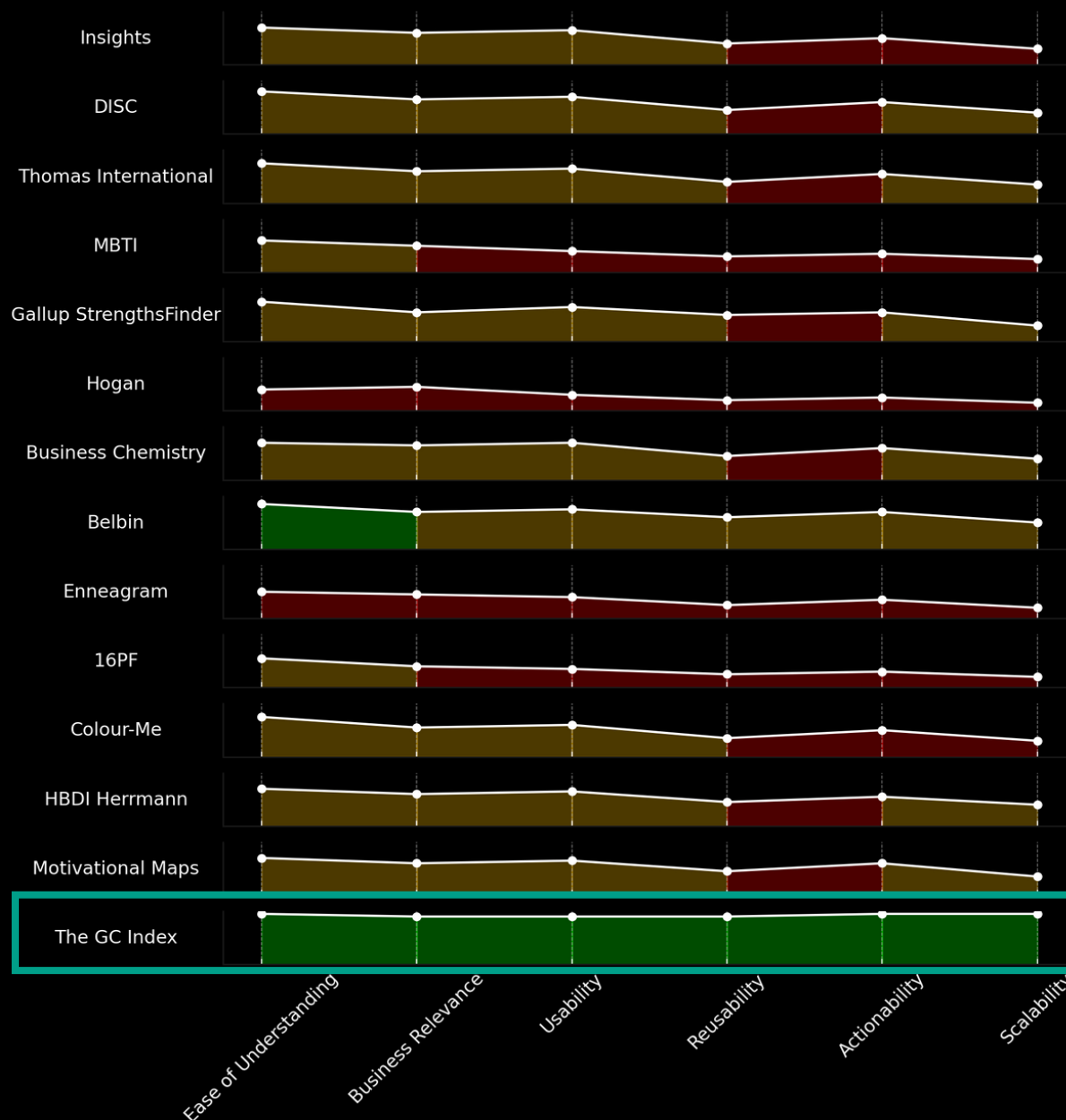
How frequently the insights can be reused in different business contexts.

## Actionability:

The extent to which the assessment provides clear, actionable steps.

## Scalability:

The ability of the assessment to be scaled from individual use to teams and organizations.

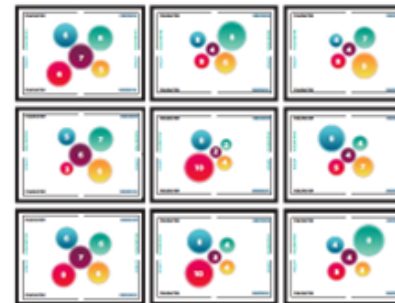


# The GC Index® Ecosystem

## INDIVIDUAL VIEW



## TEAM VIEW



## ORGANISATION VIEW



What activities do we need to engage in to deliver our objectives?



Which individuals and teams do we trust to deliver the activities efficiently and collaboratively.




INDIVIDUAL



TEAM



ORGANISATION



GC TRANSLATE

WELCOME BACK  
NATHAN OTT  
CHIEF POLISHER  
THE GC INDEX

BOOK GCO ACCREDITATION

PLACE AN ORDER

REQUEST CLIENT GIFT LINK


REGISTERED CLIENT DISCUSSION

REGISTER POTENTIAL GC PARTNER

GC CLUBS & GROUPS

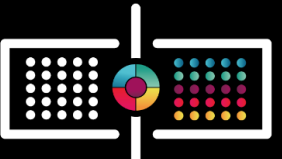
PARTNER SUPPORT DASHBOARD

NATHAN OTT



THE POLISHER  
CREATES A FUTURE  
TO BE PROUD OF

THE GAME CHANGER  
TRANSFORMS THE FUTURE



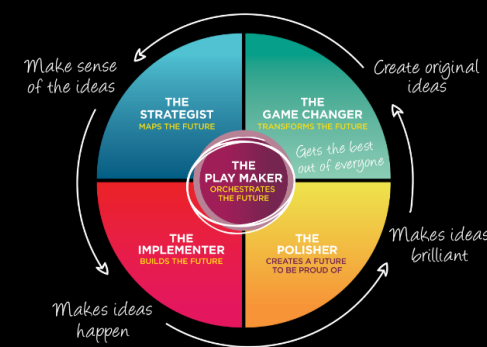
GC  
TRANSLATE

**WELCOME TO GC TRANSLATE**

Discover the 'Energy for Impact' within any content i.e. job profiles, LinkedIn bios, communication statements, project objectives, strategic plans and much more.

Enter the input text below and GC Translate will highlight the key words and phrases and the energy for Impact they infer.

Through GC Translate you will see if your written content is having the intended and desired Impact for your audience.



Make sense of the ideas

THE STRATEGIST  
MAPS THE FUTURE

THE GAME CHANGER  
TRANSFORMS THE FUTURE

THE PLAY MAKER  
ORCHESTRATES THE FUTURE

THE POLISHER  
CREATES A FUTURE  
TO BE PROUD OF

THE IMPLEMENTER  
BUILDS THE FUTURE

Create original ideas

Gets the best out of everyone

Makes ideas brilliant

Makes ideas happen

**INPUT CONTENT**

Try entering some text.

Clear

Content entered into GC Translate is completely anonymous. The GC Index may store content so that we can keep polishing our glossary to make GC Translate the best. It can be for our global community. No content ever leaves the GC Platform nor do any third parties ever have access to it.

**GC TRANSLATION**

With GC Translate you can:

Empower your content to be inclusive, involving and show a unified approach for a broader stakeholder engagement plan that values everyone.

Be inventive and explore the art of the possible to create original content that creatively differentiates you or your company.

Analyse and assess your content to convey its clear context to correlate with your strategic goals.

Polish, enhance or optimise your existing content with innovative ideas to make improvements so it is the best it can be.

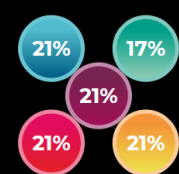
Build content in a practical way that is outcome focused, drives results and achieves tangible outcomes.

Keep checking your content to make sure your GC Content Profile matches your desired intentions.

Enter your content into the input content box and watch the magic happen!

Copy

**GC CONTENT PROFILE**



Category	Percentage
Strategist	21%
Game Changer	17%
Polisher	21%
Implementer	21%
Play Maker	21%

- LinkedIn Profiles
- Job Profiles
- Job Adverts
- Competency Frameworks
- Development Plans
- CVs
- Vision, Mission
- Purpose and Value Statements
- Meeting Agendas
- Website Content
- Project Plans
- Roles and Responsibilities
- Business Plans
- Any Communication Statements



# GC Process for Process Impact



















## PRIORITISE THE ENERGY FOR IMPACT IN YOUR PROJECTS AND PROCESSES

Using The GC Index Framework start at the highest level of any project and process to see what proclivity is the most important and at what stage. This gives a common understanding to everyone what is required and how they can the best contribute.



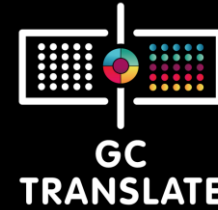
POWERED BY  THE GC INDEX®

# The GC Index® for AI-personalised insights

	ChatGCT	Future - GC Consult (£)	Future - Secure GC Consult (££)
THE POWER OF THE QUESTION	  		
USER CONTENT INGESTION POWER PROMPTS RULES	POWERED BY  THE GC INDEX®	POWERED BY  THE GC INDEX®	POWERED BY  THE GC INDEX®
UNIQUE DATA CONTENT	 THE GC INDEX®  THE YPI A GC INDEX® PRODUCT	 THE GC INDEX®  THE YPI A GC INDEX® PRODUCT	 THE GC INDEX®  THE YPI A GC INDEX® PRODUCT
AI ENGINE			 
			MULTIPLE ENGINES

# In summary: How The GC Index® works best

**WHAT** do you want to achieve?



**WHO** is going to achieve it?



THE GC INDEX®

**HOW** are they going to achieve it?



CHATGCT GCCONSULT

**WITH WHOM?**

A GC  PARTNER

They all speak the same GC language



# The GC Index® At Work

## INTERNATIONAL SCIENTIFIC CONFERENCE PAPERS



**“Discovering Game Changers to transform organisations through an Organimetric Index.”**  
Nigel Evans & Dr John Mervyn-Smith  
ICP 2021, Virtual



**“Providing an inclusive approach to organisational transformation through an Organimetric Index.”**  
Nigel Evans & Dr John Mervyn-Smith  
ECP 2023, Brighton

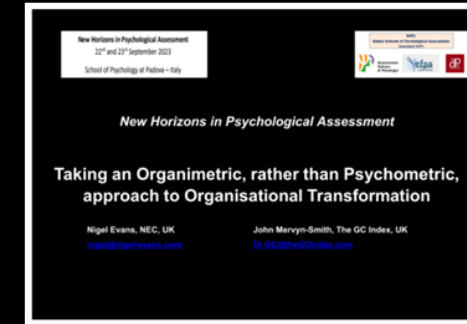


**“Discovering Game Changers through an Organimetric Index to transform different types of organisations.”**  
Dr John Mervyn-Smith & Nigel Evans  
ECP 2022, Ljubljana



*Economic and Business Psychology*  
**Business Transformation informed by an Organimetric Index**

Nigel Evans, NEC Advisory, UK | Dr John Mervyn-Smith, The GC Index, UK  
nigel@nigel-evans.com | DrGC@theGCIndex.com



**‘Taking an Organimetric, rather than Psychometric approach to organisational transformation.’**  
Nigel Evans & Dr John Mervyn-Smith  
New Horizons in Psychological Assessment  
2023, Padova



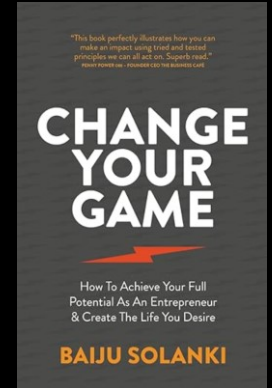
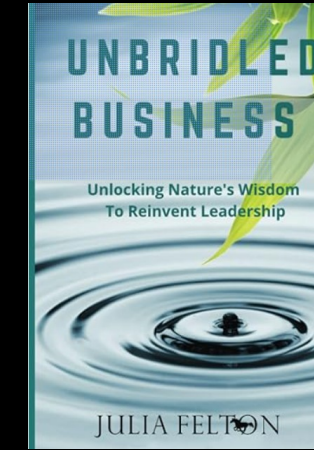
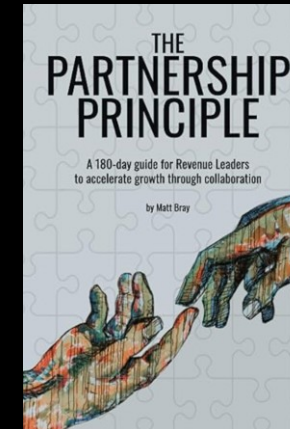
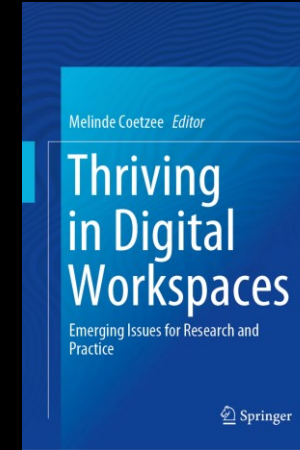
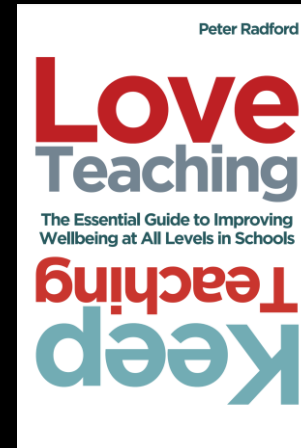
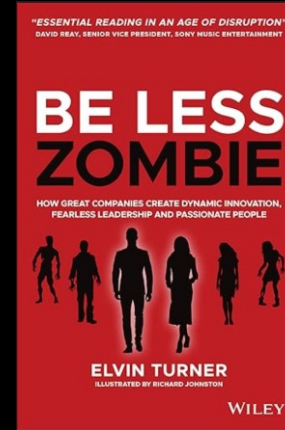
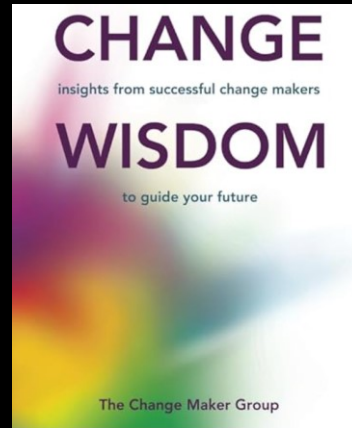
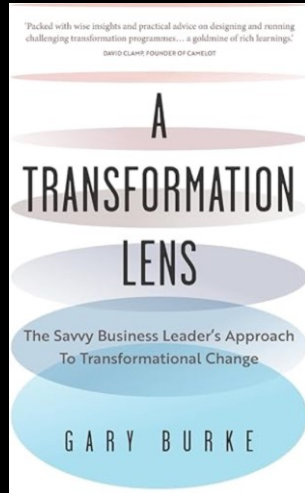
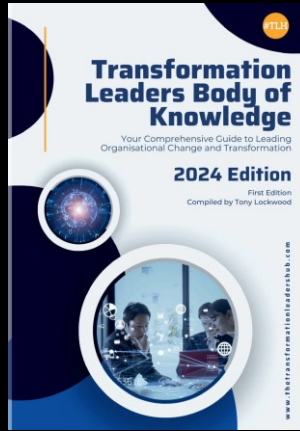
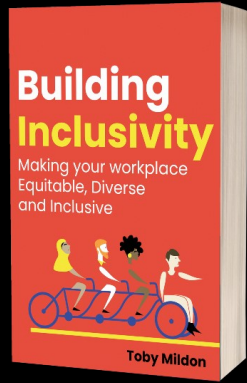
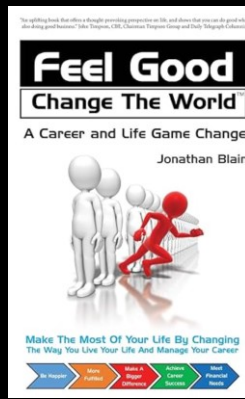
**“Finding and developing Game Changers to transform organisations.”**  
Nigel Evans & Dr John Mervyn-Smith  
EAWOP 2023, Katowice



**‘Taking an Organimetric approach to organisational change.’**  
Nigel Evans & Dr John Mervyn-Smith  
ITC 2024, Granada



# The GC Index® At Work



# The GC Index® At Work

## THE GC INDEX® MAKES A GLOBAL IMPACT

THE GC INDEX® IS A UNIVERSAL LANGUAGE THAT WILL EMPOWER  
MORE THAN 10% OF HUMANKIND TO POSITIVELY IMPACT THEIR WORLD

10,740+

ORGANISATIONS BENEFITING

460+

GC PARTNERS

920+

GCOLOGISTS

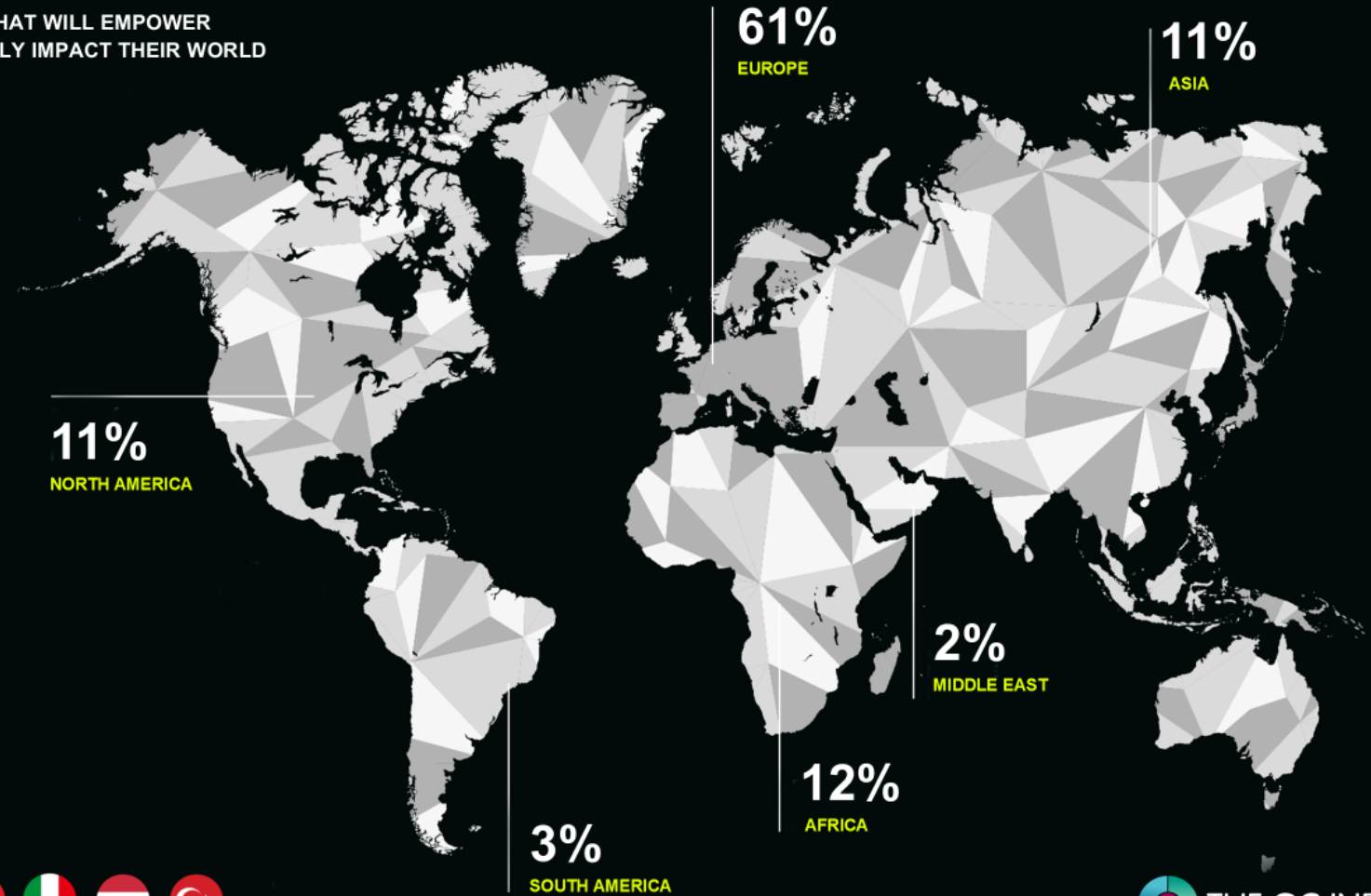
52

COUNTRIES

AVAILABLE TO TAKE IN A NUMBER OF LANGUAGES



BREAKDOWN OF THE GC INDEX® BY REGION:  
REGION 100% TOTAL



# The GC Index® At Work






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

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

 [GCIndex.StarTrekVision@Assuritivity.com](mailto:GCIndex.StarTrekVision@Assuritivity.com)

 <https://calendly.com/assuritivity/30min>

 <https://www.linkedin.com/in/robindavis22/>

 <https://youtube.com/@assuritivity>  
[GC Index Playlist](#)

 <https://linktr.ee/assuritivity>

 <https://www.assuritivity.com/game-changing-culture>



**Assuritivity**

Unlocking Potential.

Driving Impact.

Game-changing Futures.

Amplified with AI.

A GC PARTNER

[www.Assuritivity.com](http://www.Assuritivity.com)

## Client Experience



## My GC Impact Is



Align Teams To Common Goals  
Facilitate The Strategic Debate

## How About You?