



Canada's Master Distributor of The Core Values Index™

“Show me who I really am, and I will do something meaningful with my life.”

-Lynn Taylor, Creator of The CVI™



"Seek first to understand, then to be understood."
-Stephan Covey

The Value of The CVI™

All business problems are people problems

- For example, insufficient cash flow is a financial problem, but this is caused by people problems such as insufficient planning, poor training, greed, fear of failure, and more.

What we don't know about ourselves controls our lives

- It is the ideas, beliefs, and fears that we are not aware of that dictate our actions and responses because we can only make decisions about what we are conscious of. If you are not aware of a fear, you cannot choose to master it.

What we don't know about the people around us dictates the success of our business teams

- If we can understand that others learn, think, and contribute differently, this understanding will create a new foundation for personal achievement and success.





Since 1989...



Why The CVI™?

1. The CVI™ provides a **97% repeat-score reliability**, year over year. **Other assessments typically provide reliability between 60% and 80%.** This reliability score is higher than the MBTI (Myers-Briggs Type Indicator) or DiSC, and many others.
2. The CVI™ does not require any negative disclosure, only positive values are used. There is no right or wrong answers, this assessment simply measures what you value most. The goal is to place people in the right roles -roles that will naturally lift them to their highest level of contribution.
3. Odds of 2 individuals selecting all of the same strategic values in the CVI™ = 10,314,424,798,490,500,000,000,000,000 to 1 or 178,573,836 times the Earth's population squared.
4. This assessment can be done under 10 minutes compared to others that take 1 hour or more.
5. There is nothing more important than core value alignment because every time we place a person in a role that needs their core value energies, they are fulfilled and performing long term.
6. **We haven't seen any other assessment guarantee increases in productivity, revenue, GM and profit backed by science to date.**

Foundations

BUILDERS

Builders are ready to take action and to get the irrigation system built. They are getting impatient with all the talk and ready to start right away.

MERCHANTS

Merchants call a village meeting around the campfire. They've just returned from another village where they've seen an irrigation system! They are singing its praises and possibilities. They rally the village to work together to accomplish their new vision.

BANKERS

Bankers are thinking and documenting all that they have heard. Thinking about the needs of the village and voicing concerns about keeping enough resources in the village to protect and keep everyone fed. When everyone's gone to bed, the Bankers stay behind to bank the fire, ensuring that it is ready to light in the morning.

INNOVATORS

Innovators are already thinking about how it might be designed, the tools needed to build it, and how many people and how much time it will take. They continue to listen to problems and work to improve the plan/tools needed to make the project successful.

Values, Contributions & Learning Styles

BUILDERS

Core Value: **Power** supported by **Faith**

Contribution: **Action - Results**

Contribution Style: **Intuitive - Practical - Independent**

Learning Style: **Decide & Do**

MERCHANTS

Core Value: **Love** supported by **Truth**

Contribution: **Relationships - Vision**

Contribution Style: **Intuitive - Creative - Community**

Learning Style: **Talk & Listen**

BANKERS

Core Value : **Knowledge** supported by **Justice**

Contribution: **Conservation - Information**

Contribution Style: **Cognitive - Practical - Community**

Learning Style: **Read & Analyze**

INNOVATORS

Core Value : **Wisdom** supported by **Compassion**

Contribution: **Assessment - Solutions**

Contribution Style: **Cognitive - Creative - Independent**

Learning Style: **Assess & Solve**



Fears, Conflict Strategies & Basis for Success

BUILDERS

Greatest Fear: **Being powerless or vulnerable**

Conflict Strategy: **Intimidation**

Basis for Success:

Energy

Compulsion

Strength

MERCHANTS

Greatest Fear: **Being hateful or without love**

Conflict Strategy: **Manipulation**

Basis for Success:

Belief

Risk

Spontaneity

BANKERS

Greatest Fear: **Being ignorant**

Conflict Strategy: **Aloof judgment**

Basis for Success:

Carefulness

Test/Prove

Safety

INNOVATORS

Greatest Fear: **Being a fool**

Conflict Strategy: **Interrogation**

Basis for Success:

Tenacity

Reason

Thoroughness



“Sayings”

BUILDERS

Says:

“Just do it.”

“Make it happen.”

“Will you?”

“I don’t care what I said yesterday!”

“Not in my department.”

MERCHANTS

Says:

“I’ll teach you how.”

“Let’s work it out.”

“Why don’t we?”

“We are going to get a lot of business out of this!”

“This is going to make us rich.”

BANKERS

Says:

“I will read about it.”

“I’m studying that right now.”

“Now now, no, can’t be done.”

“We’ve never done it that way before.”

“I told you...”

INNOVATORS

Says:

“I think I can make that work.”

“We can do that.”

“There’s got to be a better way.”

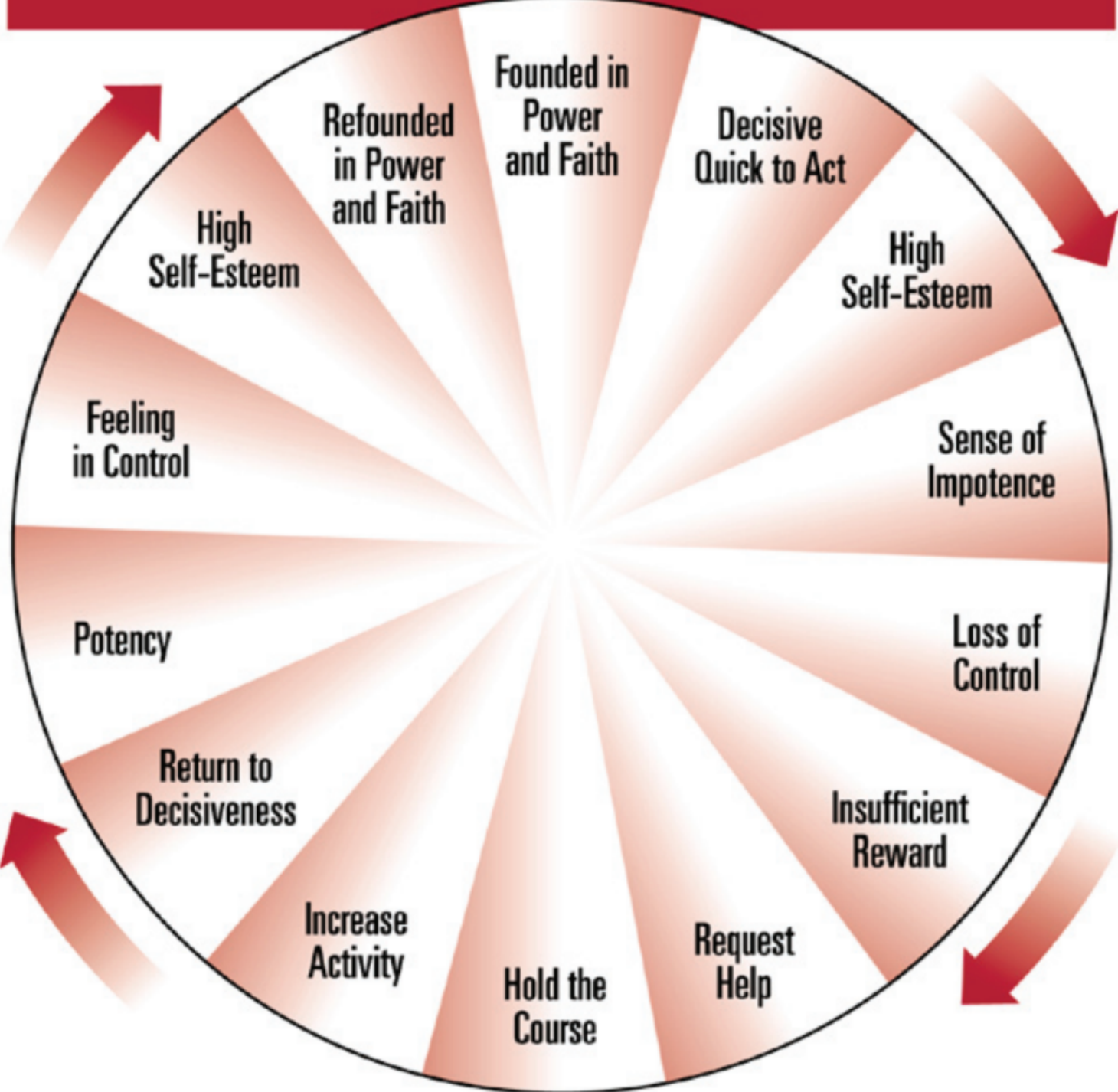
“It’s not finished yet.”

“All I have left to do is...”

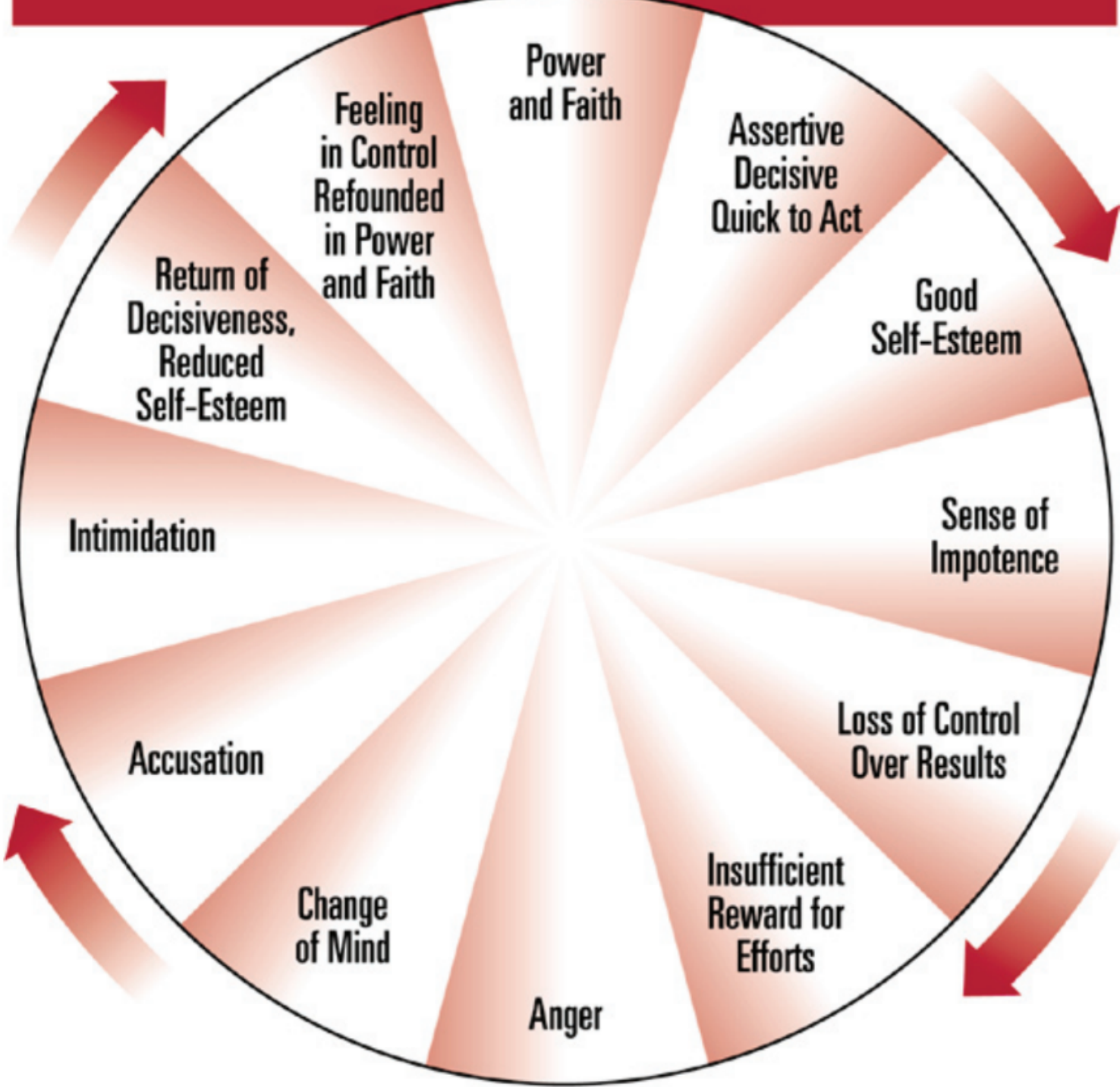


Builder	Merchant	Innovator	Banker
Positive Behaviours			
Take Action	Build Relationships	Make Assessments	Gather Information
Get Results	Create a Vision	Provide Solutions	Conserve Resources
Command	Inspire	Teach	Inform
Guess	Hope	Reason	Test and Prove
Negative Behaviours			
Shout	Pout	Re-Route	Back Out
Shame You	Complain	Withdraw	Criticize
Ridicule	Exaggerate	Tear Down Others' Ideas	Say No, No, No
Get Angry	Change the Subject	Get Stubborn	Undermine

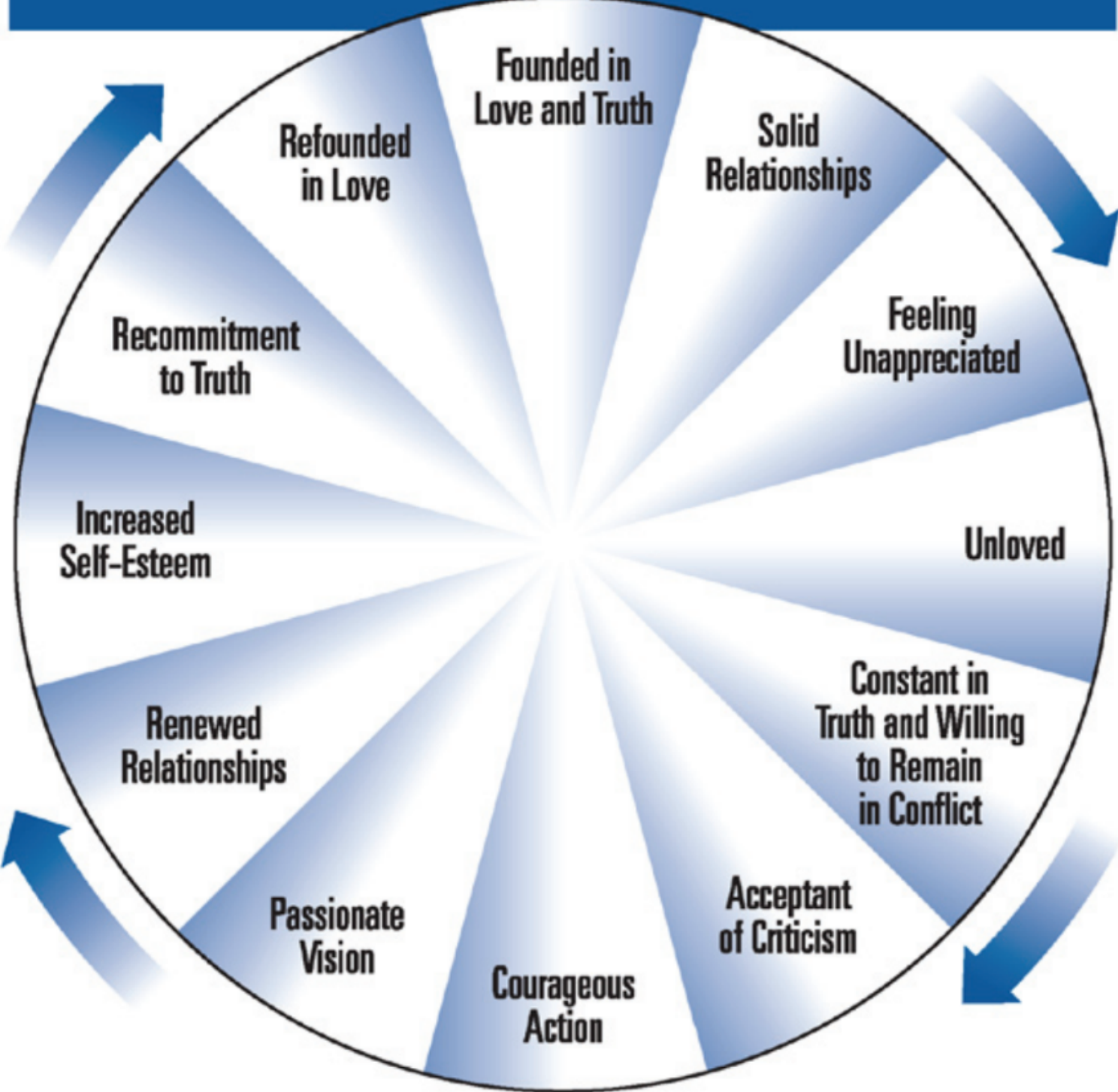
POSITIVE CYCLE BUILDER



NEGATIVE CYCLE BUILDER



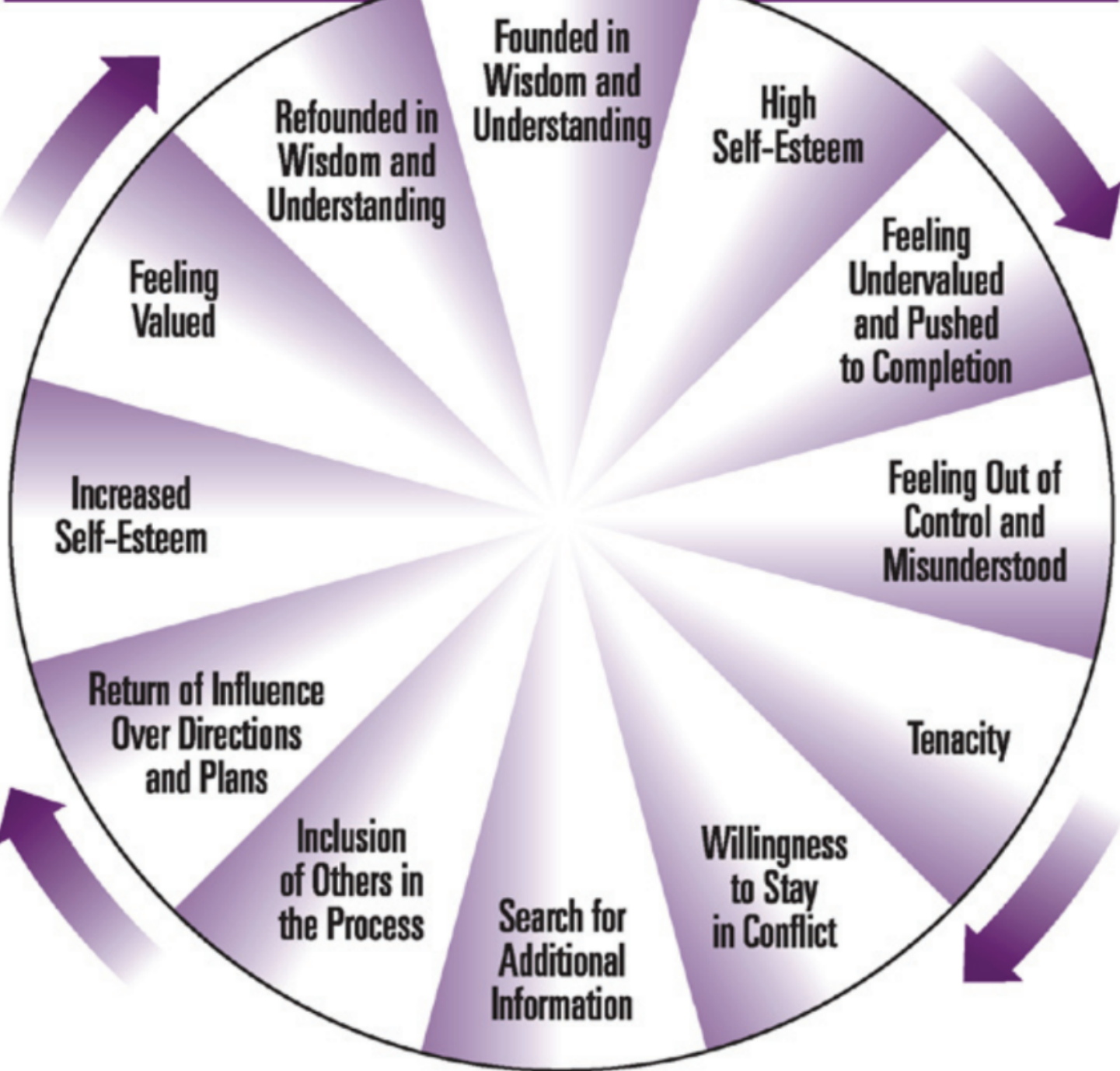
POSITIVE CYCLE MERCHANT



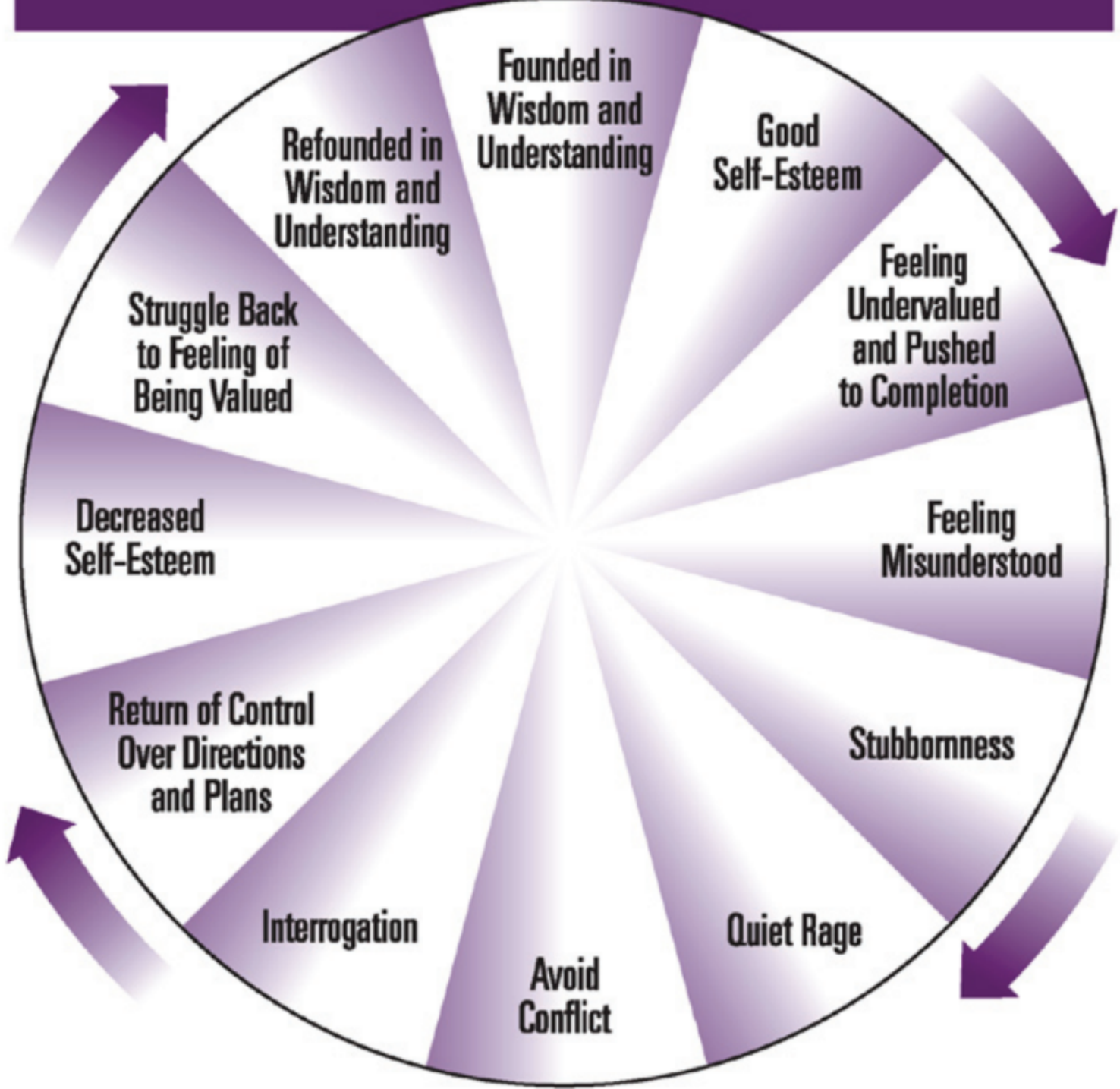
NEGATIVE CYCLE MERCHANT



POSITIVE CYCLE INNOVATOR



NEGATIVE CYCLE INNOVATOR

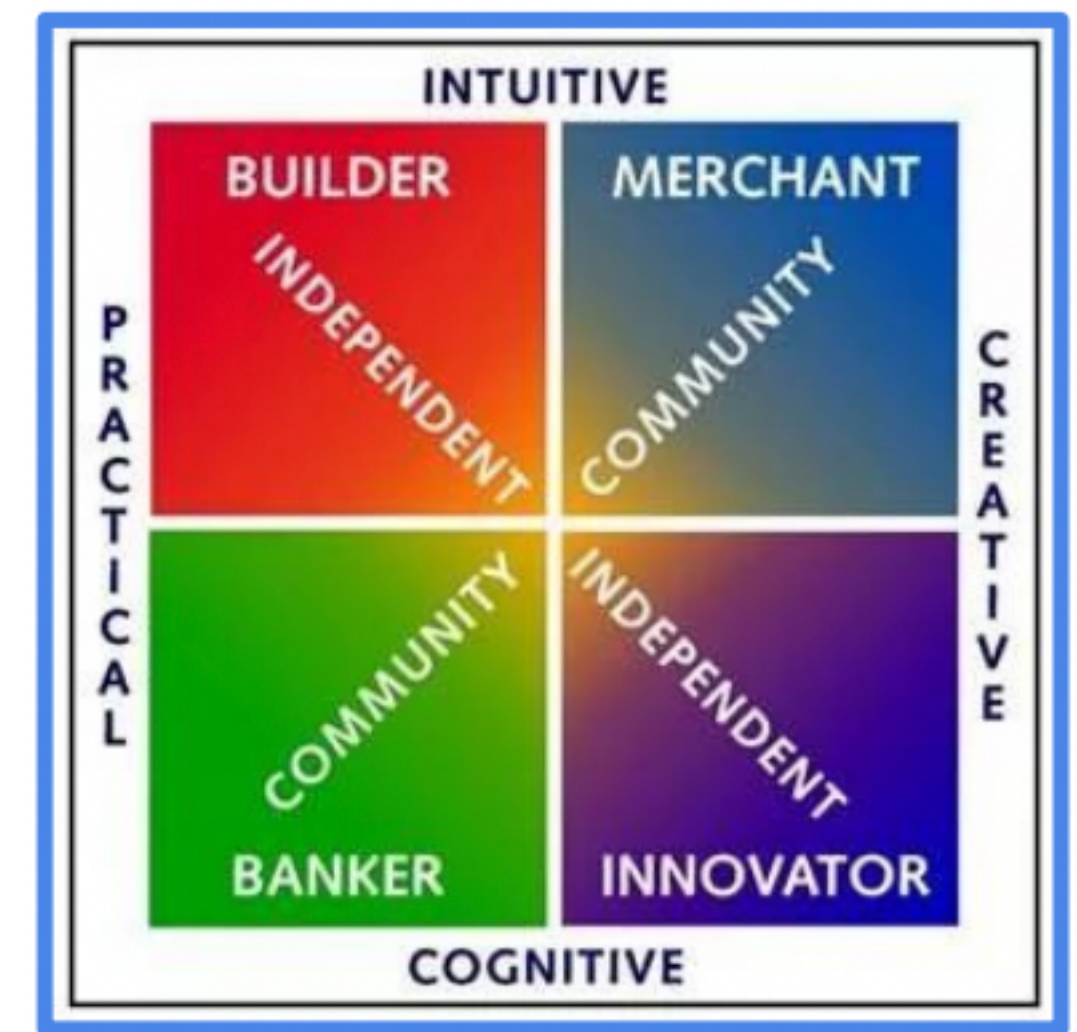
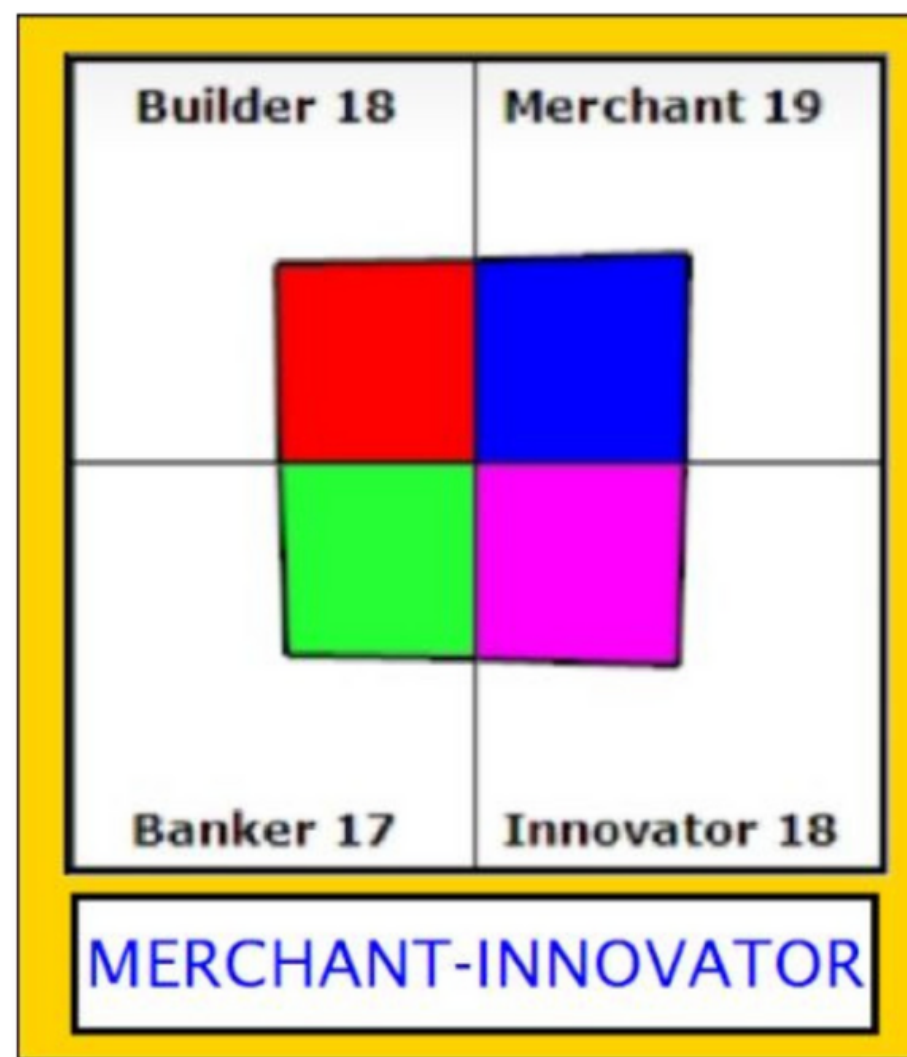


POSITIVE CYCLE BANKER



NEGATIVE CYCLE BANKER





- Positive and negative conflict exists as the core value energies are always in competition with each other.
- The CVI™ has a maximum of 72 total points between the 4 energies. Point spread matters because the greater points/access in one Core Value means fewer points/access in other Core Values.
- The Core Value you have the greatest affinity for and where you like spending your time and energy will have the highest score, whereas the Core Value you have the weakest affinity for will have the lowest score and is where you have the most difficulty spending your time and energy.
- Note the 6 Contributor Types: Intuitive, Creative, Cognitive, Practical, Independent and Community.

Testimonials

"The program was easy to implement and we started using the tools in our first week. In just 9 months of working with Taylor Protocols, we have experienced dramatic improvement to sales volume, profitability, and workflow efficiency. Most notable of these items was a 25% increase in sales and 105% increase in profits over last year, which by the way, was formerly known as our 'best year ever'. The CVI™ tools have allowed me to better focus the energies of my staff and upper management, and I feel we have raised the bar on the overall quality of work."

- Chris J Huber | President, Virtual Systems

"...You have helped me to leave a very positive legacy at ALCOA. I and the team want to thank you for the high energy, engaging presentations and group processes. We put nearly everything you brought to us into play almost immediately. I can honestly say that you contributed more in one day than I had been able to effect in the previous two years. In fact you cleaned up some of my mistakes. This has been a real gift to me as I retire. You put a great cap on a good career."

- Robert Park, Senior Vice President, Sales and Marketing, ALCOA Primary Metals

"I want to thank you for your amazing impact on myself and my company. Your half day presentation was powerful, fun and highly instructional. The half day workshop that followed has caused us to restructure our Service Department, which we had believed to be very strong, into an outstanding performance group. We have increased our productive output more than 40% in just a few months."

-John Willey II, President and CEO, Peninsula Oil, Inc.





CVI™ Experiences with “Walt & Roy”



★ **HIRE US** ★

Top Performer Profiles™
Conflict Resolution
and more!

info@staffshop.ca



Founder & CEO
Jennifer Ménard-Shand
“Walt”

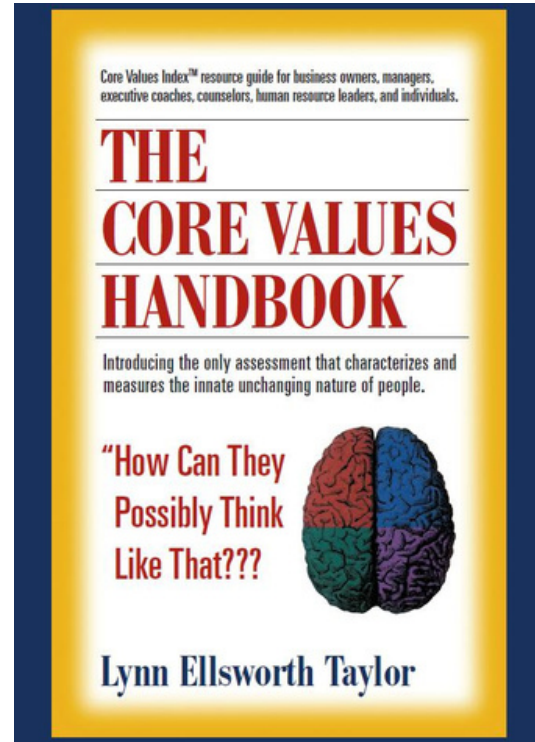
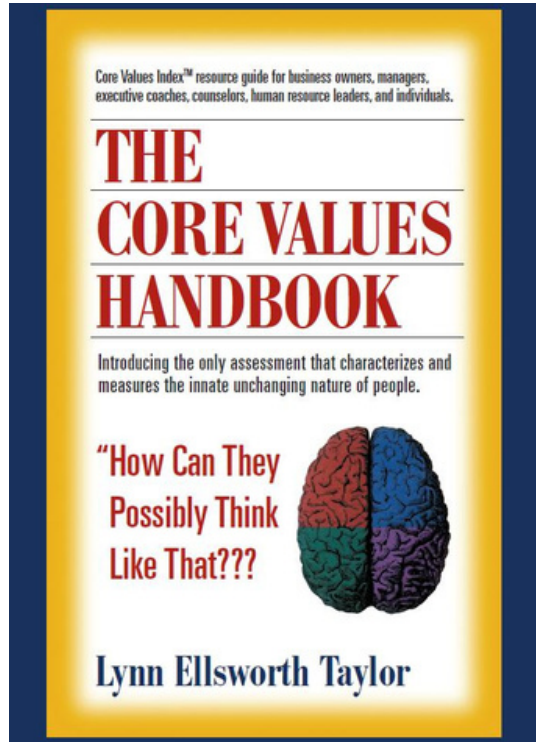
COO
Alison Hernandez
“Roy”



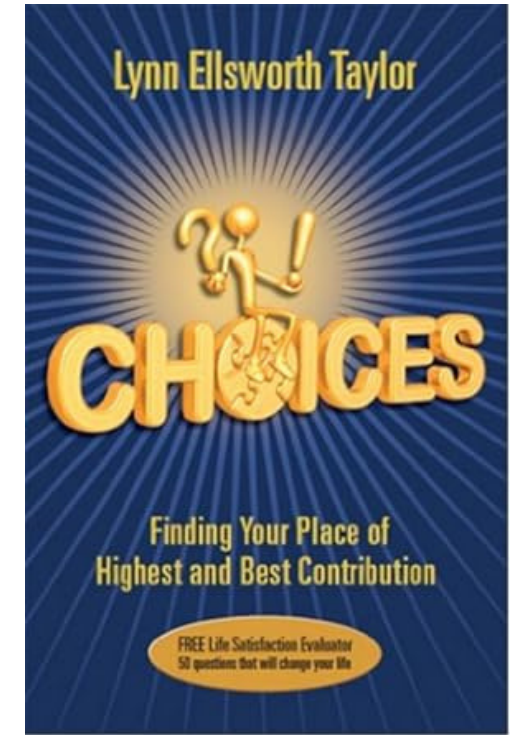
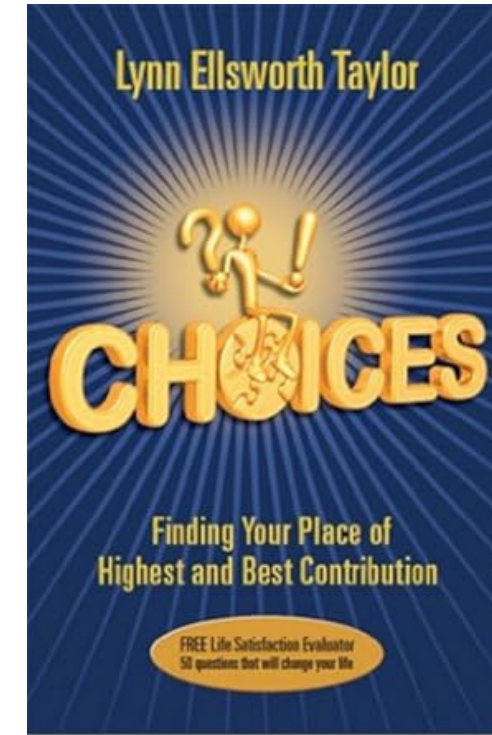
Take a Deeper Dive!



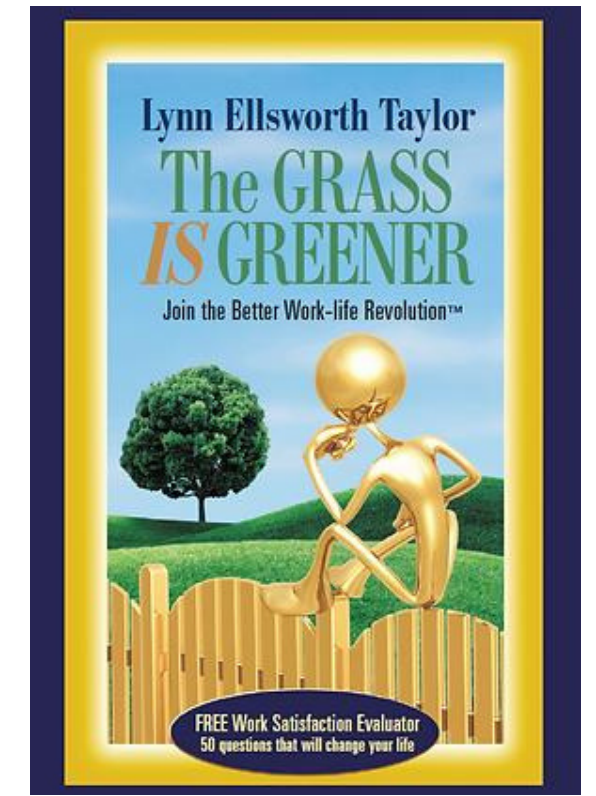
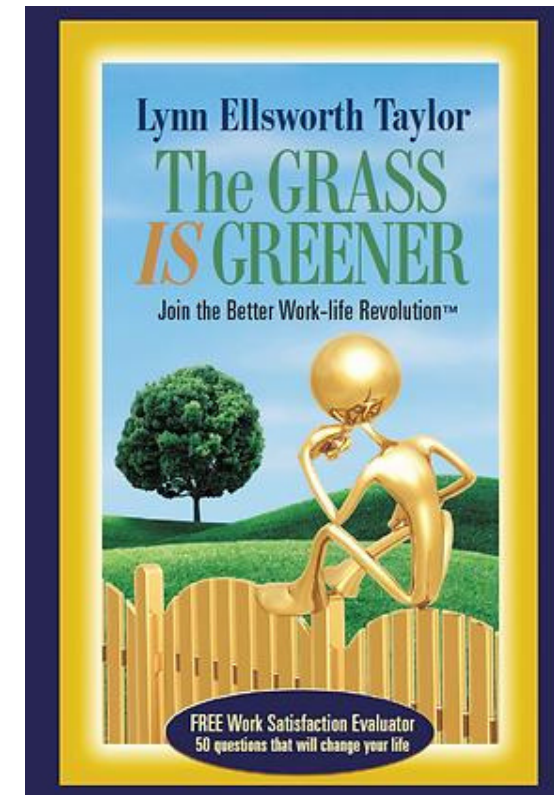
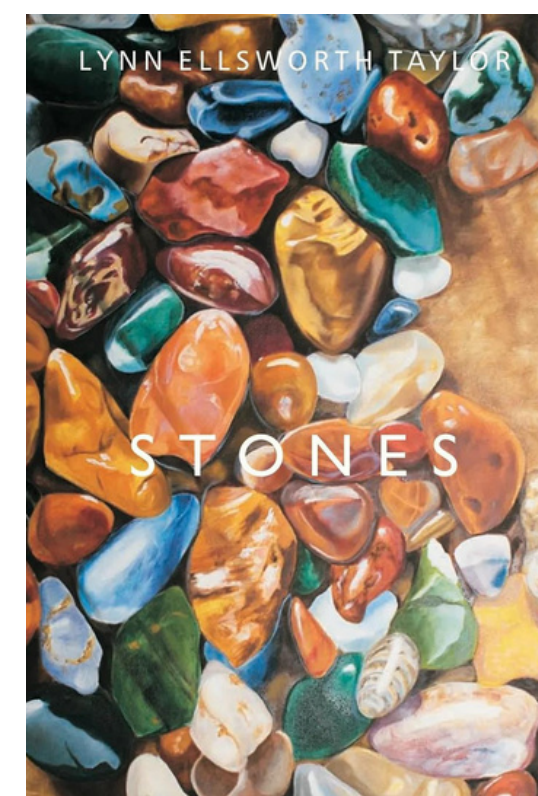
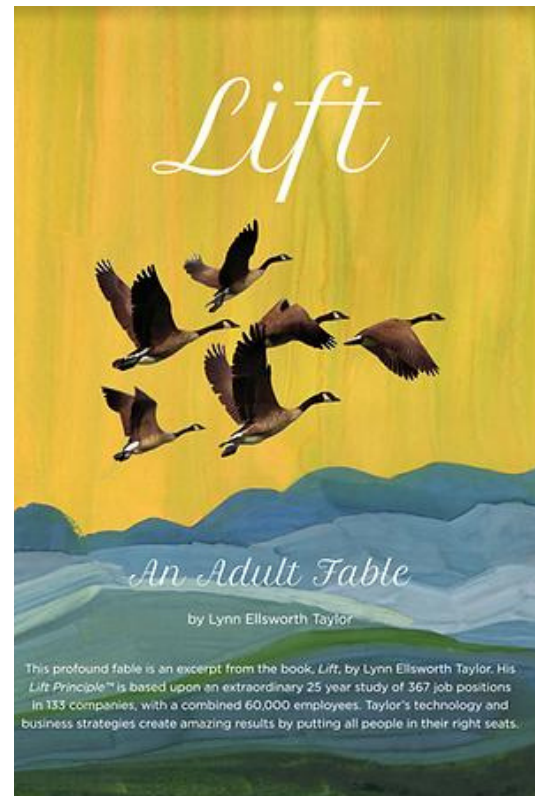
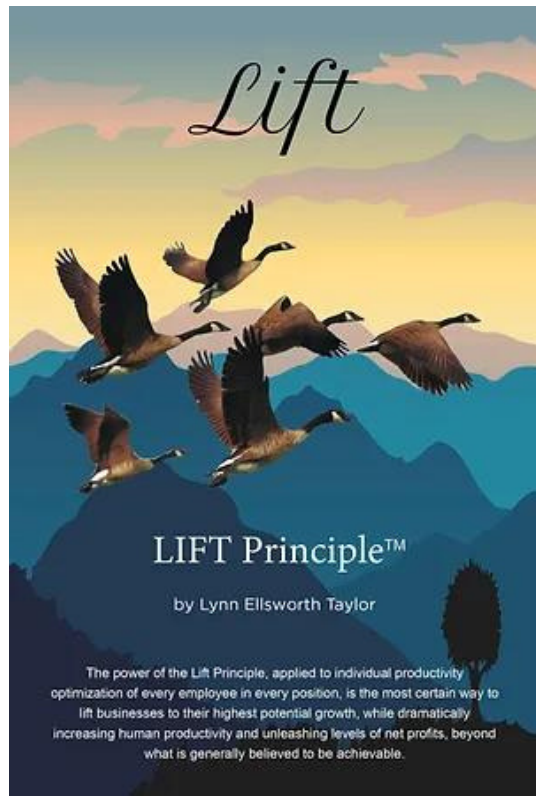
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