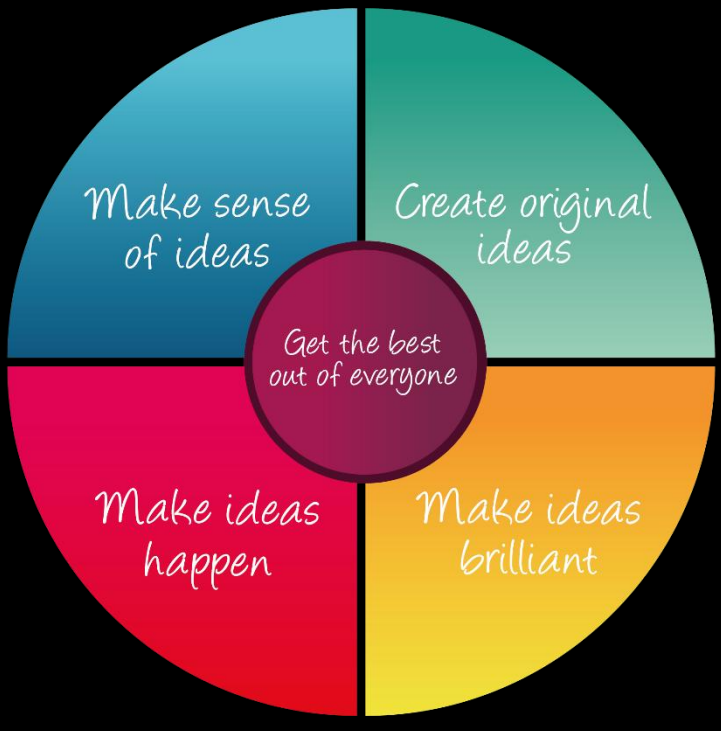
THE GC INDEX®

# UNDERSTANDING THE GC INDEX

## The World's First Organimetric



# THE GC INDEX ORGANIMETRIC

## The GC Index is the world's first Organimetric that provides data about people that organisations have never had before.

### There are two stages in The GC Index process:

1. Establishing what the organisation at any level (individual, team, organisational) wants to achieve (using GC Translate and the GC Language)
2. Aligning individuals, teams or the whole organisation in the **best way to make a positive** impact to the desired outcomes (using GC Data)

This approach means that an organisation can use The GC Index to make better decisions in any of these 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 |

# ABOUT THE GC INDEX

## How is this information gathered?

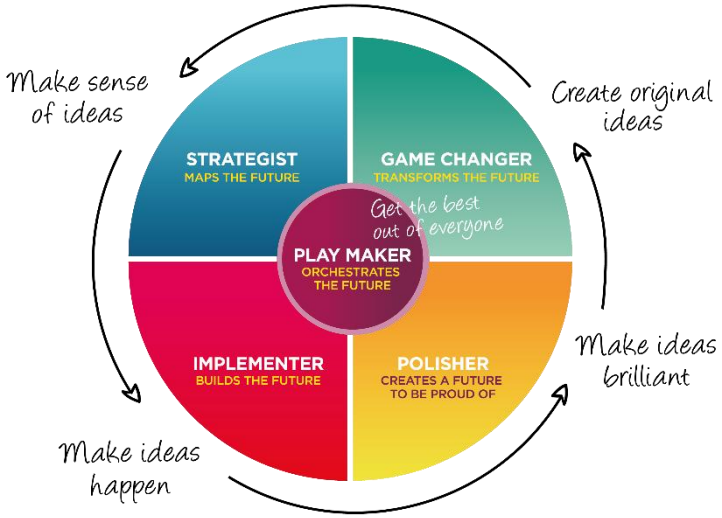
GC Data is collected through The GC Index®, a 59-question online survey that takes about 10 minutes to complete and is designed for anyone in the organisation.

Once completed, the individual has a GC Review with an accredited GCologist to explore their natural **'Energy for Impact'** within a role or team. The GCologist will guide them through their 27-page Profile Report and provide access to the GC Platform.

## What does it tell us?

The GC Index® identifies **five key proclivities** — distinct ways in which individuals contribute and make an impact:

- **Game Changer :** Generates original ideas and transformational possibilities.
- **Strategist** : Sees the big picture, sets direction, and focuses on long-term goals.
- **Implementer** : Turns ideas into reality through structure, process, and delivery.
- **Polisher** : Strives for excellence, refining and improving ideas, outputs, and systems.
- **Play Maker :** Builds collaboration, strengthens relationships, and enables team cohesion.

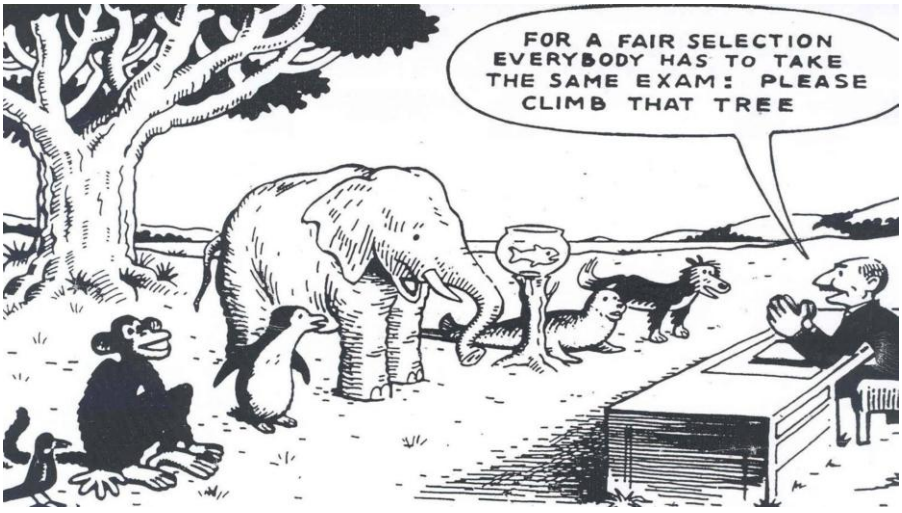


# ENERGY FOR IMPACT

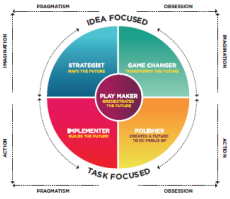
## Why is The GC Index unique?

- It measures **'Energy for Impact'** it is not a measure of personality or competence.
- You will most likely have that data in your company already.

The GC Index is measuring how people are energised to make an impact to a role, team or organisation. This data is very powerful for organisations to drive business productivity and positive employee well-being simultaneously.



# GC INDEX IMPACT DATA




## INDIVIDUAL IMPACT PROFILE

- Gives people clear insight into how they make their best impact at work.
- Builds confidence, self-awareness, and language to communicate their value.
- Helps individuals focus energy where they'll have the greatest effect.

## TEAM IMPACT PROFILE

- Maps the team's collective impact and 'blind spots'
- Improves impactful collaboration and decision making.
- Aligns team energy to shared business goals and outcomes.

## ORGANISATION IMPACT MAP

- Shows energy and impact across the whole business.
- Identifies untapped potential and latent talent.
- Informs strategic decisions and workforce planning.

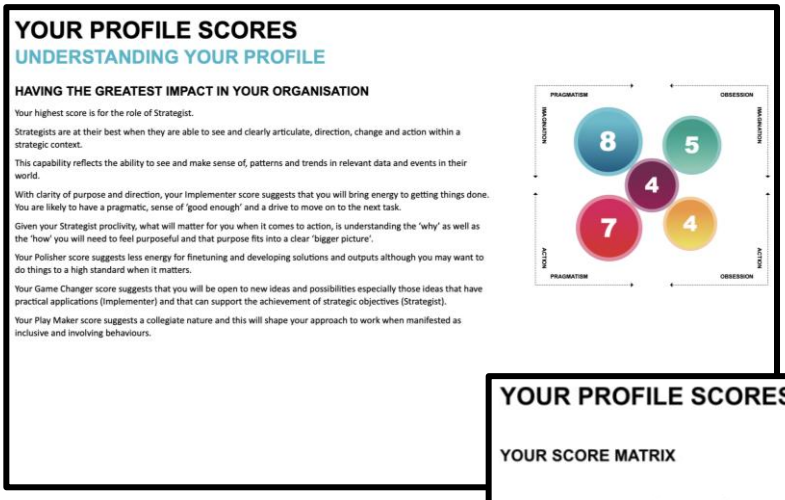
# GC IMPACT PROFILE FOR INDIVIDUALS

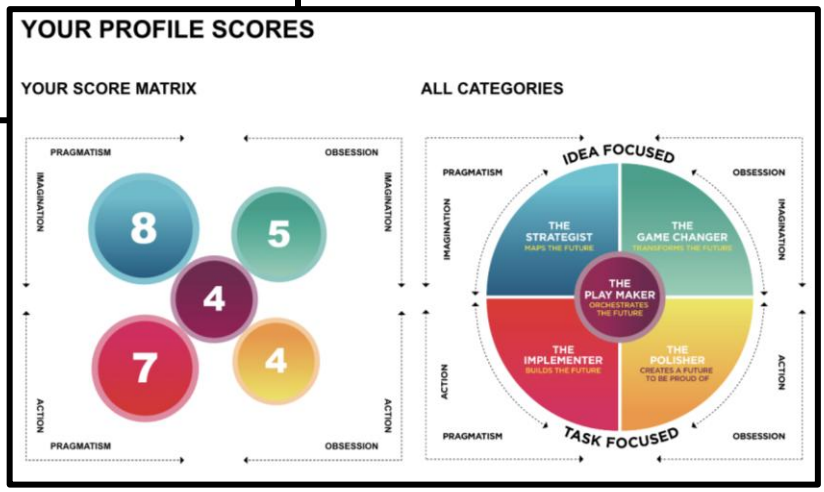
When an individual completes The GC Index a GC Profile Report is created and is automatically available in the GC Platform. However, the individual cannot log in to the GC Platform until an accredited GCologist has explained their GC Profile either in a 1-2-1 or group engagement.

## Each GC Profile Report contains 27 Pages broken down into 7 areas:

1. Your greatest impact in your organisation
2. Your approach to leadership
3. How you are creative and innovative
4. How you engage and influence
5. How you get things done
6. Which organisations you thrive in
7. How you work best in a team and who complements you

**There are almost 100,000 possible GC Profiles – it is very individual!**



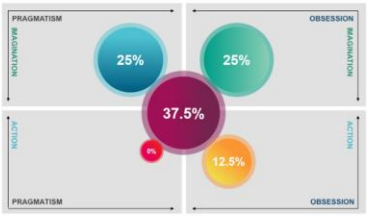
# THE GC INDEX AND TEAMS

## WHEN SHOULD A TEAM USE THE GC INDEX?

The GC Index provides any team with a language and data to empower them to collectively achieve their business objectives.

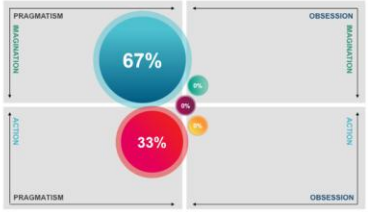
Core Team

Dev Leadership



Product Management and Marketing Group

Executive Leadership



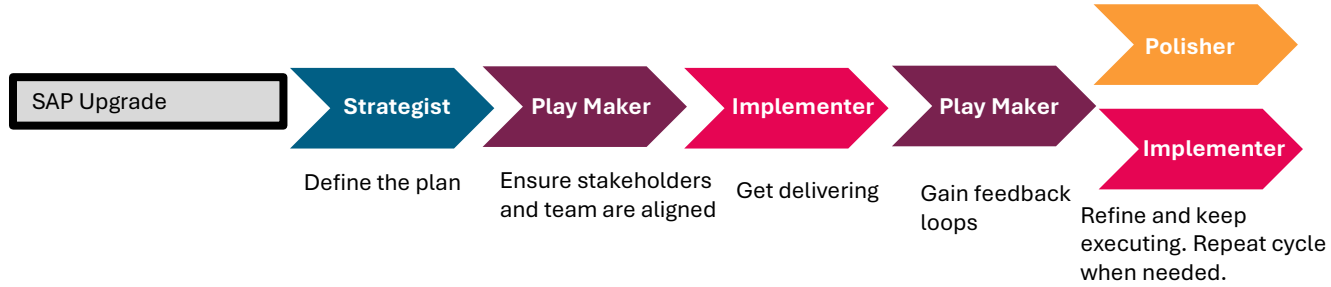
Product Ownership and Design Team

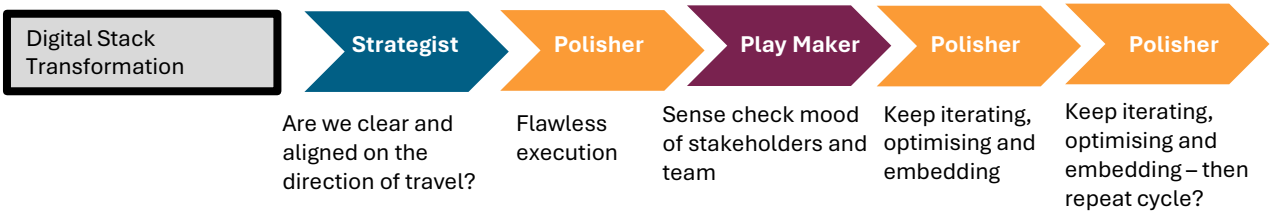
## THE GC INDEX WILL HELP YOUR TEAM TO:

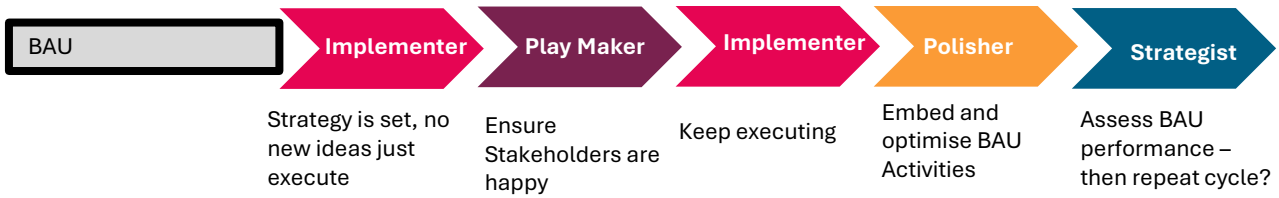
- **Set up project teams** to align to the work needed
- Ensure any team is **aligned to the objectives** they need to achieve
- Align the right people to the right roles at the right time
- Have robust de-personalised dialogue to best achieve its objectives
- Provide an impact focussed framework to de-personalise any tensions within a team
- Define and map the impact needed at any stage of a process
- Form a **common language of impact** across cross functional teams
- **Recruit new members** for the impact they can bring to the team
- Align activities to energy for impact and **improve well-being** across the team

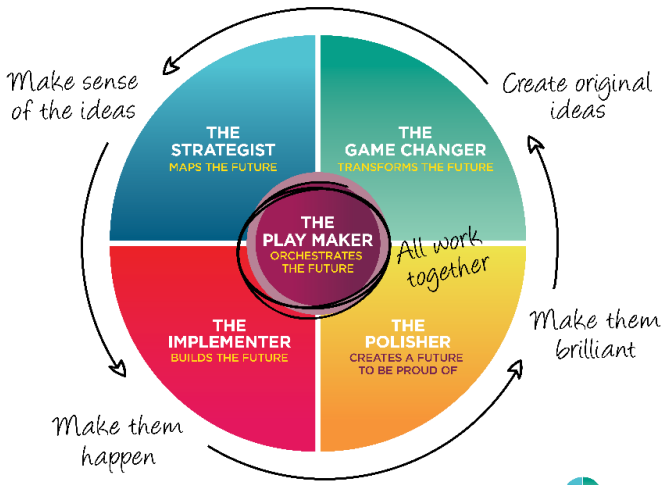
# ANY PROCESS, PROJECT OR BUSINESS OBJECTIVE

The GC Index is the only 'people assessment tool' built upon a **high-level business model.** The Interventions are all in Business Language and as such enables everyone to know how they can best impact a business objective and outcome.



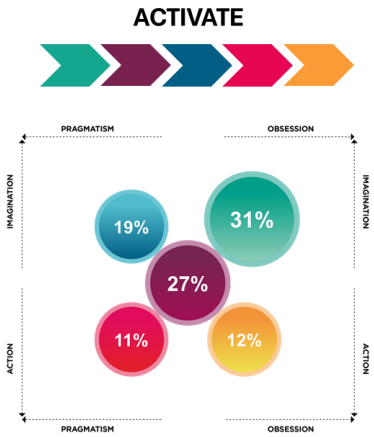




THE GC INDEX®
www.thegcindex.com

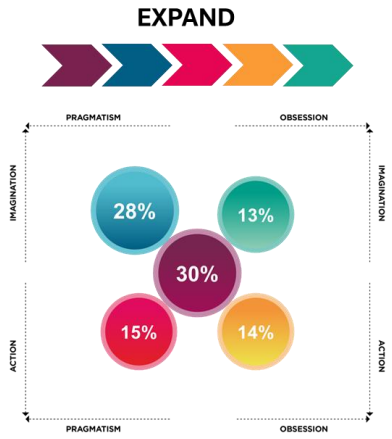
# CLIENTS AND MARKETS TEAM COMPOSITION

**Build Clients and Markets Teams based on the business impact needed at an account, market, proposition or sector level.**

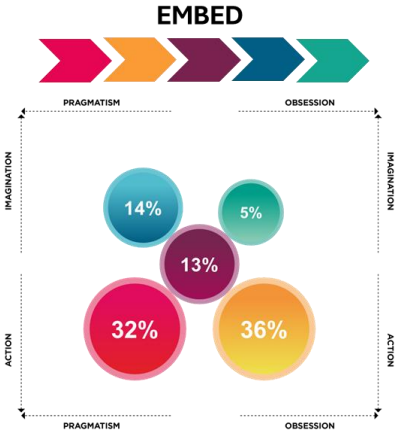
**ACITVATE TEAM OBJECTIVE**
Winning new logos, disrupting established relationships, and opening new market opportunities




**EXPAND TEAM OBJECTIVE**
Deepening trust and cross-service collaboration within existing key accounts

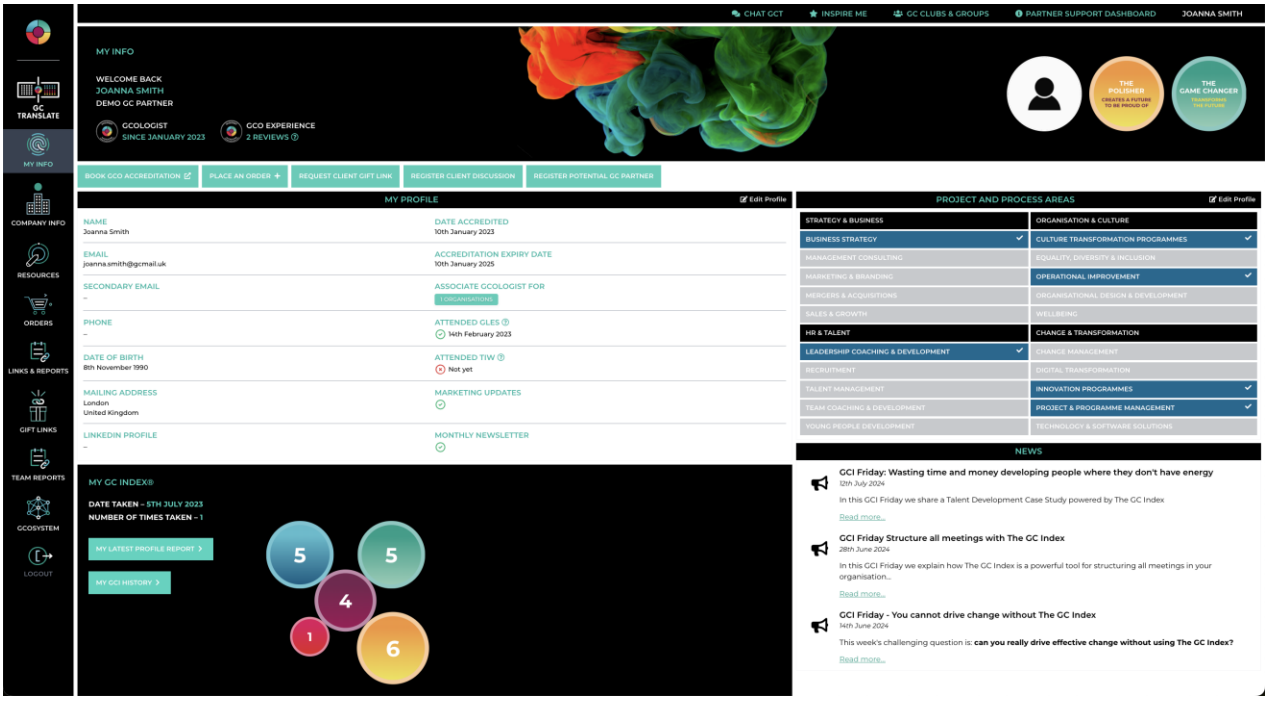



**EMBED TEAM OBJECTIVE**
Strengthening delivery reputation to unlock follow-on projects and scale existing work



# THE GC PLATFORM

The GC Platform is the online portal that each individual logs into once they have had a GC Review of their GC Profile by a GCologist – either a 1-2-1 GC Review or a Group GC Review.



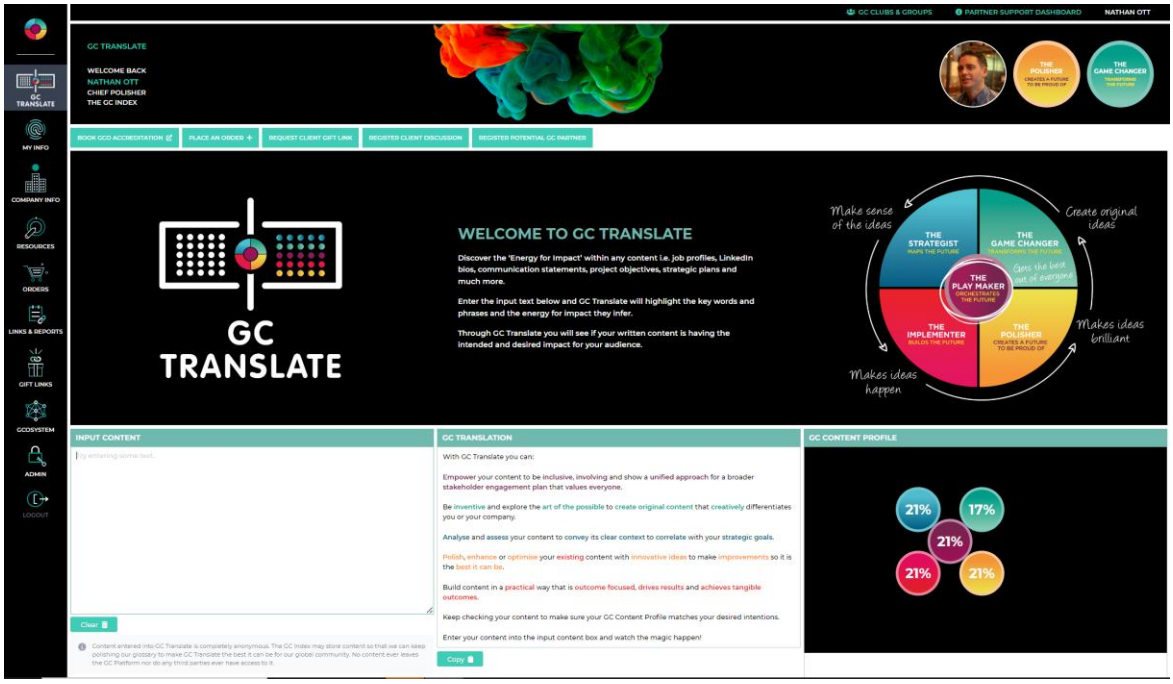

## The GC Platform has the following functionality and features:

- GC Profile and Impact Style
- Access to 27-page GC Report
- History of GC Reports over career
- Use of GC Translate to “translate” any content into organisational impact
- Use of Chat**GC**T – AI powered assistant to ask how The GC Index data may be applied in any organisational scenario
- Access to GC Resources
- Visibility of who else in the organisation has taken The GC Index
- Visibility of colleagues Leadership/Impact Styles

# GC TRANSLATE

**GC Translate**, free to all on the GC Platform, is a human-assisted, AI-inspired tool that translates the **Energy for Impact** of any written content.

It empowers organisations to make more informed, impactful decisions *'about'* and *'with'* the content they create.




## We have seen it being used very powerfully to GC Translate:

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

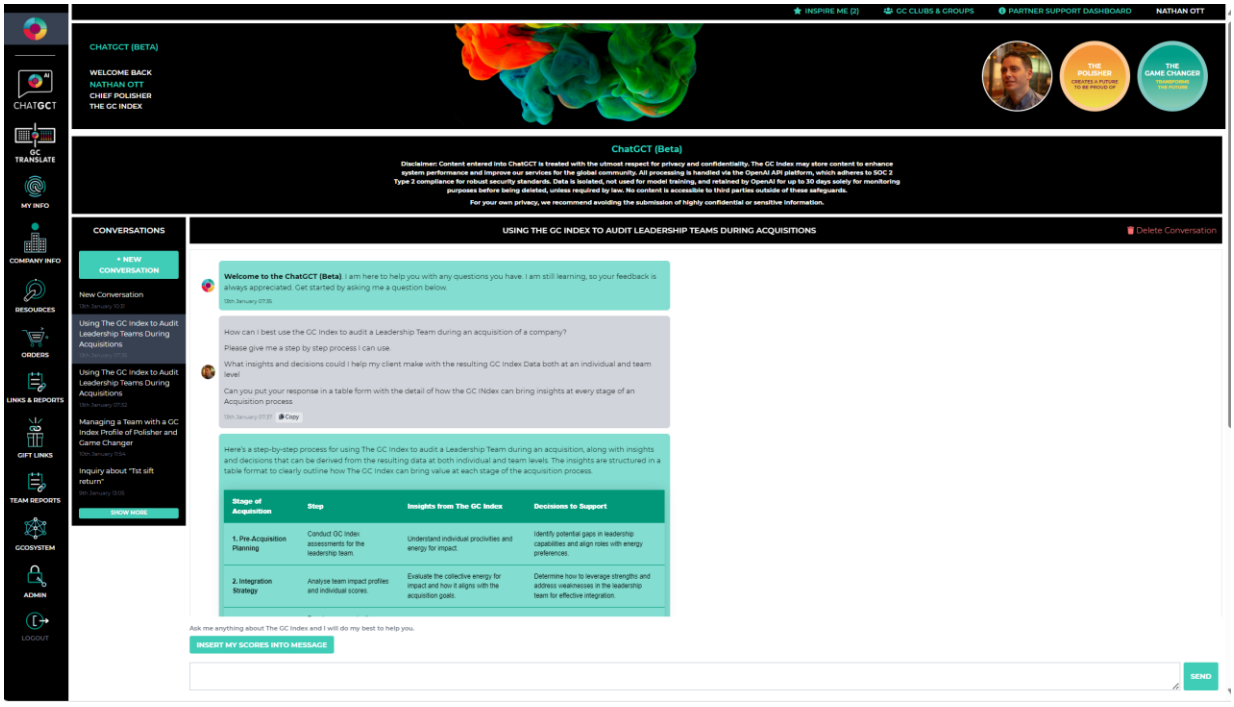
# CHATGCT

## ChatGCT, your personalised AI Impact Assistant - available free, 24/7 on the GC Platform

It helps you and your GCologist unlock the full value of your GC Index® profile, offering tailored guidance on:

- Enhancing collaboration and communication
- Improving leadership approaches
- Structuring daily priorities to achieve goals
- Supporting personal development and team success

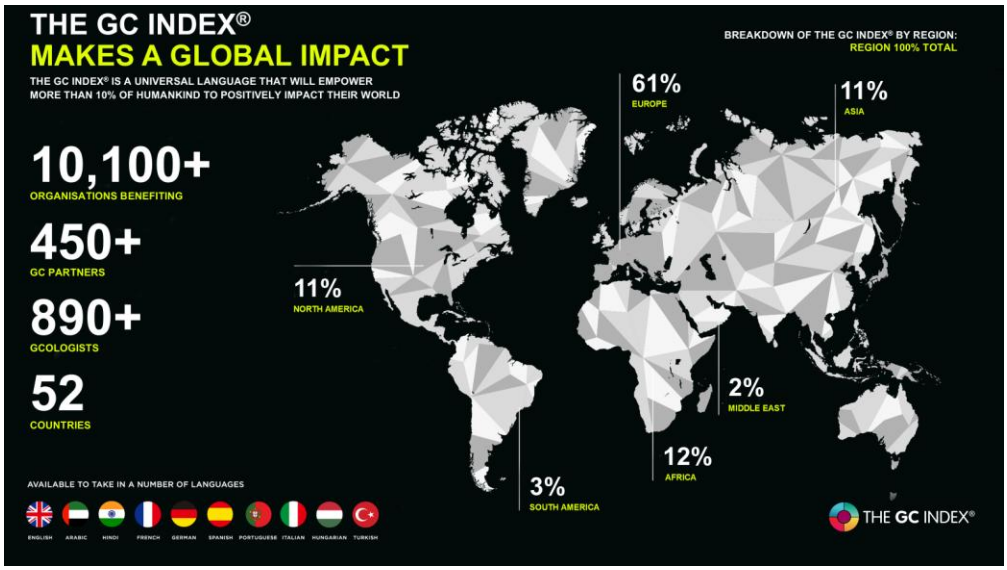
### And much more...




Whether providing guidance on bringing out the best in colleagues or offering insights to help achieve personal and professional aspirations, **ChatGCT is always ready to assist.**

Accessible to everyone who completes The GC Index®, ChatGCT can be applied in virtually any context — supporting employees, managers, leaders, project managers, business process owners, recruiters, HR professionals, and more.

# INDUSTRY CREDENTIALS




Gartner®

**COOL VENDOR:** Analysis by Jouni Forsman (Gartner) and Ian Keene (Gartner)
*"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."*

HRD theHRDIRECTOR POWERED BY THE GC INDEX®

The HR Director is leveraging The GC Index® to bring more value to the HRD/Chief People Officer community in the UK to **attract, retain & develop** the best talent and create diverse organisations

REC Recruitment & Employment Confederation POWERED BY THE GC INDEX®

The Recruitment and Employment Confederation has a multi-year strategic partnership with The GC Index® to be more relevant to the **Good Recruitment Collective** and its 3,500 recruitment members to attract & retain the best talent

Dialogue
THE NEW BUSINESS CONTEXT FOR LEADERS
DIALOGUEREVIEW.COM
POWERED BY THE GC INDEX®

Dialogue Review the Global Leadership Journal for over 500,000 global business leaders backed by **Duke Corporate Education** is showcasing the positive impact Leaders can make through the language of The GC Index®

# SCIENCE AND RESEARCH CREDENTIALS

INTERNATIONAL TEST COMMISSION

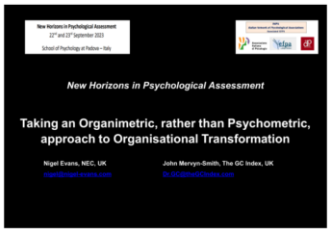
The GC Index in its creation and development adheres to the ITC guidelines which are internationally accepted as the gold standard in testing and assessment, regardless of jurisdiction.

## 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




**'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

**'Business transformation informed by an Organimetric Index.'**
Nigel Evans & Dr John Mervyn-Smith
ICP 2024, Prague

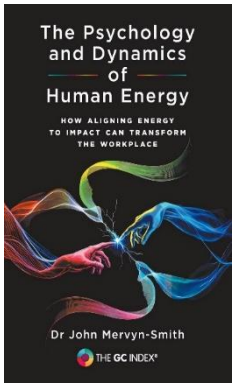
**'Organisational Transfor m-ational Change through an Organimetric Index'**
Nigel Evans & Dr John Mervyn-Smith, EAWOP 2025, Prague.

# FURTHER REFERENCES:

**Ott, N. & Mervyn-Smith, J (2015). The DNA of a Game Changer. London, eg.1 Ltd.**

**Ott, N. & Mervyn-Smith, J (2016). The DNA of a Game-Changing Team. London, eg.1 Ltd.**

**Ott, N. & Mervyn-Smith, J (2018). Coaching Me Coaching You. London, The GC Index Ltd.**




**Ott, N. & Mervyn-Smith, J (2025). Psychology and Dynamics of Human Energy . London, The GC Index Ltd.**

# THE GC INDEX CREATORS

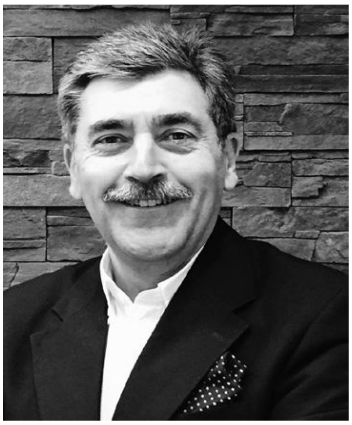
## NATHAN OTT – CHIEF POLISHER

Nathan has created a community that is committed to fostering the impact and contribution from everyone around the globe, whether they are a global Fortune CEO or a child in a developing country.

"Not everyone is a Game Changer, but everyone can make a game-changing impact."

Nathan Ott **Linkedin**

## DR. JOHN MERVYN-SMITH – CHIEF PSYCHOLOGIST



John has over 30 years' experience of coaching senior leaders and their teams.

John's work in both clinical and occupational psychology underpins his understanding of the ways in which people make an impact at work. His extensive research in this field has led to the development of The GC Index®.

"Human beings have a fundamental drive to feel potent and to make a contribution to their world."

DR John **Linkedin**

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