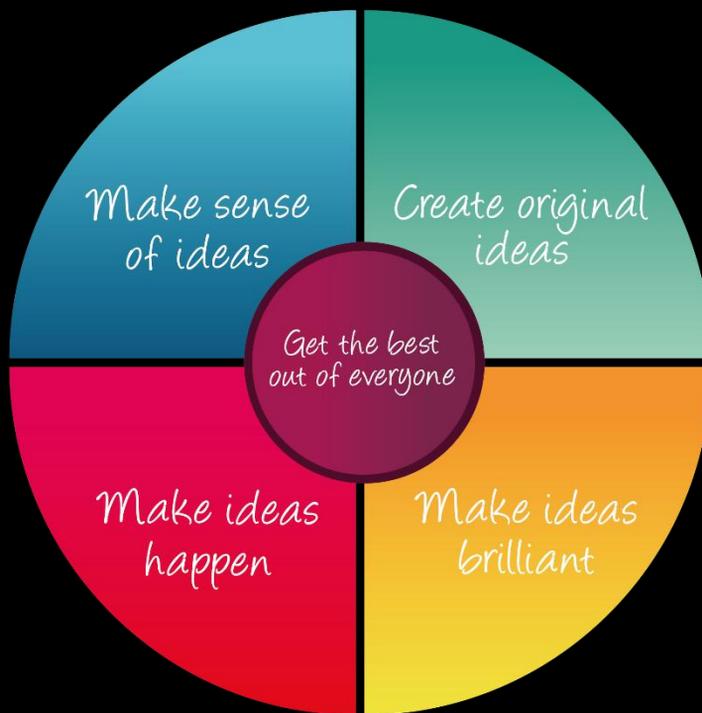




THE GC INDEX®

# 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?

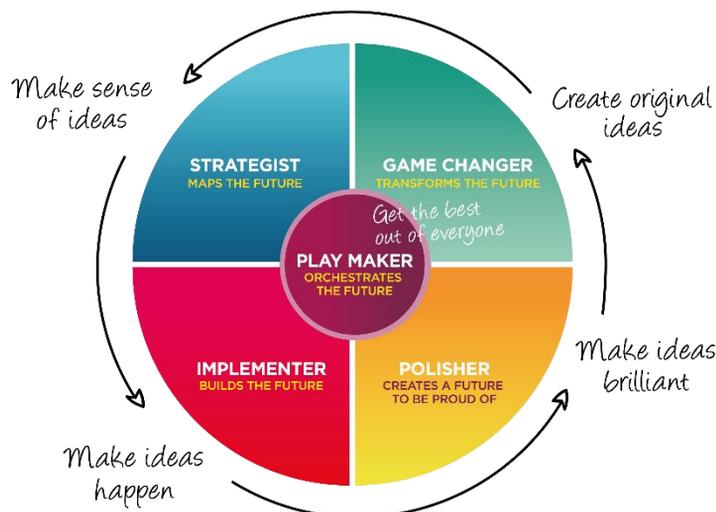
GC Data is collected through The GC Index®, a 59-question online survey that takes about 10 minutes to complete and is designed for anyone in the organisation.

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.



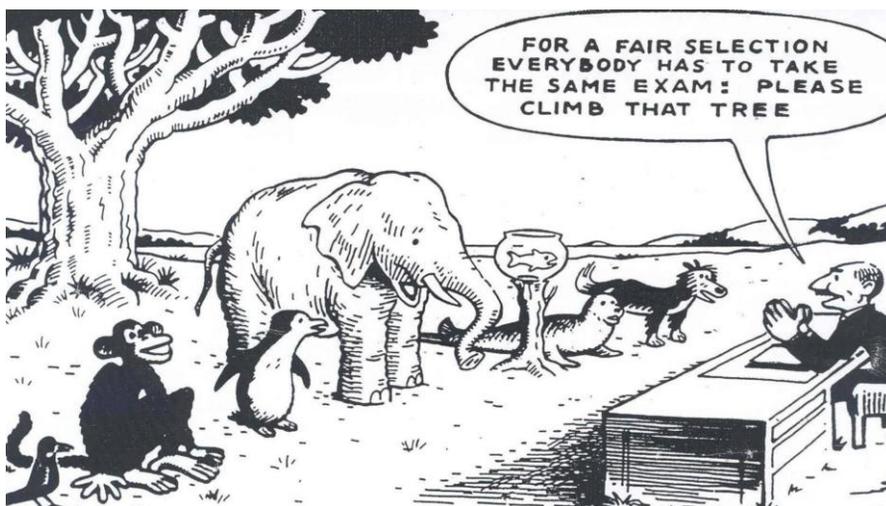
# ENERGY FOR IMPACT

## 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

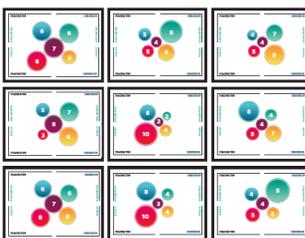
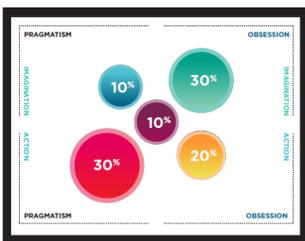
## INDIVIDUAL IMPACT PROFILE

- 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!**

**YOUR PROFILE SCORES**  
**UNDERSTANDING YOUR PROFILE**

**HAVING THE GREATEST IMPACT IN YOUR ORGANISATION**

Your highest score is for the role of Strategist.

Strategists are at their best when they are able to see and clearly articulate, direction, change and action within a strategic context.

This capability reflects the ability to see and make sense of, patterns and trends in relevant data and events in their world.

With clarity of purpose and direction, your Implementer score suggests that you will bring energy to getting things done. You are likely to have a pragmatic, sense of 'good enough' and a drive to move on to the next task.

Given your Strategist proclivity, what will matter for you when it comes to action, is understanding the 'why' as well as the 'how' you will need to feel purposeful and that purpose fits into a clear 'bigger picture'.

Your Polisher score suggests less energy for finetuning and developing solutions and outputs although you may want to do things to a high standard when it matters.

Your Game Changer score suggests that you will be open to new ideas and possibilities especially those ideas that have practical applications (implementer) and that can support the achievement of strategic objectives (Strategist).

Your Play Maker score suggests a collegiate nature and this will shape your approach to work when manifested as inclusive and involving behaviours.



**YOUR PROFILE SCORES**

**YOUR SCORE MATRIX**



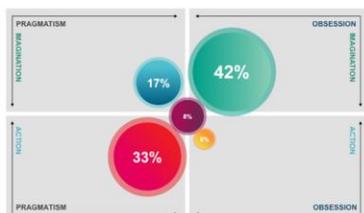
**ALL CATEGORIES**



# THE GC INDEX AND TEAMS

## WHEN SHOULD A TEAM USE THE GC INDEX?

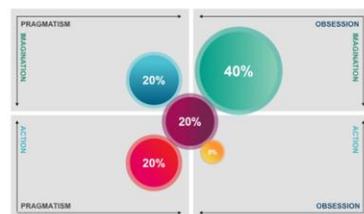
The GC Index provides any team with a language and data to empower them to collectively achieve their business objectives.



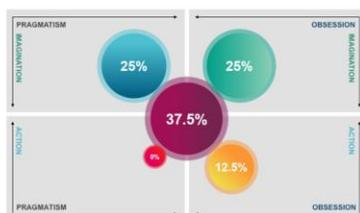
Core Team



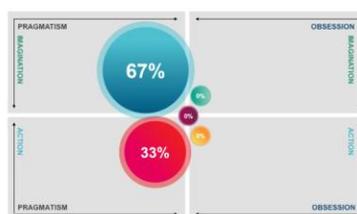
Dev Leadership



Executive Leadership



Product Management  
and Marketing Group



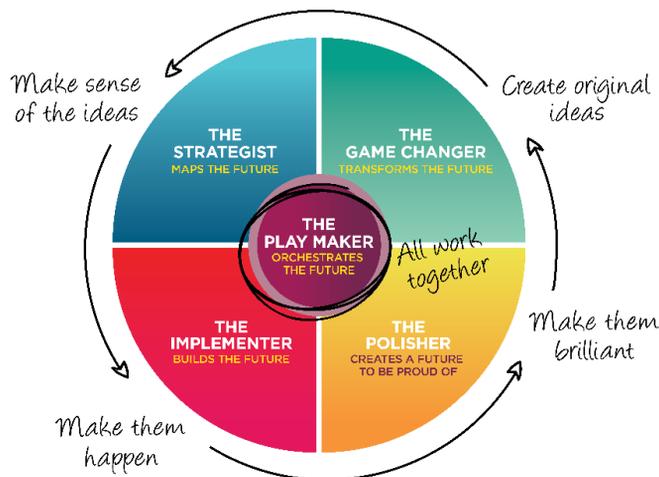
Product Ownership and Design Team

## 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.

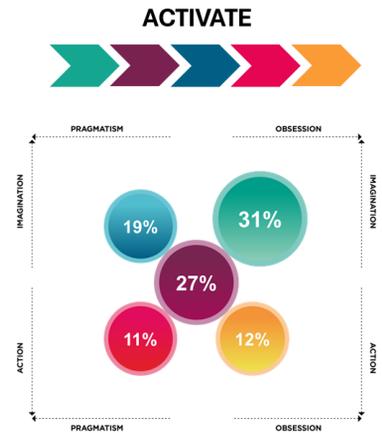


# CLIENTS AND MARKETS TEAM COMPOSITION

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

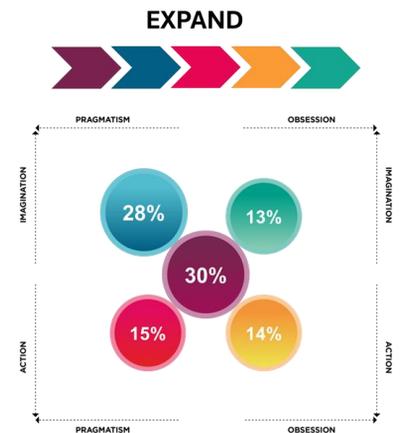
## ACTIVATE TEAM OBJECTIVE

Winning new logos, disrupting established relationships, and opening new market opportunities



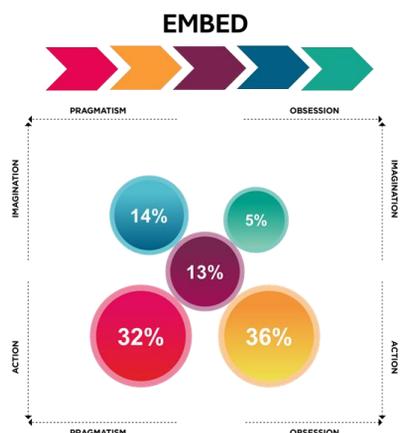
## EXPAND TEAM OBJECTIVE

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 screenshot displays the GC Platform user interface for a user named Joanna Smith. The interface is divided into several sections:

- Header:** Includes navigation links for Chat GCT, Inspire Me, GC Clubs & Groups, Partner Support Dashboard, and the user's name, Joanna Smith.
- MY INFO:** A section with a welcome message and a profile picture. It includes a 'GC Translate' button and a 'GC Experience' indicator showing 'GCologist since January 2023' and '2 Reviews'.
- Navigation Bar:** Features buttons for 'Book GC Accreditation', 'Place an Order', 'Request Client Gift Link', 'Register Client Discussion', and 'Register Potential GC Partners'.
- MY PROFILE:** A table with personal and professional details:

MY PROFILE		✎ Edit Profile	
NAME	Joanna Smith	DATE ACCREDITED	10th January 2023
EMAIL	joanna.smith@gmail.uk	ACCREDITATION EXPIRY DATE	10th January 2025
SECONDARY EMAIL		ASSOCIATE GCOLOGIST FOR	GCologist
PHONE		ATTENDED GLEs	14th February 2023
DATE OF BIRTH	8th November 1990	ATTENDED TIW	Not yet
MAILING ADDRESS	London, United Kingdom	MARKETING UPDATES	
LINKEDIN PROFILE		MONTHLY NEWSLETTER	
- PROJECT AND PROCESS AREAS:** A table with two columns: 'STRATEGY & BUSINESS' and 'ORGANISATION & CULTURE'. It lists various areas like Business Strategy, Management Consulting, Marketing & Branding, etc., with checkmarks indicating completion or status.

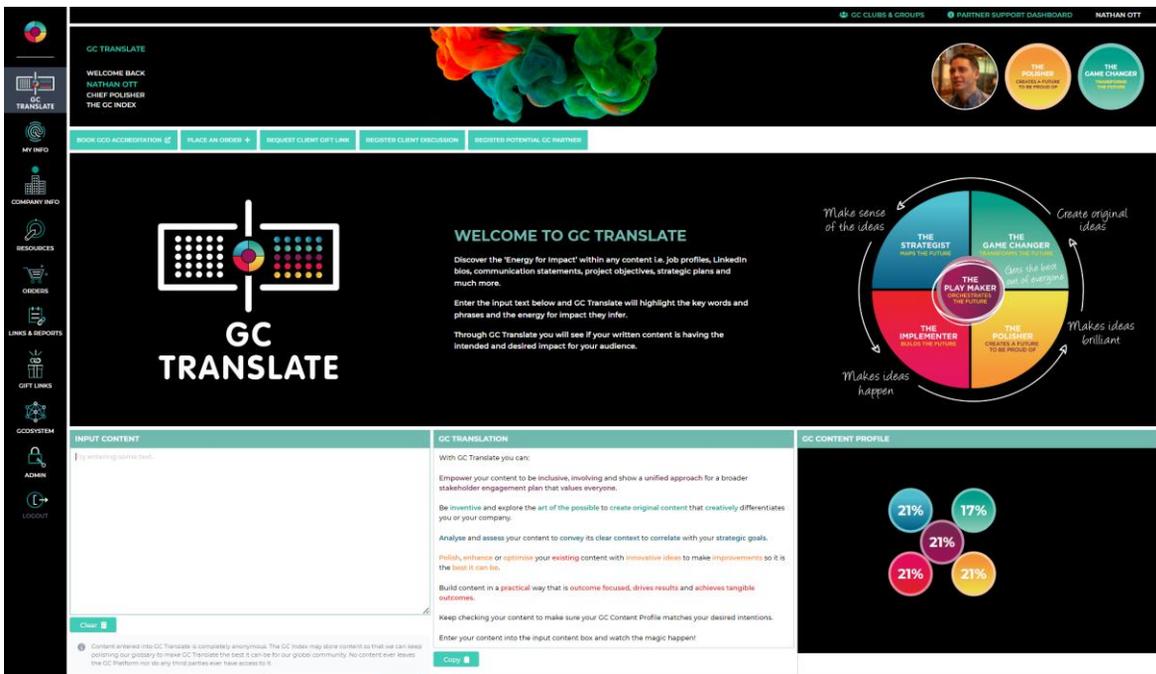
PROJECT AND PROCESS AREAS		✎ Edit Profile
STRATEGY & BUSINESS	ORGANISATION & CULTURE	
BUSINESS STRATEGY	CULTURE TRANSFORMATION PROGRAMMES	
MANAGEMENT CONSULTING	EQUALITY, DIVERSITY & INCLUSION	
MARKETING & BRANDING	OPERATIONAL IMPROVEMENT	
MERGERS & ACQUISITIONS	ORGANISATIONAL DESIGN & DEVELOPMENT	
SALES & GROWTH	WELL-BEING	
HR & TALENT	CHANGE & TRANSFORMATION	
LEADERSHIP COACHING & DEVELOPMENT	CHANGE MANAGEMENT	
RECRUITMENT	DIGITAL TRANSFORMATION	
TALENT MANAGEMENT	INNOVATION PROGRAMMES	
TEAM COACHING & DEVELOPMENT	PROJECT & PROGRAMME MANAGEMENT	
INTERNAL PEOPLE DEVELOPMENT	TECHNOLOGY & SUSTAINABLE SOLUTIONS	
- MY GC INDEX:** A section showing 'DATE TAKEN - 5TH JULY 2023' and 'NUMBER OF TIMES TAKEN - 1'. It features a circular graphic with five colored circles containing the numbers 5, 5, 4, 1, and 6.
- NEWS:** A list of recent news items, including 'CCI Friday: Wasting time and money developing people where they don't have energy' and 'CCI Friday Structure all meetings with The GC Index'.

## 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 ChatGCT – 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**, 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.



The screenshot shows the GC Translate web interface. At the top, there's a navigation bar with user information for Nathan Ott, Chief Polisher. Below this is a main header with the GC Translate logo and a welcome message. The central area features a large graphic of colorful, abstract shapes and a circular diagram with four quadrants: 'THE STRATEGIST', 'THE GAME CHANGER', 'THE POLISHER', and 'THE IMPLEMENTER'. The 'PLAY MAKER' is at the center. The interface is divided into three main sections: 'INPUT CONTENT', 'GC TRANSLATION', and 'GC CONTENT PROFILE'. The 'GC TRANSLATION' section contains instructions and tips for using the tool. The 'GC CONTENT PROFILE' section shows a circular chart with five data points, each labeled '21%'.

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

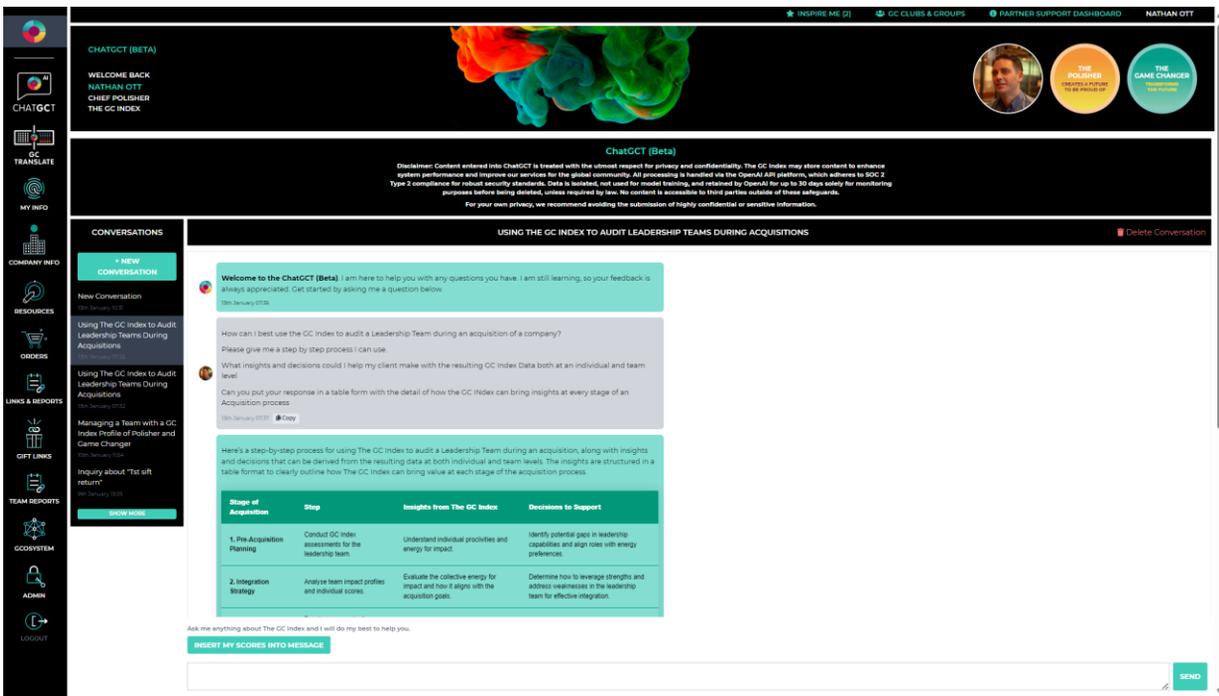
- Job Profiles
- Job Adverts
- Competency Frameworks
- Development Plans
- CVs
- LinkedIn Profiles
- Mission, Purpose and Values Statements
- Meeting Agendas
- Website Content
- Project Plans, Roles and Responsibilities
- Business Plans
- Any Communication Statements

## ChatGCT, 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...



The screenshot shows the ChatGCT interface within the GC Platform. The user is Nathan Ott, Chief Polisher. The chat history shows a conversation about using the GC Index to audit leadership teams during acquisitions. The chat content includes a welcome message, a question about how to use the GC Index, and a detailed table of insights and decisions to support the acquisition process.

**ChatGCT (Beta)**

WELCOME BACK  
NATHAN OTT  
CHIEF POLISHER  
THE GC INDEX

ChatGCT (Beta)

Disclaimer: Content entered into ChatGCT is treated with the utmost respect for privacy and confidentiality. The GC Index may store content to enhance system performance and improve our services for the global community. All processing is handled on the OpenAI API platform, which adheres to SOC 2 Type 2 compliance for robust security standards. Data is isolated, not used for model training, and retained by OpenAI for up to 30 days solely for monitoring purposes before being deleted, unless required by law. We do not store or access to third parties outside of those safeguards. For your own privacy, we recommend avoiding the submission of highly confidential or sensitive information.

CONVERSATIONS

NEW CONVERSATION

Using the GC Index to Audit Leadership Teams During Acquisitions

Using the GC Index to Audit Leadership Teams During Acquisitions

Managing a Team with a GC Index Profile of Polisher and Game Changer

Inquiry about "Tst sft return"

ASK ME ANYTHING ABOUT THE GC INDEX AND I WILL DO MY BEST TO HELP YOU.

INSERT MY SCORES INTO MESSAGE

SEND

USING THE GC INDEX TO AUDIT LEADERSHIP TEAMS DURING ACQUISITIONS

Welcome to the ChatGCT (Beta). I am here to help you with any questions you have. I am still learning, so your feedback is always appreciated. Get started by asking me a question below.

How can I best use the GC Index to audit a Leadership Team during an acquisition of a company? Please give me a step by step process I can use.

What insights and decisions could I help my client make with the resulting GC Index Data both at an individual and team level?

Can you put your response in a table form with the detail of how the GC Index can bring insights at every stage of an Acquisition process?

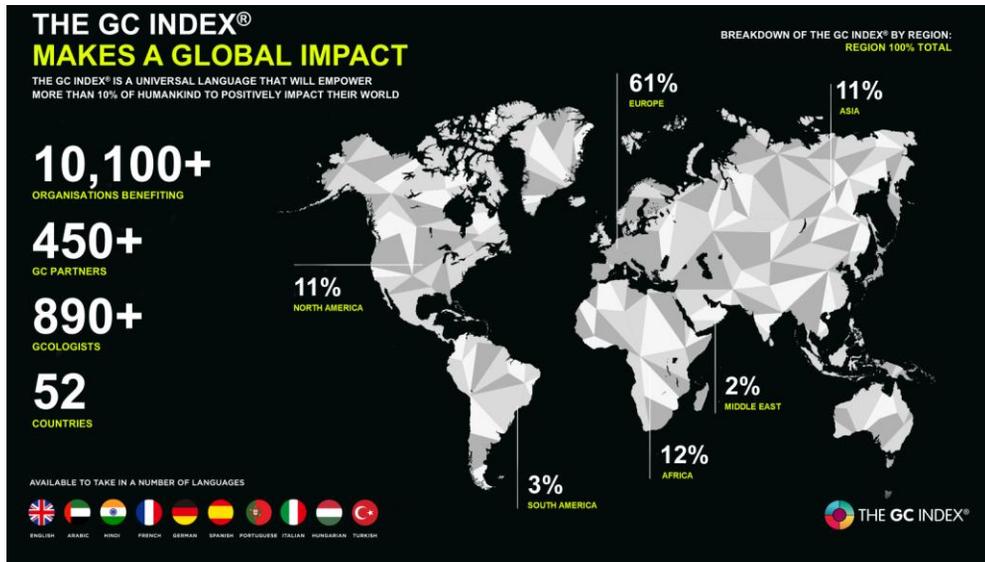
Here's a step-by-step process for using the GC Index to audit a Leadership Team during an acquisition, along with insights and decisions that can be derived from the resulting data at both individual and team levels. The insights are structured in a table format to clearly outline how the GC Index can bring value at each stage of the acquisition process.

Stage of Acquisition	Step	Insights from The GC Index	Decisions to Support
1. Pre-Acquisition Planning	Conduct GC Index assessments for the leadership team.	Understand individual priorities and energy for impact.	Identify potential gaps in leadership capabilities and align roles with energy preferences.
2. Integration Strategy	Analyse team impact profiles and individual scores.	Evaluate the collective energy for impact and how it aligns with the acquisition goals.	Determine how to leverage strengths and address weaknesses in the leadership team for effective integration.

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



**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.”*



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



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 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



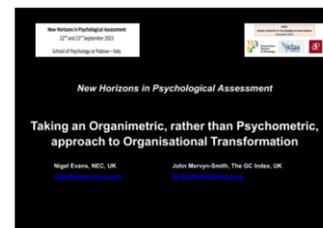
**“Discovering Game Changers to transform organisations through an Organimetric Index.”**  
Nigel Evans & Dr John Mervyn-Smith  
ICP 2021, Virtual



**“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 Transformational Change through an Organimetric Index’**  
Nigel Evans & Dr John Mervyn-Smith, EAWOP 2025, Prague.

# FURTHER REFERENCES:



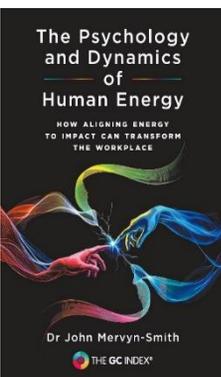
**Ott, N. & Mervyn-Smith, J (2015). The DNA of a Game Changer. London, eg.1 Ltd.**



**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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