

## DEMO COMPANY

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"Knowing yourself is the beginning of all wisdom."

—Aristotle

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# COREnology

**“It’s not hard to make decisions when you know what your values are.” - Roy Disney**

At COREnology, we believe the most productive and impactful teams are built on a foundation of knowing, respecting, and trusting one another. By understanding and sharing core values with teams, you foster a deeper level of connection that drives success. We have found that when teams align to understand core beliefs, and are grounded in mutual respect and trust, they gain greater clarity and purpose, elevating performance and strengthening every aspect of collaboration.

## ■ At a glance this report shows:

### COREvalues™

This section is designed to help you explore the values that drive both you and the people within your organization. By understanding what truly matters to each team member, you can begin to build a culture rooted in shared purpose, mutual respect, and stronger collaboration.

### COREculture™

This section offers a snapshot of how aligned your team or organization is across the four pillars of culture. It helps you assess whether your current behaviors and practices reflect your shared values — and where there may be gaps. Revisiting this annually can help you stay intentional about living out your values and strengthening alignment as your team grows and evolves.

# COREvalues™

## ■ Before you begin

For each member of your team, you'll receive a page outlining their top five core values. You'll also see a summary of your team's collective values. At the end of the report, you'll find exercises designed to help your team engage with one another through the lens of these core values.

## ■ Things to consider

**1. Values shape how we show up and work together.** When team members act in alignment with shared values, it builds trust, consistency, and a stronger sense of identity. Core values serve as a "to be" list—not just what we do, but who we are together. Understanding these values helps teams stay focused on what truly matters, even amid urgent demands or distractions.

**2. Values create stability and guide decision-making.** In the face of uncertainty or conflict, values provide a steady foundation. They act as a behavioral compass, helping individuals and teams make decisions with confidence and clarity—minimizing internal friction and improving alignment.

**3. Values foster meaningful connection.** When team members take the time to understand each other's values, it builds empathy, collaboration, and long-term cohesion. Shared values are the root of strong cultures—ones where people feel seen, respected, and motivated to move forward together.

**4. The 3 different types of core values.** Values can be **aspirational**, acting as ideals that motivate you to become your best self. They can be **innate**, an integral part of the character or personality you were born with. They can also be **experiential**, inspired by the most meaningful and impactful moments of your life.

## ■ REPORT DEFINITIONS

**COREvalues™.** Every team is made up of individuals who bring a wide range of personal values—but at the heart of each person are a few core values that truly define what matters most to them. These are the values people hold closest: the ones that guide their actions, shape their decisions, and influence how they engage with others at work. When teams understand the core values of their members, it creates opportunities for deeper trust, better communication, and stronger alignment. These values become the foundation of culture—showing up in how teams collaborate, make decisions, and navigate challenges together.

**Value Quadrants** The different values we have generally fall into four general types, or quadrants: Artistic, Inspired, Productive, and Ethical.









**COREstyles™** Your COREstyle™ is the unique blend of your top two value quadrants. For example, if someone's strongest values are in the Artistic and Inspired quadrants, their CoreStyle™ is called a Trailblazer—a style marked by creativity and a drive to bring new ideas to life. Understanding each team member's CoreStyle™ helps leaders and teammates recognize strengths, anticipate blind spots, and build a more inclusive, supportive environment. It's not just about personality—it's about culture in action.

You can read more about COREstyles™ and value quadrants in the appendix.

# COREvalues™

## James: Your Top Core Values

	Value	Description	Quadrant
	Wisdom	Using knowledge and experience to make good decisions and judgments	Inspired
	Humor	An ability to laugh at unexpected life moments, joking as a way of relating to others and building bonds, finding joy in the lighter side of things	Artistic
	Artistry	Creative skill to take endeavors to a higher, more expressive level	Artistic
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive
	Integrity	Staying true to something when faced with pressure to deviate	Ethical

  
**James's**  
 Quadrant Blend  
 Artistic/Inspired

=

  
**James's**  
 CoreStyle™  
 Trailblazer

**Quadrant Blend:** Artistic and Inspired

**The Trailblazer's driving question:** What is engaging and what is ideal?

**The Trailblazer's Key Word:** Engagement

**Others may see a Trailblazer:** Creative, expressive, outside the box thinkers, observant, idealists, noble, intentional, courageous






**Trailblazer's Quadrant Blend Description:** Dynamic in both how they see the World and engage with it while pressing towards the ideal

**A Trailblazer may struggle with:** Accomplishing unengaging tasks, determining the right thing to do, moving from idea to action

**A Trailblazer's Key want:** To enjoy and refine the moment

# COREvalues™

## Jane: Your Top Core Values

	Value	Description	Quadrant
	Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive
	Health	Physical condition that enables the activities of a fulfilling life and the mental state to appreciate and enjoy it	Productive
	Connection	Relating to others on a deeper level where lasting bonds are made and meaningful community is created	Artistic
	Forgiveness	Release of anger that was directed at someone, acceptance of someone in spite of their wrong	Ethical

  
**Jane's**  
 Quadrant Blend  
 Productive/Ethical

=

  
**Jane's**  
 CoreStyle™  
 Director

**Quadrant Blend:** Productive and Inspired

**The Director's driving question:** What is optimal and what is ideal?

**The Director's Key Word:** Enterprising

**Others may see a Director:** Motivated, productive, results-oriented, disciplined, idealists, noble, intentional, courageous






**Director's Quadrant Blend Description:** Resolute when it comes to taking action and being productive and dynamic when it comes to what they see as ideal

**A Director may struggle with:** Embracing new and different experiences, slowing down to determine what is the right thing to do in any given situation

**A Director's Key want:** To measure and define the moment

# COREvalues™

## ■ Sara: Your Top Core Values

	Value	Description	Quadrant
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive
	Independence	Self-reliance that empowers one to determine their own direction, a freedom from reliance on other people and requirements	Productive
	Integrity	Staying true to something when faced with pressure to deviate	Ethical
	Courage	Doing something that's difficult or dangerous, choosing to proceed in the face of obstacles or potential suffering or loss	Inspired
	Empathy	Feeling for the situation of others, sensing and sharing their emotions	Inspired



Sara's

Quadrant Blend

Inspired/Productive

=



Sara's

CoreStyle™

Influencer

**Quadrant Blend:** Inspired and Productive

**The Influencer's driving question:** What is ideal and what is optimal?

**The Influencer's Key Word:** Ethereal

**Others may see a Influencer:** Idealists, noble, intentional, courageous, motivated, productive, results-oriented, disciplined






**Influencer's Quadrant Blend Description:** Dynamic when it comes to what they see as ideal and resolute when it comes to taking action and being productive

**A Influencer may struggle with:** Embracing new and different experiences, slowing down to determine what is the right thing to do in any given situation

**A Influencer's Key want:** To refine and measure the moment

# COREvalues™

## ■ Steve: Your Top Core Values

Value	Description	Quadrant
 Forgiveness	Release of anger that was directed at someone, acceptance of someone in spite of their wrong	Ethical
 Faith	Strong and lasting belief and trust in something or someone especially without direct observation or proof, a confidence that transcends a measurable contract	Inspired
 Connection	Relating to others on a deeper level where lasting bonds are made and meaningful community is created	Artistic
 Loyalty	Commitment to a person or plan for the long term and through trials	Ethical
 Humor	An ability to laugh at unexpected life moments, joking as a way of relating to others and building bonds, finding joy in the lighter side of things	Artistic



Steve's

Quadrant Blend

Artistic/Ethical

=



Steve's

CoreStyle™

Galvanizer

**Quadrant Blend:** Artistic and Ethical

**The Galvanizer's driving question:** What is engaging and what is right?

**The Galvanizer's Key Word:** Engagement

**Others may see a Galvanizer:** Creative, expressive, outside the box thinkers, observant, principled, fair, accountable, dependable






**Galvanizer's Quadrant Blend Description:** They live in a balance between being dynamic and resolute, leading with their heart and with their mind.

**A Galvanizer may struggle with:** Completing tasks, producing deliverables, and motivating others into action

**A Galvanizer's Key want:** To enjoy and define the moment

# COREvalues™

## Melinda: Your Top Core Values

Value	Description	Quadrant
 Experience	First-hand interaction with a subject, and valuing the accumulation of this experience over years	Artistic
 Courage	Doing something that's difficult or dangerous, choosing to proceed in the face of obstacles or potential suffering or loss	Inspired
 Independence	Self-reliance that empowers one to determine their own direction, a freedom from reliance on other people and requirements	Productive
 Empathy	Feeling for the situation of others, sensing and sharing their emotions	Inspired
 Optimism	Hopefulness and positive expectancy about the future events and endeavors	Artistic

  
**Melinda's**  
 Quadrant Blend  
 Inspired/Productive

=

  
**Melinda's**  
 CoreStyle™  
 Influencer

**Quadrant Blend:** Inspired and Productive

**The Influencer's driving question:** What is ideal and what is optimal?

**The Influencer's Key Word:** Ethereal

**Others may see a Influencer:** Idealists, noble, intentional, courageous, motivated, productive, results-oriented, disciplined






**Influencer's Quadrant Blend Description:** Dynamic when it comes to what they see as ideal and resolute when it comes to taking action and being productive

**A Influencer may struggle with:** Embracing new and different experiences, slowing down to determine what is the right thing to do in any given situation

**A Influencer's Key want:** To refine and measure the moment

# COREvalues™

## ■ Stacie: Your Top Core Values

Value	Description	Quadrant
 Artistry	Creative skill to take endeavors to a higher, more expressive level	Artistic
 Creativity	A perspective of openness to new approaches and their application in inventing and making new ideas or things	Artistic
 Forgiveness	Release of anger that was directed at someone, acceptance of someone in spite of their wrong	Ethical
 Loyalty	Commitment to a person or plan for the long term and through trials	Ethical
 Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive



**Stacie's**

Quadrant Blend

Artistic/Ethical

=



**Stacie's**

CoreStyle™

Galvanizer

**Quadrant Blend:** Artistic and Ethical

**The Galvanizer's driving question:** What is engaging and what is right?

**The Galvanizer's Key Word:** Engagement

**Others may see a Galvanizer:** Creative, expressive, outside the box thinkers, observant, principled, fair, accountable, dependable






**Galvanizer's Quadrant Blend Description:** They live in a balance between being dynamic and resolute, leading with their heart and with their mind.

**A Galvanizer may struggle with:** Completing tasks, producing deliverables, and motivating others into action

**A Galvanizer's Key want:** To enjoy and define the moment

# COREvalues™

## ■ Grant: Your Top Core Values

Value	Description	Quadrant
 Creativity	A perspective of openness to new approaches and their application in inventing and making new ideas or things	Artistic
 Empathy	Feeling for the situation of others, sensing and sharing their emotions	Inspired
 Integrity	Staying true to something when faced with pressure to deviate	Ethical
 Experience	First-hand interaction with a subject, and valuing the accumulation of this experience over years	Artistic
 Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive



Grant's

Quadrant Blend

Artistic/Productive

=



Grant's

CoreStyle™

Developer

**Quadrant Blend:** Artistic and Productive

**The Developer's driving question:** What is engaging and what is optimal?

**The Developer's Key Word:** Engagement

**Others may see a Developer:** Creative, expressive, outside the box thinkers, observant, motivated, productive, results-oriented, disciplined






**Developer's Quadrant Blend Description:** Always moving and doing something, driven by engaging with others and the World and accomplishing tasks

**A Developer may struggle with:** Seeing the ideal in a difficult situation, stopping to ask what's the right thing to do

**A Developer's Key want:** To enjoy and measure the moment

# COREvalues™

## ■ Mike: Your Top Core Values

	Value	Description	Quadrant
	Integrity	Staying true to something when faced with pressure to deviate	Ethical
	Loyalty	Commitment to a person or plan for the long term and through trials	Ethical
	Courage	Doing something that's difficult or dangerous, choosing to proceed in the face of obstacles or potential suffering or loss	Inspired
	Respect	A show of importance and worth of one's self or others	Ethical
	Justice	Fairness, equality, ownership of consequences by those responsible for them	Ethical



Mike's

Quadrant Blend

Ethical/Artistic

=



Mike's

CoreStyle™

Generator

**Quadrant Blend:** Ethical and Artistic

**The Generator's driving question:** What is right and what is engaging?

**The Generator's Key Word:** Ethos

**Others may see a Generator:** Principled, fair, accountable, dependable, creative, expressive, outside the box thinkers, observant






**Generator's Quadrant Blend Description:** They live in a balance between being resolute and dynamic, leading with their mind and with their heart.


**A Generator may struggle with:** Completing tasks, producing deliverables, and motivating others into action

**A Generator's Key want:** To define and enjoy the moment

# COREvalues™

## ■ Brooke: Your Top Core Values

	Value	Description	Quadrant
	Courage	Doing something that's difficult or dangerous, choosing to proceed in the face of obstacles or potential suffering or loss	Inspired
	Optimism	Hopefulness and positive expectancy about the future events and endeavors	Artistic
	Strength	Endurance of one's spirit through trials, inner fortitude to overcome obstacles and progress towards goals	Productive
	Wisdom	Using knowledge and experience to make good decisions and judgments	Inspired
	Empathy	Feeling for the situation of others, sensing and sharing their emotions	Inspired

  
**Brooke's**  
 Quadrant Blend  
 Inspired/Artistic

=

  
**Brooke's**  
 CoreStyle™  
 Cultivator

**Quadrant Blend:** Inspired and Artistic (Double Dynamism)

**The Cultivator's driving question:** What is ideal and what is engaging?

**The Cultivator's Key Word:** Ethereal

**Others may see a Cultivator:** Idealists, noble, intentional, courageous, creative, expressive, outside the box thinkers, observant






**Cultivator's Quadrant Blend Description:** Dynamic and driven by what they think is ideal and what they see as engaging

**A Cultivator may struggle with:** Coming to resolution on matters, determining what they think is right and taking action

**A Cultivator's Key want:** To refine and enjoy the moment

# COREvalues™

## ■ Nick: Your Top Core Values

Value	Description	Quadrant
 Health	Physical condition that enables the activities of a fulfilling life and the mental state to appreciate and enjoy it	Productive
 Courage	Doing something that's difficult or dangerous, choosing to proceed in the face of obstacles or potential suffering or loss	Inspired
 Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive
 Connection	Relating to others on a deeper level where lasting bonds are made and meaningful community is created	Artistic
 Faith	Strong and lasting belief and trust in something or someone especially without direct observation or proof, a confidence that transcends a measurable contract	Inspired



Nick's

Quadrant Blend

Artistic/Productive

=



Nick's

CoreStyle™

Developer

**Quadrant Blend:** Artistic and Productive

**The Developer's driving question:** What is engaging and what is optimal?

**The Developer's Key Word:** Engagement

**Others may see a Developer:** Creative, expressive, outside the box thinkers, observant, motivated, productive, results-oriented, disciplined






**Developer's Quadrant Blend Description:** Always moving and doing something, driven by engaging with others and the World and accomplishing tasks

**A Developer may struggle with:** Seeing the ideal in a difficult situation, stopping to ask what's the right thing to do

**A Developer's Key want:** To enjoy and measure the moment

# COREvalues™

## ■ Gretchen: Your Top Core Values

	Value	Description	Quadrant
	Empathy	Feeling for the situation of others, sensing and sharing their emotions	Inspired
	Respect	A show of importance and worth of one's self or others	Ethical
	Loyalty	Commitment to a person or plan for the long term and through trials	Ethical
	Integrity	Staying true to something when faced with pressure to deviate	Ethical
	Generosity	Giving of your time, efforts, or resources without receiving back as in a trade, lessening of yourself for the benefit of others	Inspired

  
**Gretchen's**  
 Quadrant Blend  
 Ethical/Inspired

=

  
**Gretchen's**  
 CoreStyle™  
 Benefactor

**Quadrant Blend:** Ethical and Inspired

**The Benefactor's driving question:** What is right and what is ideal?

**The Benefactor's Key Word:** Ethos

**Others may see a Benefactor:** Principled, fair, accountable, dependable, idealists, noble, intentional, courageous






**Benefactor's Quadrant Blend Description:** Resolute and driven by what they think is right and what they see as ideal

**A Benefactor may struggle with:** Embracing new things, initiating new courses of action, or originating something different.

**A Benefactor's Key want:** To define and refine the moment

# COREvalues™

## ■ Ellie: Your Top Core Values

	Value	Description	Quadrant
	Faith	Strong and lasting belief and trust in something or someone especially without direct observation or proof, a confidence that transcends a measurable contract	Inspired
	Wisdom	Using knowledge and experience to make good decisions and judgments	Inspired
	Integrity	Staying true to something when faced with pressure to deviate	Ethical
	Generosity	Giving of your time, efforts, or resources without receiving back as in a trade, lessening of yourself for the benefit of others	Inspired
	Loyalty	Commitment to a person or plan for the long term and through trials	Ethical



Ellie's

Quadrant Blend

Inspired/Ethical

=



Ellie's

CoreStyle™

Advocate

**Quadrant Blend:** Inspired and Ethical

**The Advocate's driving question:** What is ideal and what is right?

**The Advocate's Key Word:** Ethereal

**Others may see a Advocate:** Idealists, noble, intentional, courageous, principled, fair, accountable, dependable






**Advocate's Quadrant Blend Description:** Dynamic when it comes to what they see as ideal and resolute when it comes to what they see as right

**An Advocate may struggle with:** Embracing new and different experiences, turning thoughts and ideas into measurable action

**An Advocate's Key want:** To refine and define the moment

# COREvalues™

## Denise: Your Top Core Values

	Value	Description	Quadrant
	Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive
	Knowledge	Learning from experience and education, which creates self-awareness empowering one to practice and understand things	Productive
	Independence	Self-reliance that empowers one to determine their own direction, a freedom from reliance on other people and requirements	Productive
	Strength	Endurance of one's spirit through trials, inner fortitude to overcome obstacles and progress towards goals	Productive
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive



**Denise's**

Quadrant Blend

Productive/Artistic

=



**Denise's**

CoreStyle™

Builder

**Quadrant Blend:** Productive and Artistic

**The Builder's driving question:** What is optimal and what is engaging?

**The Builder's Key Word:** Enterprising

**Others may see a Builder:** Motivated, productive, results-oriented, disciplined, creative, expressive, outside the box thinkers, observant






**Builder's Quadrant Blend Description:** Always moving and doing something, driven by accomplishing tasks and engaging with others and the World

**A Builder may struggle with:** Coming to resolution on matters, determining what they think is right and taking action

**A Builder's Key want:** To measure and enjoy the moment

# COREvalues™

## ■ David: Your Top Core Values

	Value	Description	Quadrant
	Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive
	Health	Physical condition that enables the activities of a fulfilling life and the mental state to appreciate and enjoy it	Productive
	Independence	Self-reliance that empowers one to determine their own direction, a freedom from reliance on other people and requirements	Productive
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive
	Faith	Strong and lasting belief and trust in something or someone especially without direct observation or proof, a confidence that transcends a measurable contract	Inspired



David's

Quadrant Blend

Productive/Inspired

=



David's

CoreStyle™

Driver

**Quadrant Blend:** Inspired and Ethical

**The Driver's driving question:** What is optimal and what is right?

**The Driver's Key Word:** Enterprising

**Others may see a Driver:** Motivated, productive, results-oriented, disciplined, principled, fair, accountable, dependable






**Driver's Quadrant Blend Description:** Resolute in both what they do and what they see as right, drivers are steadfast and focused on what is in front of them

**A Driver may struggle with:** Embracing new and different experiences, turning thoughts and ideas into action

**A Driver's Key want:** To refine and define the moment

# COREvalues™

## ■ Greg: Your Top Core Values

	Value	Description	Quadrant
	Wisdom	Using knowledge and experience to make good decisions and judgments	Inspired
	Faith	Strong and lasting belief and trust in something or someone especially without direct observation or proof, a confidence that transcends a measurable contract	Inspired
	Justice	Fairness, equality, ownership of consequences by those responsible for them	Ethical
	Generosity	Giving of your time, efforts, or resources without receiving back as in a trade, lessening of yourself for the benefit of others	Inspired
	Empathy	Feeling for the situation of others, sensing and sharing their emotions	Inspired



**Greg's**

Quadrant Blend

Inspired/Ethical

=



**Greg's**

CoreStyle™

Advocate

**Quadrant Blend:** Inspired and Ethical

**The Advocate's driving question:** What is ideal and what is right?

**The Advocate's Key Word:** Ethereal

**Others may see a Advocate:** Idealists, noble, intentional, courageous, principled, fair, accountable, dependable






**Advocate's Quadrant Blend Description:** Dynamic when it comes to what they see as ideal and resolute when it comes to what they see as right

**An Advocate may struggle with:** Embracing new and different experiences, turning thoughts and ideas into measurable action

**An Advocate's Key want:** To refine and define the moment






# COREvalues™

## Directors: Your Top Five Shared Core Values

	Value	Description	Quadrant
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive
	Wisdom	Using knowledge and experience to make good decisions and judgments	Inspired
	Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive
	Humor	An ability to laugh at unexpected life moments, joking as a way of relating to others and building bonds, finding joy in the lighter side of things	Artistic
	Independence	Self-reliance that empowers one to determine their own direction, a freedom from reliance on other people and requirements	Productive






# COREvalues™

## Managers: Your Top Five Shared Core Values

	Value	Description	Quadrant
	Faith	Strong and lasting belief and trust in something or someone especially without direct observation or proof, a confidence that transcends a measurable contract	Inspired
	Wisdom	Using knowledge and experience to make good decisions and judgments	Inspired
	Loyalty	Commitment to a person or plan for the long term and through trials	Ethical
	Integrity	Staying true to something when faced with pressure to deviate	Ethical
	Forgiveness	Release of anger that was directed at someone, acceptance of someone in spite of their wrong	Ethical






# COREvalues™

## ■ Front Line: Your Top Five Shared Core Values

	Value	Description	Quadrant
	Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive
	Empathy	Feeling for the situation of others, sensing and sharing their emotions	Inspired
	Courage	Doing something that's difficult or dangerous, choosing to proceed in the face of obstacles or potential suffering or loss	Inspired
	Health	Physical condition that enables the activities of a fulfilling life and the mental state to appreciate and enjoy it	Productive
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive

# COREvalues™

## ■ Demo Company: Your Top Five Shared Core Values

	Value	Description	Quadrant
	Courage	Doing something that's difficult or dangerous, choosing to proceed in the face of obstacles or potential suffering or loss	Inspired
	Integrity	Staying true to something when faced with pressure to deviate	Ethical
	Determination	Striving for something despite challenges, persisting in efforts towards a goal in the face of difficulties	Productive
	Achievement	Reaching goals by working hard, measuring value by accomplishment, not just effort	Productive
	Wisdom	Using knowledge and experience to make good decisions and judgments	Inspired

## ■ Learning About COREstyles™

On the next page (heatmap) you'll see each person's COREstyle™. These styles provide a shortcut to finding the unity and diversity of your team. As mentioned above, each value can be generally categorized into one of four quadrants: Artistic, Inspired, Productive, and Ethical. Most people's top COREvalue™ tend to have a high concentration of values from one or two of these quadrants.

Within each of the quadrants are three COREstyles™. Your COREstyle™ is a reflection of the concentration of the COREvalues™ you have from any given quadrant. For example, if your core values fall primarily in the Artistic Quadrant and second in the Inspired Quadrant, then your COREstyle™ is a blend of Artistic and Inspired, which we call a Trailblazer. (See the visual on the next page for context.)

Your COREstyle™ isn't an absolute truth about you as a person. It's simply a tool to help you understand more about yourself, how your COREvalues™ may shape your view of the world, and things that you should be careful about when it comes to the potential over-expression of your values. You can learn more about COREstyles™ in the appendix of this report.

# COREvalues™

## Demo Company:

Each team member's COREstyle™ is represented in this heatmap (if there are too many team members a total number is given)



See more information in Appendix

## ■ Core Values: How Can You Take Action?

The more you choose to live in your core values, the more they will impact you. Below are some activities you can do with your team to begin putting your core values into practice in your day-to-day interactions. You can do one or all of the activities. You can do them over a period of time, or you can schedule a team event and do them all at once.

As you increase purposeful communication around your core values, you'll continue to see added benefit as an individual, and as a team.

### **Find Your Core Values' Origin Stories**

Spend time reflecting on your team's core values and consider why each value matters. What experiences or moments helped shape these values? Origin stories give values context and make them relatable—building deeper connection and commitment among team members.

### **Share Your Values and Stories**

Few things build team cohesion like sharing the stories behind individual and collective values. Take time to exchange these stories during team meetings or workshops. Listening to each other's experiences strengthens empathy and understanding across the group.

### **Celebrate Complementary Strengths**

Look at where your team's values align and where they differ. Discuss how these differences create opportunities for collaboration and innovation. Diverse values can be complementary, allowing the team to cover blind spots and approach challenges from multiple perspectives.

### **Set Team Goals Aligned with Your Values**

Create team objectives that reflect your shared values. This ensures that your day-to-day work supports the culture you want to build and the impact you want to have. Use your core values as a compass when prioritizing projects and making decisions.

### **Integrate Core Values Into Your Everyday Language**

Embedding core values in how your team communicates can shift behavior and strengthen relationships:

1. Recognize and acknowledge when team members demonstrate core values. Celebrate these moments publicly to reinforce what matters.
2. Use values as a guide during conflict or tough conversations. Ask: "Is a core value being upheld or overlooked here?" This helps surface root causes and fosters respectful resolution.
3. Use hypothetical scenarios to shape character. "What would someone with [CORE VALUE] do in a situation like this?" This can help you and your team develop a game plan for when challenges arise.

# COREculture™

## ■ Culture: Why it's Important?

This report is designed to give your team or organization a clear benchmark for where you stand today across the four pillars of culture: Communication, Cohesion, Identity, and Impact. It also offers actionable ideas to help you grow and improve in the future.

At its core, culture is the shared set of beliefs, behaviors, attitudes, and actions that connect a group of people. As Daniel Coyle explains in *The Culture Code*, "Culture is a set of living relationships working toward a shared goal. It's not something you are. It's something you do."

Culture isn't limited to formal organizations—it exists wherever people come together: in teams, communities, and networks.

When it comes to your organization's culture, you have two essential choices: shape it or be shaped by it. By intentionally fostering a positive, healthy, and vibrant culture, you amplify the purpose expressed in your shared core values. Without that intentional effort, you risk fighting against the current—spending energy on misalignment rather than forward progress toward meaningful goals.

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## ■ Culture: How Can You Take Action?

Your team's culture scores are not a report card—they are a snapshot in time. This benchmark helps you identify strengths and areas where you may want to invest more focus and resources.

Culture assessments are common in organizations because they help teams ensure alignment, make sure every voice is heard and valued, and uncover areas needing more attention, training, or support. This report offers your team the same opportunity.

### **As you review the results together, consider these questions:**

1. Where is our greatest strength? Celebrate this success and the progress you've made.
2. Where do we need to focus energy and resources to improve?

Avoid finger-pointing or blame. Instead, approach this with curiosity and a commitment to collective growth.

Once you identify which pillar(s) you want to invest in, explore the recommendations provided and set realistic goals as a team.

*Be sure to revisit this assessment annually to celebrate your progress and continue strengthening your culture.*

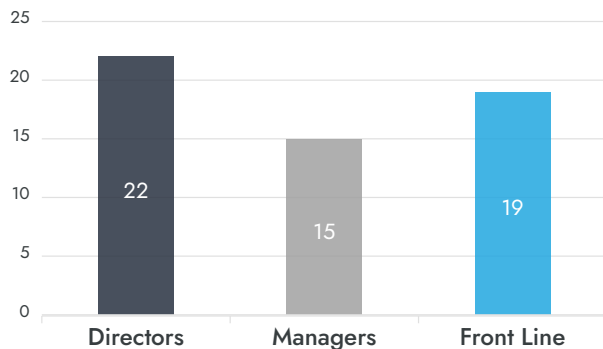
# COREculture™

## ■ Culture Scores

High scores represent areas where you are excelling, and lower scores represent areas you should consider investing in. Scores can range from a high of 25 to a low of 5. Scores are not intended for comparison to others but rather to help you spot potential areas of focus which can be tracked and measured over time.

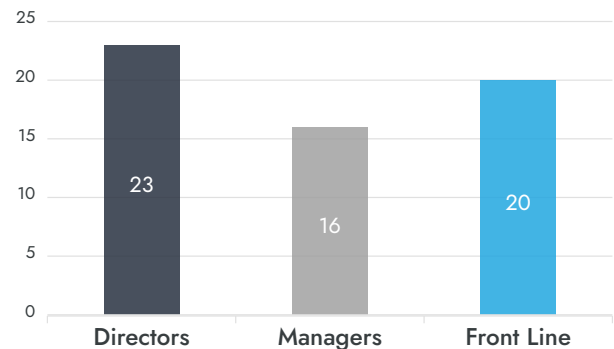
### 1 Communication

Teams with the best culture regularly engage in healthy communication, effectively deal with conflict, and allow team members to express themselves.



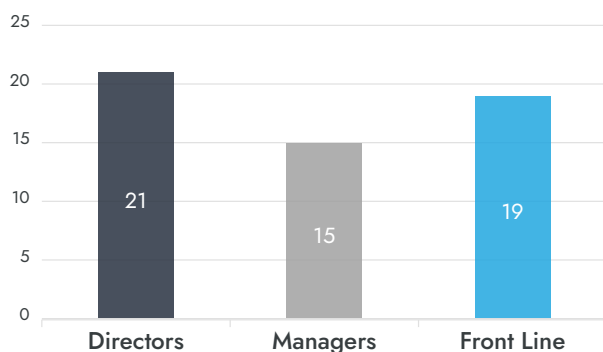
### 3 Identity

Teams with the best culture know what matters to them, have clear expectations for each member of the team, can articulate their core values, and have a strong sense of identity and purpose.



### 2 Cohesion

Teams with the best culture have people who feel like an important part of the team, listen to each other, and treat each other with respect.



### 4 Impact

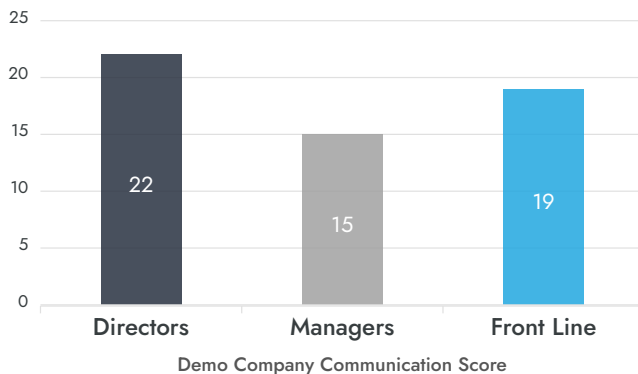
Teams with the best culture are actively working towards individual and group goals, know how they want to make a difference in the world, and view themselves as a team.



# COREculture™

## Communication

Teams with strong, thriving cultures consistently prioritize healthy communication, create space for honest dialogue, and address conflict with care and clarity. They empower individuals to express themselves, share ideas, and bring their full selves to the team—knowing that this openness is essential to trust, collaboration, and long term success.



Effective organizations resolve conflicts constructively, encourage everyone to express themselves, and ensure that key information is clearly shared across the team. Communication is the foundation of culture-building and one of the most powerful tools for anyone seeking to positively influence their team or organization.

### Respectful Sharing + Respectful Listening = Communication

Sharing involves openly expressing what's on our minds and hearts, while listening requires giving others our full attention and respect. Both sharing and listening demand humility and mutual respect. Without these, meaningful communication—and by extension, a healthy culture—is impossible. As Carlos Ruiz Zafón said, "Fools talk, cowards are silent, wise men listen."

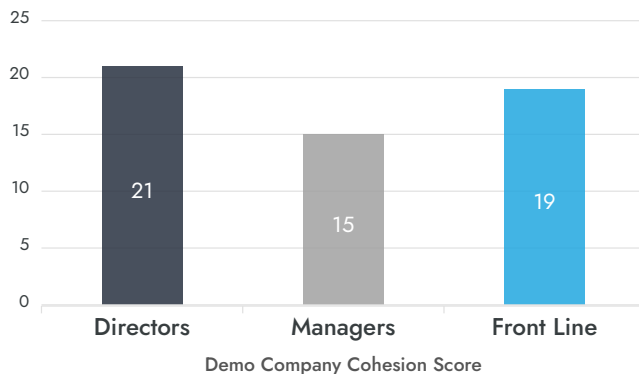
To improve communication within your team or organization, consider asking members these questions—and truly listen to their answers:

1. What could I do to be a better communicator with you?
2. What makes you feel heard or understood?
3. When we need to share thoughts or feedback, what's the most helpful way for us to do that — in the moment, in writing, or another way?
4. Is there anything you've wanted to say but haven't felt there was space for?

# COREculture™

## Cohesion

Teams with strong cultures are built on connection and mutual respect. Their people feel valued, heard, and included. They listen to one another, collaborate with empathy, and treat each other with dignity creating a sense of belonging that strengthens the entire organization.



The next pillar of culture-building is cohesion—the feeling within a group of being a united whole, or the ongoing effort to create that unity. Successful teams connect deeply when members feel valued, build strong relationships with one another, and treat each other with respect.

The formula for cohesion is as follows:

**Engaged Relationship + Clarity of Purpose = Cohesion**

The key difference between just having relationships and true cohesion is a shared purpose. Too often, teams and organizations focus on relationships without grounding them in a meaningful, common purpose. This lack of purpose can weaken both the impact and longevity of the group.

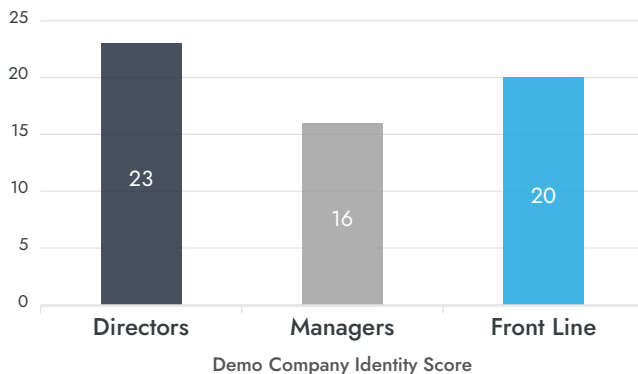
To foster lasting cohesion within your team or organization, consider the group you want to strengthen and reflect on the following questions:

1. What experiences, values, or beliefs do we share— even if we express them differently?
2. If we don't yet feel connected by shared experiences, what kinds of meaningful experiences could we create together as a team?
3. Which core values serve as common ground for how we show up and work together?
4. What challenge, project, or shared purpose can unify us and help us grow stronger together?

# COREculture™

## Identity

Teams with strong cultures know what they stand for. They have a clear sense of purpose, can confidently articulate their core values, and set clear expectations for every team member. This shared identity creates alignment, focus, and a unifying sense of direction that drives how people work and grow together.



While purpose is a powerful driver of cohesion, it can only take hold when there is clarity. Within a team or organization, clarity means understanding not only yourself but also each member and the collective identity of the group. This leads us to the third pillar of culture: identity. Think of group identity like the overlapping section of a Venn diagram—where the individual me of each person becomes an essential part of the collective we.

The formula for identity is as follows:

**Knowing Who You Are + Knowing Who You Want to Be = Identity**

Knowing who your team is starts with understanding your current values, motivations, and strengths. Knowing who you want to be is aspirational—it's the vision for your future self and the future of the team. Together, these elements serve as both the map and compass for guiding your group's journey. To develop a shared identity within your team, it's important to engage in collective reflection and open dialogue.

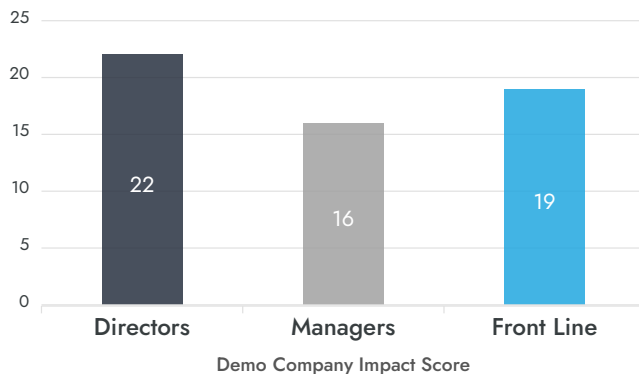
To begin this journey, spend time considering your team and ask yourself the following questions:

1. Can we clearly articulate what we value, what we esteem, and what truly matters to us as a group?
2. How would we describe our group identity today — in a few authentic words or phrases?
3. Is the identity we currently have the one we actually want to be known for?
4. Who do we aspire to become as a group, and what kind of difference do we want to make together?

# COREculture™

## Impact

Teams with strong cultures are united by a shared vision of the difference they want to make. They operate as a team—aligned around common goals while also supporting individual growth. Purpose drives their actions, and every member understands how their contribution moves the organization forward.



Groups that create lasting, positive impact actively work toward meaningful goals and clearly articulate how they want to make a difference together. They see themselves as a team intentionally assembled to pursue that purpose. While the ultimate vision may be ambitious or evolving, they set specific objectives that move them steadily forward.

### Amount of Investment + Clarity of Purpose = Impact

When considering the impact your team or organization wants to make, it's important to recognize that impact is never optional. Every group leaves a mark—whether intentional or not. Avoid the trap of thinking you can opt out or simply inherit circumstances created by others. True leaders and high-performing teams understand that they are shaping the future, not just reacting to it. Those who drive meaningful change see themselves as architects of impact, owning their role in creating a legacy rather than passively accepting one. While we may not control every outcome, we can deliberate about the influence and contribution we strive to make.

To help your group reflect on impact, consider the following questions:

1. Is the impact we want to make clearly connected to who we are as a team or organization?
2. Can every person on the team confidently describe the difference we are trying to make in the world or in our organization?
3. Is everyone actively contributing toward that impact, or is it being carried by only a few voices or roles?
4. Have we defined success in a way that allows us to measure whether we're actually making the impact we aim for?

# APPENDIX | Dig Deeper

The following resources will help you learn even more from your reports.

**"Knowing others is intelligence; knowing yourself is true wisdom."**

**—Lao Tzu**

## Appendix Introduction

The following pages contain ideas, explanations, and questions designed to help you dig deeper into your COREreport.

You'll find:

- Complete explanations of the COREvalues™ Quadrants and COREstyles™ information.
- Detailed information about the COREvalues™ heatmap, including family discussion questions.

# COREvalues™

## Artistic Quadrant

People in the Artistic Quadrant tend to think outside of the box and admire originality. They are drawn toward metaphors, allegories, and symbolic ways of communicating concepts and ideas. They are driven to make something out of nothing and to leave the world enriched by their work.

Their minds may be “messier” than those of people who are more logically oriented. Part of this may be due to the fact that their unconscious minds are often hard at work finding creative solutions to problems. Artistic people are curious and love new experiences, new points of view, and new ways of seeing things. They often “connect the dots” in ways that others do not.

People in the Artistic Quadrant tend to be more dynamic in both their thinking and actions (Dynamic Motion).

The defining question of those in the Artistic Quadrant:

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IS IT ENGAGING ?

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# COREvalues™

## Productive Quadrant

Those who are in the Productive Quadrant are results-oriented and tend to look for ways to demonstrate or measure outcomes. They pride themselves on the slow, steady discipline that accomplishes great things. They are self-disciplined and independent; they don't need the crack of the whip to keep them on task.

Productive people are self-correcting. They take criticism constructively and apply it. They pay attention to their own processes and try to refine them in order to be at their most productive.

People in the Productive Quadrant tend to be more dynamic in their thinking and resolute in their actions (Resolute Motion).

The defining question of those in the Productive Quadrant:

---

IS IT OPTIMAL ?

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# COREvalues™

## Inspired Quadrant

**Individuals in the Inspired Quadrant desire a world as it should be, and they work to achieve that ideal. They want to leave the world a better place than they found it.**

Those in the Inspired Quadrant are often spiritually driven. They are attracted to the transcendent – those qualities that are eternal and bigger than the individual. They believe that life has a purpose higher than mere survival and that each human being has a purpose and a destiny to unlock. They have the courage to stand alone if necessary.

**People in the Inspired Quadrant tend to be more resolute in their thinking and dynamic in their actions (Dynamic Mind).**

**The defining question of those in the Inspired Quadrant:**

---

**IS IT IDEAL ?**

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# COREvalues™

## Ethical Quadrant

The Ethical Quadrant is comprised of those who are driven by doing the right thing. They act on principle and are guided by ethics and morality. They believe in shining a light on injustice and are driven to fight for those who cannot fight or speak for themselves.

For those in the Ethical Quadrant, their word is their bond. They are honest, even when it costs them personally to be so. They do the right thing even when no one is looking and do not take credit for other people's work. Ethical people regard trust as one of the most important factors in human relationships.

**People in the Ethical Quadrant tend to be more resolute in both their thinking and their actions (Resolute Mind).**

The defining question of those in the Ethical Quadrant:

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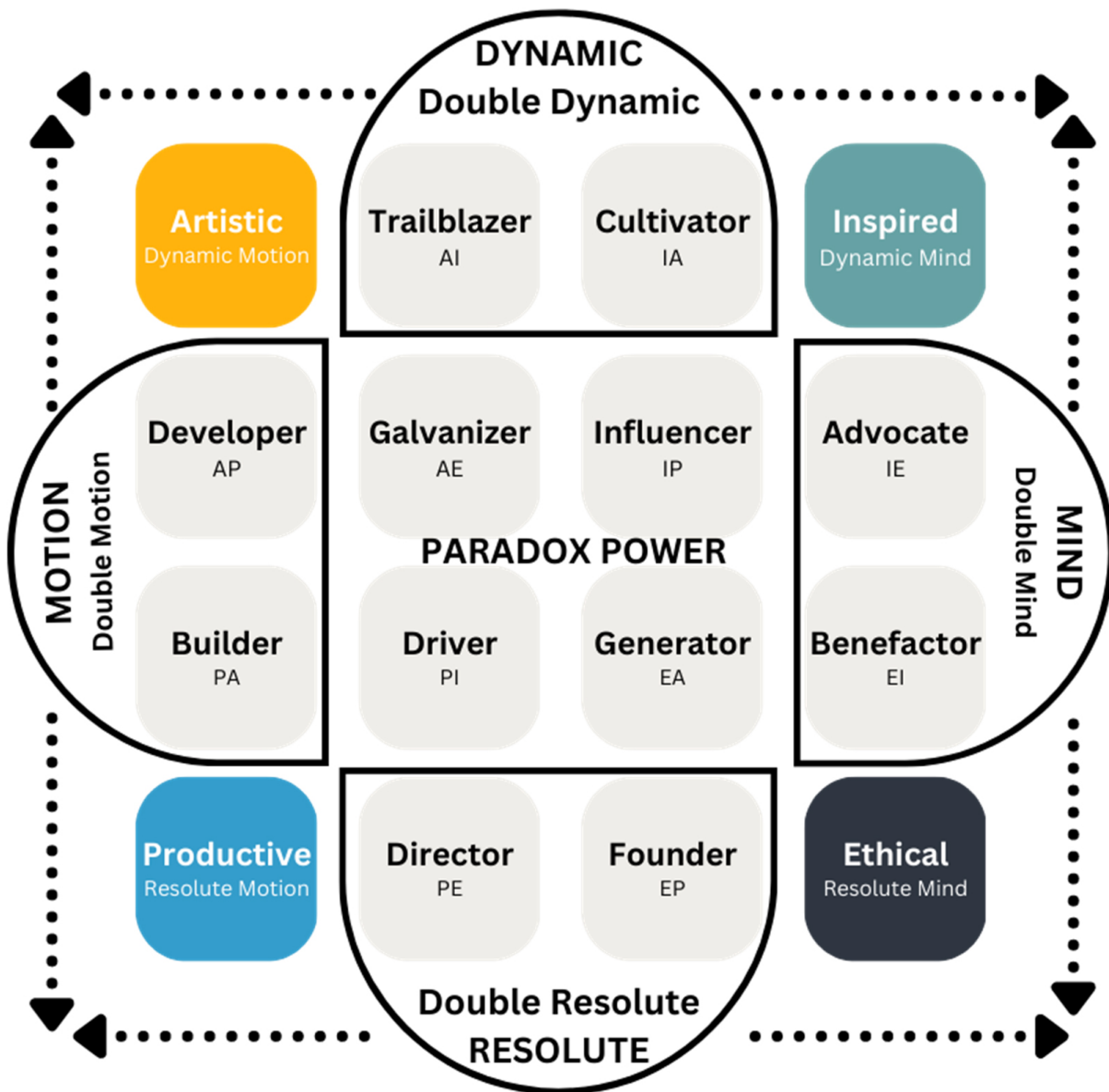
**IS IT RIGHT ?**

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# COREvalues™

## 12 CoreStyles™

Based on the online survey you took, you identified different Core Values which are found within the four Quadrants. Your top 2 quadrants are based on the values you chose. Whichever quadrant gets your highest score is primary, the next highest is your secondary and together they make your QUADRANT BLEND. So, for example, if your answers to the survey place you primarily in the Artistic Quadrant and secondarily in the Inspired Quadrant, then you would be a Trailblazer (AI).



## ■ Heatmap: Why it's Important?

Each individual's values both complement and contrast with other members of your family or group. Your family heatmap is a visual display of this dynamic. As you'll recall, your unique combination of core values is associated with a COREstyle™ (see the bottom of each COREvalues™ page). Your shared family values also created a COREstyle™.

The heatmap gives a quick view of your unity and diversity. Your unity helps you find common ground. Your diversity allows you to complement each other's weaknesses.

To best understand the heatmap, consider that people under each quadrant tend to start their thoughts with the same qualifying question. Below, we have the qualifying question for each quadrant, as well as an illustration for each unique COREstyle™.

### **Artistic Quadrant: What do I find the most engaging in life?**

- Trailblazers like action and change. They want to passionately engage others in achieving an ideal goal.
- Galvanizers balance engaging others and embracing principles. They tend to blend action with thought and are willing to make decisions to incorporate change.
- Developers prefer to focus on action as they engage others in optimizing experiences. They are willing to change to hit just the right engaging process.

### **Inspired Quadrant: What is the ideal in this circumstance and how can I achieve them all at once?**

- Cultivators like to think about change, especially change that achieves an ideal. They embrace the ideal and engage those around them to embrace it as well.
- Influencers balance achieving the ideal with a structured, measurable process. They tend to act on their thoughts, embracing change while making clear decisions.
- Advocates think through the changes needed to achieve an ideal goal. They want to achieve an ideal while considering what is good, right, and best in the situation.

### **Ethical Quadrant: What is good and right in this situation?**

- Benefactors are thoughtful about principles of good and right, and they desire to use these principles to achieve an ideal. They are comfortable making decisions.
- Generators rely on a set of principles to engage the world around them. They balance thought with action, and decisiveness with change.
- Founders are thoughtful and decisive about what is good and right, and they use these principles to optimize experiences. They like ideas and plans.

### **Productive Quadrant: How can I optimize or measure this experience?**

- Directors are decisive about plans and processes and are comfortable acting on them. They desire to optimize circumstances, based on a clear set of principles.
- Drivers thrive in the tension between achieving an ideal and maximizing a process. They can act decisively and balance a need for change with a need for mindfulness.
- Builders rely on measurables to engage the world around them. They optimize a situation to engage others through action and decision-making.

Look at the heatmap and COREstyle™ illustrations and discuss your family's similarities and differences.

- In what ways does your diversity benefit your team?
- In what ways do your similarities benefit your team?
- Does the heatmap help you understand your team dynamics?



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