

# PROFILE

Core Values Assessment

# Summary

Profile's Core Value Assessment is a qualitative, self-reported assessment wherein participants select from statements reflecting their desired work environment and then comparatively rank the results until 5 top values remain. The data generated through this assessment aids in the development of a complete, holistic report for an individual by providing quantified subjective context. Gathering self-report data on what a participant cares about adds additional contextual information for Profile's full suite of assessments, and helps to further predict why and how an individual will act within their working environment.

# Process

The assessment consists of a one-to-one index of 28 sets of statements corresponding to 28 values. The assessment is conducted in a two step process. Participants select 36 statements out of a total of 84 which are grouped into sets of 3. Each statement conveys its associated value in different ways (e.g. "There is a high level of trust and honesty" and "The organization is known for its reputable practices" are both sentences that describe the value of Integrity). If a participant selects 2 or 3 statements from the same set, that set of statements and its corresponding value are included in the next step. Participants then rank the statement groups with 2 or 3 selections from the previous step through a series of 10 binary questions asking which option is more important to them (e.g. "Benefits satisfy my lifestyle" OR "The job fits my image of myself") which sorts the values chosen in the first step based on perceived importance. Once these ten questions are answered, the participant is assigned their top 5 values based on their responses.

# Core Value Data

The possible values are selected from the following: Competitiveness, Advancement, Family Happiness, Economic Security, Freedom, Integrity, Friendship, Self-Respect, Creativity, Inner Harmony, Cooperation, Recognition, Health, Wisdom, Spirituality, Order, Pleasure, Achievement, Helpfulness, Loyalty, Responsibility, Personal Development, Fame, Power, Involvement, Affection, Wealth, and Adventure. A further in depth description of each of the aforementioned values is represented below:

**Competitiveness** - This Core value is chosen by someone who is always striving to win and wants to be the best.

**Advancement** - This Core value is chosen by someone who seeks progress and places high merit in promotion or the opportunity to rise in the ranks.

**Family Happiness** - This Core value is chosen by someone who puts their close relationships with their family members above all else. This doesn't mean they don't care about their work, but their work shouldn't get in the way of quality time with their family.

**Economic Security** - This Core value is chosen by someone who wants their income flow to be both steady and adequate.

**Freedom** - This Core value is chosen by someone who seeks independence, autonomy, and liberty. They don't want chains or setbacks in how they operate.

**Integrity** - This Core value is chosen by someone who believes that honesty and sincerity are at the top of all virtues. These individuals have no problem standing up for their beliefs.

**Friendship** - This Core value is chosen by someone who desires close relationships and seeks strong rapport with others.

**Self-Respect** - This Core value is chosen by someone who has a strong belief in their own abilities and holds self-esteem to a high standard.

**Creativity** - This Core value is chosen by someone who is imaginative and inventive, and seeks originality. These individuals thrive off of novel thinking.

**Inner Harmony** - This Core value is chosen by someone who prizes being at peace with themselves and others. These individuals seek finding balance cognitively and emotionally.

**Cooperation** - This Core value is chosen by someone that treasures working together and understands the importance of teamwork.

**Recognition** - This Core value is chosen by someone that seeks respect from others and wants high acknowledgment and status.

**Health** - This Core value is chosen by someone who prices their well-being, both physical and mental.

**Wisdom** - This Core value is chosen by someone who enjoys discovering knowledge and seeks insight and enlightenment.

**Spirituality** - This Core value is chosen by someone with a high degree of faith, spirituality, and/or religious belief. These individuals find strength in their practice.

**Order** - This Core value is chosen by someone who operates via organization and structure. These individuals are highly systematic.

**Pleasure** - This Core value is chosen by someone who seeks fun and enjoyment and puts good times at the top of their hierarchy of needs.

**Achievement** - This Core value is chosen by someone who is focused on attaining goals and seeks a sense of accomplishment.

**Helpfulness** - This Core value is chosen by someone who finds worth in assisting others. These individuals are focused on improving society.

**Loyalty** - This Core value is chosen by someone who prizes commitment, dedication, and dependability in themselves and others.

**Responsibility** - This Core value is chosen by someone who leans on accountability and prizes reliability over all else.

**Personal Development** - This Core value is chosen by someone who strives to become better at learning, strengthening themselves, and realizing their full potential.

**Fame** - This Core value is chosen by someone who has a deep desire for renown and distinction among their peers.

**Power** - This Core value is chosen by someone who strives to have influence and authority among others. Individuals that select this value desire a high level of importance.

**Involvement** - This Core value is chosen by someone who finds strength in including others and seeks a high degree of participation at any level.

**Affection** - This Core value is chosen by someone who fosters love and fondness for others. These individuals take great measures to be caring.

**Wealth** - This Core value is chosen by someone who is deeply concerned with abundance. These individuals are seeking ways of getting rich.

**Adventure** - This Core value is chosen by someone who is seeking new and challenging experiences. Often these individuals are seeking a thrill.