



2/20/2014

Dear Lynn;

Attached is the retested reliability report conducted by Seattle Research Partners, Inc. Seattle Research Partners, Inc. has been in operation since the early 1990's (formerly Seattle Research Institute; SRI). The report was conducted as a follow-up to previous studies conducted in 1999 by then SRI. This report was conducted in compliance of the first of several intended studies to determine the reliability of the Core Values Index (CVI)™ assessment tool.

The following executive report is the official findings relative to the scope of the statistical and independent research conducted by Seattle Research Partners, Inc. The results independently determine that the CVI is a highly reliable assessment tool.

We very much appreciated the opportunity to independently explore this tool and report on our findings. We look forward to future opportunities to partner together as the CVI and Taylor Protocols seeks to achieve great results.

Regards,

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Vice President
Seattle Research Partners, Inc.
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Taylor Protocols: Core Value Index™ Reliability Study & Recommendations

Background:

The Core Values Index™ (CVI; formerly PVI) has been an established psychometric tool created and provided by Taylor Protocols. Taylor Protocols has tested several thousand individuals using the CVI assessment over the past decade. Seattle Research Partners, Inc. was provided the raw database for test and re-test participants having taken the CVI at uncontrolled intervals. Over the past three years; Seattle Research Partners has had three consultants complete the CVI. The CVI assessment and raw score entries were located and determined the raw data access represented true and accurate information captured by Taylor Protocols over the past ten years. The data was compiled and prepared for statistical analysis by Seattle Research Partners, Inc. consultants.

The objective for this specific report was to establish an independent reliability score for the CVI using best practice methodologies. This is the first of several intended independent research studies to understand, validate, and report on the Core Values Index™ assessment as well as the Taylor Protocols' methodology for best practice use of the CVI. To our knowledge the CVI assessment has remained unaltered in its construct in capturing the innate energies of humans for over a decade. Drawing from thousands of individual scores, a reliability study was conducted based on available test-retest results of random individual taking the CVI assessment.

Goal:

Apply a statistical analysis process to randomly select and measure the reliability score of at least 500 tests and retest results of the Core Values Index™.

Findings: Reliability Test

Seattle Research Partners was asked to make a study of the reliability of the Core Values Index (CVI), a psychometric instrument that has been used by Taylor Protocols for several years. Taylor Protocols supplied test-retest results from past clients, from 2002 to 2013. The sample size used was n=711. The method used was test-retest, with regression constant set to zero. Individuals were re-tested at various intervals, ranging from just a few months to over ten years. Seattle Research Partners, Inc. cross-checked reliability results by using two separate SRP researchers. Both professionals hold a doctorate degree; one holding a doctorate in statistical analysis and the other in psychology.

Regression Statistics

Findings based on Multiple R value are presented below.



Multiple R **0.97697** **R-value ("Correlation")** represents the relationship between the test-retest scores. A relationship correlation of 98% is extremely high and demonstrates the reliability of the instrument.

R Square **0.95446**

Adj. R Square **0.95399**

Standard Error **4.058**

Observations **2133**

P-Value **0**

The low p-value and the high correlation both indicate that first test scores are a highly significant indicator of retest scores. We independently conclude that the CVI is a reliable instrument.

Summary

The low p-value and the high correlation both indicate that first test scores are a highly significant indicator of retest scores. We independently conclude that the CVI is a reliable instrument. We are not able to comment at this time on *validity* or *bias* in the CVI, having only examined the summary data from each test. Bias could be examined by a study that included responses to each of the 72 questions. Validity would require additional research tests and measures currently in process. However, validity and bias were addressed in an independent research report in 1999 in addition to reliability. At that time the CVI data, formerly the PVI, was independently analyzed for both bias and validity. In this report, there was no bias found and validity was determined to be accurate.

This prior report is attached as [Appendix One](#).



Appendix One: Seattle Research Institute (SRI) Reliability and Validity Study 1999 (Archive Report Only)

*Elliott Bay
Personal Values Index
Descriptive Summary*

The Personal Values Index (PVI) measures personality and leadership styles. The PVI consists of an objective test that measures four traits based on responses to keywords that the participant chooses. The results of the test have been used successfully by Elliott Bay Management in its work with its many clients in helping them to realign positions, people, duties and responsibilities.

The test has proven to have reliability based on samples obtained from participants at two different periods. Self-reported satisfaction with the test strongly indicates validity. Further studies are underway to prove construct validity. The PVI has also been proven to be an unbiased instrument.

The Personal Values Index has been administered to over 5,000 individuals from over 300 organizations. It can be quickly used as a jumping off point for a discussion or analysis of leadership techniques.

Reliability

Reliability has been established using the test-retest technique. The PVI was administered to 1,170 participants at two different periods at random intervals. The correlation between the two sets of results was 96%, which demonstrates very high level of reliability.

Validity

The PVI provides an indication of an individual's natural leadership style. Understanding one's own style and understanding how that style affects daily decision making enables leaders to relate better to others and to be more effective. Extensive surveys of leaders who have participated in the test indicate that the test is accurate. Further tests that will prove construct validity are currently underway.

Unbiased

Social factors have been proven, via regression analysis, to have no effect on the results of the Personal Values Index. Specifically, the test is not impacted by factors such as age, gender, marital status, race, religion, or political affiliation.

RELIABILITY TEST

The sample size used was 1,170. The method used was test-retest. Individuals were re-tested over a random period of time.

Regression Statistics

Multiple R	0.959701	R-value represents the relationship between the test-retest scores. A relationship correlation of 96% is extremely high and demonstrates the reliability of this instrument.
R Square	0.921025	
Adj. R Square	0.921003	
Standard Error	1.27673	
Observations	3510	

	Coefficients	Standard Error	tStat	P-value	Lower 9.5%	Upper 9.5%	Lower 99.9%	Upper 99.9%
Intercept	0.423363	0.097111	4.359589	.0000134	0.233	0.61376	0.103553582	0.743172
X Variable 1	0.974176	0.004816	202.2656	0	0.964733	0.98362	0.958315154	0.990038

P-value demonstrates the confidence that there is a true correlation between the test and retest scores. The lower the P-value the more confidence there is that correlation between the two test scores is high. The P-value found between the test and retest scores demonstrates that there is 99.9% confidence that this is a reliable instrument.



strategic thinking

SEATTLE RESEARCH PARTNERS

acting & learning

80/20 Protocol Ideal Profile Construct Validation

TP = Top Performers
B, C, D, = Lower Performers
HR = High Recommendation
LR = Low
Recommendation
NR = No
Recommendation

		Total	HR	LR	NR	%
<u>National Securities Firm</u> Initial Project 560 Brokers	TP	56	36	19	1	10%
	B	97	11	77	9	18%
	C	164	8	104	52	30%
	D	236	7	93	136	43%
	Total	553	62	293	198	100%
	%		11%	53%	36%	

		Total	HR	LR	NR	%
<u>National Financial Planning Co.</u> Initial Project 13 Associates Regional Office	TP	2	2	0	0	15%
	B	2	1	1	0	15%
	C	3	0	2	1	23%
	D	6	0	1	5	46%
	Total	13	3	4	6	100%
	%		23%	31%	46%	

		Total	HR	LR	NR	%
<u>Regional Wood Products Mfr.</u> Full 80/20 Five Positions Floor Leads	TP	4	4	0	0	17%
	B	5	1	4	0	22%
	C	9	0	6	3	39%
	D	5	0	1	4	22%
	Total	23	5	11	7	100%
	%		22%	48%	30%	

		Total	HR	LR	NR	%
<u>National Securities Firm</u> Investment Advisors	TP	26	18	8	0	20%
	B	23	4	16	3	18%
	C	36	2	24	10	28%
	D	43	1	9	33	34%
	Total	128	25	57	46	100%
	%		20%	45%	36%	

		Total	HR	LR	NR	%
<u>International Architects</u> Project Managers	TP	6	4	2	0	18%
	B	9	1	7	1	26%
	C	11	1	8	2	32%
	D	8	0	3	5	24%
	Total	34	6	20	8	100%
	%		18%	59%	24%	

Total HR LR NR %

<u>Luxury Automobile Dealer</u> Sales	TP	26	10	15	1	36%
	B	31	10	12	9	43%
	C	15	1	8	6	21%
	Total	72	21	35	16	100%
	%		29%	49%	22%	

Totals		Total	HR	LR	NR	%
	TP	120	74	44	2	15%
	B	167	28	117	22	20%
	C	238	12	152	74	29%
	D	298	8	107	183	36%
	Total	823	122	420	281	100%
	%		15%	51%	34%	