Taylor Protocol: 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 Protocol. Taylor Protocol 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. The data was compiled and prepared for statistical analysis by Seattle Research Partners, Inc. consultants.

The objective for this specific report was to establish and 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 test 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.

Raw data was provided to Seattle Research Partners, Inc. (SRP). This data was prepared for statistical analysis. Seattle Research Partners, Inc. cross-checked results completed by two separate SRP consultants. 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

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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. A validity study on a single individual would require five or more associates of that individual to also complete the instrument, answering the questions in regard to their perception of the individual (see Rand, 2014; Rand & Associates, 2013; Rand & SRP, 2013). The complete validity study would require several test subjects and falls outside of the scope of this reliability test.

It should be noted that in 1999 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. Given recent developments in technology and validation methods (see Rand & Associates, 2014) using perceptual-validation techniques, the tool should be fully re-examined to confirm its continued statistical and qualitative validity based on best practices of modern research methodology.

Seattle Research Partners, Inc. and Taylor Protocols are currently exploring independent approaches to reconfirm bias and validation results through both qualitative and quantitative measures. Such an undertaking has rarely been conducted based on established independent standards that can directly link an assessment to applied performance results given the robust data, monitoring, and analysis required to independently validate results. However, given the established history of the CVI™ it is our professional opinion that in relatively short-time these findings can be captured, analyzed and independently determined.

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 95%	Upper 95%	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.

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	%
National Securities Firm	TP	56	36	19	1	10%
Initial Project 560	B	97	11	77	9	18%
Brokers						
	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	%
National Financial Planning Co.	TP	2	2	0	0	15%
Initial Project 13	B	2	1	1	0	15%
Associates						
Regional Office	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	%
Regional Wood Products Mfr	TP	4	4	0	0	17%
Full 80/20 Five Positions	B	5	1	4	0	22%
Floor Leads	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	%
National Securities Firm	TP	26	18	8	0	20%
Investment Advisors	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	%
International Architects	TP	6	4	2	0	18%
Project Managers	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	%
Luxury Automobile Dealer	TP	26	10	15	1	36%
Sales	B	31	10	12	9	43%
	C	15	1	8	6	21%
	Total	72	21	35	16	100%
	%		29%	49%	22%	

		Total	HR	LR	NR	%
Totals	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%	