

# Why Identifying Your Impact Style Is Key To Unlocking Success



As Simon Court, Founder of leadership consultancy Value Partnership, told PUREists, it's likely the COVID-19 crisis has revealed plenty of truths about your business: from your culture to your partnerships to how you balance the books. But whatever has come to light, it's what you do with it that counts.

“Right now, you have a choice – adopt an isolated, defensive posture, or (lead your people) towards a burst of team-driven innovation,” he surmised. The best way to do the latter? Get to know the people you lead even better, by identifying their GC (Game Changer) Index<sup>®</sup> dimension, a tool for establishing how people best make a positive impact in their workplace and the wider world. At Value Partnership, Simon works closely with GC Index<sup>®</sup> to create powerful profiles for his clients' employees, enabling them to lead their teams with greater confidence and impact. “It's an essential tool for understanding how people do their best work and what unlocks their energy and productivity,” Simon urged PUREists. Not everyone is a game-changer, but everyone can make a game-changing impact. And if your team is to emerge from the crisis stronger than ever, a potent group of bright minds isn't just a nice-to-have – it's essential. Here's how to optimise them.

# What's Your GC Index™?



Choose the descriptor you feel aligns most closely with your leadership and working style – and ask your teams to do the same. It's important to note that a considerable amount of work goes into creating each GC profile and establishing where you fit – the below is intended only as a starter guide. For more information and to arrange a **Value Partnership** or **GC Index<sup>®</sup>** consultation, please visit their websites.

## 1. THE STRATEGIST...MAPS THE FUTURE

Strategists are focused, pragmatic thinkers – they might not create original ideas, but they make sense of them, engaging others with a clear sense of direction and purpose. If you're a Strategist, you make a positive impact by establishing clarity on what needs to be done, how events are likely to unfold and the best way to move forwards.

## 2. THE GAME CHANGER...TRANSFORMS THE FUTURE

If you're a Game Changer, creating a constant stream of original ideas is all in a day's work. With a strong need for freedom of expression, Game Changers hate feeling creatively stifled – they truly believe in the power of transformational possibilities (how very PUREist of them) and take every challenge as an opportunity to think, and act, differently.

## 3. THE IMPLEMENTER...BUILDS THE FUTURE

While Game Changers come up with the ideas, Implementers turn them into actionable results. They get s\*\*t done, and are willing to move mountains to make it happen. Excellent at shaping strategic plans and delivering tangible outcomes, they're strong believers in purpose-driven action and task-led results.

## 4. THE POLISHER...CREATES A FUTURE TO BE PROUD OF

As you might expect, Polishers take ideas, soften their edges and perfect them into truly future-altering possibilities. Striving for continual improvement and the pursuit of excellence, they prove anything is possible – and success is if the finished product looks nothing like the first iteration.

## 5. THE PLAYMAKER...ORCHESTRATES THE FUTURE

Playmakers' strengths lie in unifying teams, focusing on getting the very best from everyone around them to support one key goal. Sitting right in the middle of the impact dimensions, Playmakers work collectively and individually to drive impactful collaboration, believing it's possible to achieve great things only when we all work together.