Product description

Three lengths to copy

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One sentence

29 words · 188 characters

CORE Navigator is a digital assessment for entrepreneurs and business owners that links a personal CORE profile with Sprints & Checklists; launch planned for 2027, waiting list until then.

Short version

102 words · 599 characters

CORE Navigator is a digital assessment for entrepreneurs, business owners and managing directors, including those already running a firm, for example one that leans too heavily on them. After a free QuickCheck of under 15 minutes, the personal CORE profile describes how the person works and makes decisions. Sprints & Checklists turn this into concrete steps, such as handing over a task together with the authority to decide on it. From the user's point of view, the aim is a business that depends less on its owner. CORE Navigator is planned to launch in 2027; until then, a waiting list is open.

Long version

246 words · 1494 characters

CORE Navigator is a digital assessment for entrepreneurs, business owners and managing directors, explicitly including people who already run a company. It starts with the person and links personal insight with day-to-day practice.

The entry point is the free QuickCheck, which takes under 15 minutes. At the end of the QuickCheck, users pick their biggest bottleneck and get a first starting point for it in their QuickCheck result.

The personal CORE profile goes further. It describes a person’s way of working as an entrepreneur through the CORE Types Constructor, Operator, Rainmaker and Explorer. It also covers values and inner conflicts, energy and stress patterns, and how the person handles decisions, communication, leadership and collaboration. Everything is based on the user’s own answers and describes only the person who completes the questionnaire. The profile is neither a suitability assessment nor a team analysis.

Sprints & Checklists carry the profile into practice. Users choose an action, set a start date and, if they wish, an end date, and tick off the steps as they complete them. To close, they can note in a short reflection what worked, and a finished sprint can be started again later. A sprint might focus on handing over tasks, or on a reliable weekly rhythm.

From the user’s point of view, the goal is a successful business that depends less on the owner stepping in all the time. CORE Navigator is planned to launch in 2027; until then, a waiting list is open.

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