



science, structured

Valuation Profiling and the Dimensions of Thinking

“Axiology and The Science of Value”

Dr. Wayne T Phillips, Ph.D., FACSM, CIC, CVS-FR

Certified Intrinsic Coach®, *Certified Valuations Specialist – Founding Recipient*
Founder and Owner, SyFound, LLC

The goal of Valuation profiling is the same as that of Intrinsic Coaching (To know yourself). In contrast with Intrinsic Coaching however, a Valuation profile is analyzed and discussed through questions and conversations based on an online questionnaire developed by Dr. Robert S Hartman [[The Hartman Value Profile](#)]. This questionnaire and its underlying theory represent the culmination of Dr. Hartman’s work. It is premised on a highly specialized form of Mathematics that he termed “[Axiology](#)” (the Science of Value) and he was was a Nobel Peace Prize nominee for this work. The HVP has been well established in corporate America over several decades, recognized for its accurate and detailed analysis of personality, as well as for hiring and promotion criteria. Dr. Hartman’s unique research has been conducted for more than two decades at The Robert S. Hartman Institute for Formal and Applied Axiology in Knoxville, TN. It continues to be expanded and disseminated by his surviving colleagues and collaborators. Dr. Hartman’s work was based on the axiom that

“Our values are the keys to our personalities, to self-knowledge, and to understanding others”.

The recent application of the HVP as a powerful coaching tool emerged from the visionary work of [Christina Marshall](#), Founder of [Intrinsic Solutions](#). When the HVP is utilized through the process of The Marshall-Hartman Synthesis¹, it will measure your capacities (and how you value those capacities) in terms of your ‘Inner World’ (your ‘self’, your ‘role’ and your ‘future’), and your ‘Outer World’ (of ‘people’, of ‘how things work’, and of ‘how systems work’). This will have a profound influence on how you think.

In his Valuation theory, Dr. Hartman proposed three different ways (“Dimensions”) of thinking, and described how each of those Dimensions applied to our thinking about our values.

Systemic Thinking. This dimension is all about how you think about things in your future, like ambitions, plans and goal (“I am going to be a teacher, I plan to be famous, I intend to run a marathon” etc.). It is also thinking about how things “should be”, “will be” or “ought to” be (e.g. “I should lose weight”, “I will be successful”, “I ought to get fit”).

This is the thinking that provides you with answers to questions like “What do I aspire to?” “What do I see myself being?”



Extrinsic Thinking. This dimension is all about how you think about what things are in the present, in the sense of how well these things, people, issues etc., fit a category or label (“I am a teacher”, “I am a soldier”, “This a good way to lose weight, get fit, stop smoking” etc.).

This is the thinking that provides you with answers to questions like “What am I?” “What is my role and function?” “What is expected of me?”

Intrinsic Thinking. This dimension is all about you, how you are in your own, singular uniqueness and individuality. This is something that can only be felt and experienced by you. It cannot be answered in response to any question or by comparing yourself to another person. Answers just “Are”.

This is your thinking about the concept “I am”, and about feelings to do with “My sense of myself as a person”, “My thinking about myself”, “My experience of myself”.

While all of these dimensions are part of, and essential to, our daily lives, Dr. Hartman’s work has demonstrated that Intrinsic Thinking is most important and relevant to personal and individual change. Here’s why: it is now well established that meaningful, long-term lifestyle change is only likely to occur if the “new behavior” and the rationale for its adoption is, in and of itself, meaningful (intrinsically important, or of value) to that particular individual. The Intrinsic Coaching approach elicits such thinking from individuals and the actions to produce such change emerge from that thinking. In other words the process itself acts as a catalyst for the individual being coached to discover for themselves what is most important to them (hence “new thinking”).

Informed discussion of the meaning and interaction of profile elements elicit powerful “New Thinking” about who and where you are.

As Dr. Seuss says (in a different context) – “*Oh the places you’ll go!*”