



Axiology

A tool for taking coaching clients to the next level

By Harvey Schoof, BS, MA

Over the past several decades many useful assessments have been developed to identify people's skills, personalities, behavior, temperament, etc. Many of these have been extremely helpful in gaining insights about the people we work with. However, if your experience is at all like mine, you've occasionally felt like these assessments might not be getting to the source of the real issues that influence personal and professional performance.

About 20 years ago, I had the good fortune to run across a little known but highly effective measurement system called Axiology, which is the science of

“Think of the potential of being able to recognize and understand ‘why’ people behave the way we do.”



Outer World

INTRINSIC, “Empathy”

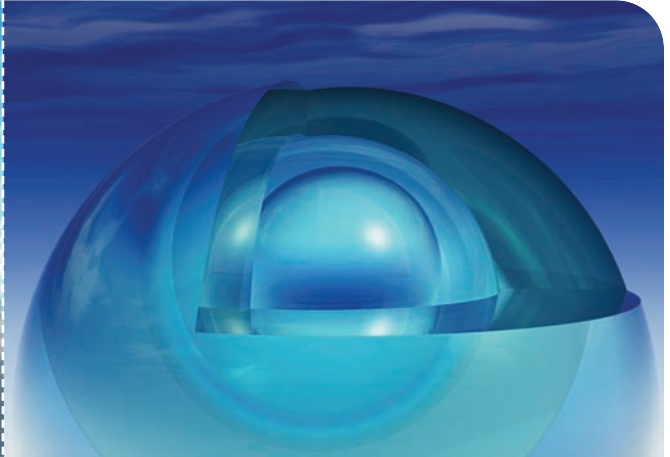
Other persons as unique individuals; the spiritual, irreplaceable worth of others; the value of a “thing” as it exists in itself.

EXTRINSIC, “Practical Judgment”

Material value; things; classes or groups of things; other things as they serve useful roles or have functional value; comparison of things, people or situations; concrete, functional value in general, practical concrete thinking and organization.

SYSTEMIC, “Systems Judgment”

Analytical or structured thinking; structure, order or consistency in thinking; theoretical or conceptual organization and planning; valuing what “ought to be”; the rules.



Inner World - Self

INTRINSIC, “Self Esteem”

The self as infinitely valuable; the unique individuality of each person; the understanding of “who” one is; actual strengths and limitations.

EXTRINSIC, “Role Awareness”

“What” one is; the role function one plays; the sense of using time in a useful, functional way; career thinking; satisfaction or dissatisfaction with what one is doing in the world.

SYSTEMIC, “Self Direction”

“Where” one is going or “ought” to be going; self direction; persistence; drive motivated from commitment to inner principles and goals; self concept; ideal self image.

value. The word ‘axiology,’ derived from two Greek roots ‘axios’ (worth or value) and ‘logos’ (logic or theory), means the theory of value. This science made it possible to objectively measure how people actually make value decisions, which we know are the underlying source of all of our choices and actions.

Measuring The “How”

The creator of this extraordinary system of measurement was Nobel nominated Robert S. Hartman, PhD. His mathematical and logical structure of value concepts is the cornerstone of axiology. His system allows us to measure ‘how’ a person thinks and perceives rather

than ‘what’ he or she is thinking. In other words, value science helps us recognize what we pay attention to, what is important to us, and what our prejudices may be. Axiology explains and measures the thinking which forms the foundation for and leads to our behavior – and it makes these mea-

