

2020 Robert S. Hartman Institute Conference

# CHANGE<sup>3</sup>

JOIN ONLINE FROM ANYWHERE IN THE WORLD

# Thank you.

Welcome! We're so glad to have you join us for the Robert S. Hartman Institute 2020 Conference: **Change<sup>3</sup>**. This conference is three sessions for three hours over three different days and we hope you can join for us for all of them. On the following pages, you'll find agenda and presenter details in the hopes you will connect with and remember the content of this conference as it ignites and continues your passion for Robert S. Hartman, axiology, and all the applications of his thought today.



*Suzie Price*

**SUZIE PRICE**

2020 Conference Chair

Owner, Priceless Professional Development

TUESDAY SEPTEMBER 22ND, 2020

# Using Good Judgment

## SESSION ONE

### How High Performing Professionals Are Using Axiology in Their Work and Life to Survive and Thrive

#### Jay Morris, Ph.D.

VP, Education & Executive Director, Institute for Excellence, Yale New Haven Health Hospital and RSHI Board Member (Connecticut)

#### Sophie Couthard

Workplace Wellbeing Co-Founder, Speaker, Podcast Host, Author (London)

#### Drea Douglass

Director of Talent Management Consulting, The Brooks Group (North Carolina)

#### Facilitated by Suzie Price

Assessment Expert, Facilitator, Podcast Producer and Author, Priceless Professional Development and RSHI Board Member (Atlanta)

How and why each leader uses Axiology and Hartman's work in their business, why it's even more important in the world today, and how axiology has personally impacted them.

## SESSION TWO

### Explaining Axiology to an 8th Grader



#### Ron Price

Founder/CEO at Price Associates, Founder/Senior Facilitator at The Complete Leader

How to amplify your influence with others. How to convert Hartman's terminology into everyday language. How to plant the seeds of Axiology in an 8th grader.

## SESSION THREE

### Who Robert S. Hartman Was and Why He's Relevant Today from People Who Knew and Worked with Him

#### Art Ellis, Ph.D.

Retired Licensed Professional Counselor (Tennessee)

#### Rem Edwards, Ph.D.

Lindsay Young Professor of Philosophy Emeritus (Tennessee)

#### Steve Byrum, Ph.D.

The Byrum Consulting Group, LLC; Founding Senior Partner and Chief Content Officer, Judgment Index (Tennessee)

#### Wayne Carpenter, Ph.D.

Chairman and Founder of Axiometrics International (Tennessee)

#### Mark Moore, Ph.D.

CEO of Atlantic Alpha Strategies, LLC (Georgia)

Why each panelist was drawn to Hartman and decided to pursue his ideas throughout their career and each person will share their fondest memory of their time with Hartman.

TUESDAY OCTOBER 13TH, 2020

# Making Good Decisions

## SESSION ONE

### How Employees Evolve and What Influences Change



**Fernanda Zenio**

Co-Founder of Accupeople Intelab (Mexico)

Five-year study revealing what and who Accupeople tracked, what we thought we'd find and what we discovered and how COVID19 and working from home is affecting people.

## SESSION TWO

### Using Axiology to Solve Problems



**Jim Comenzo**

President of Creating Healthy Relationships, LLC (Pennsylvania)

How Axiology: Shortened the go-to-market time for products; Grew profitability in the industry of health and weight loss; Resolved a potential break up of a couple in counseling.

## SESSION THREE

### The Influence of War on Hartman's Thoughts and Why That Matters Today



**Cliff Hurst, Ph.D.**

Professor, Researcher, Consultant, Author and RSHI Board Member (Utah/Georgia)

**Catherine Blakemore**

Brand Strategist and RSHI Board Member (Utah)

Robert Hartman's life was marked by war and in this session we discover how and to what lengths. It was his study of war that led, in large part, to his development of formal axiology.

TUESDAY NOVEMBER 10TH, 2020

# Leading with Love

## SESSION ONE

### Creating Meaning and Happiness in Life – Leading With Love



**Steve Byrum, Ph.D.**

The Byrum Consulting Group, LLC; Founding Senior Partner and Chief Content Officer, Judgment Index (Tennessee)

Meaning As Happiness; Where Buber and Heidegger Ended Up; The Caveat of Reinhold Niebuhr; and The Challenge to Hartman's "Four Self Rules."

## SESSION TWO

### What an Intrinsic—People First—Dynamic Looks Like In the Real World

#### **Sheri Smith**

CEO, and Founder at Indigo Education Company (Colorado)

#### **Chip Scholz**

Executive Coach, Author, Speaker, Facilitator, Entrepreneur, Scholz and Associates, Inc. (North Carolina)

#### **Robert Calabrese**

Principal at Business Visions Group and Former Monk (New Jersey)

#### **Darlene Clark**

Owner, Value Partners Consulting, LLC (Texas)

#### **Facilitated by Marc Simms**

Employee Retention Specialist, Right Performance Management (Florida)

Real-life examples in business, education, and healthcare of how the Intrinsic makes a difference and strategies for bringing more of this dynamic into your business and life.

## SESSION THREE

### Change3: Respect, Like and Love in Making World a Better Place

Join us for breakout networking and discussion groups with topics and details to be announced shortly.



GET TO KNOW OUR SPEAKERS

# Complete Presenter List



## Jay Morris, Ph.D.

VP, Education & Executive Director, Institute for Excellence, Yale New Haven Health Hospital and RSHI Board Member (Connecticut)

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Jay Morris is the Vice President of Education at Yale New Haven Health System and the Executive Director of the Institute for Excellence (IFE) where he is responsible for leadership development, e-learning, executive coaching, succession planning, organization development and a simulation center. Jay received a BA in sociology from North Carolina Central University, a JD from Woodrow Wilson College of Law and both his MA in Organization Development and PhD in Corporate Instructional Design from Loyola University in Chicago.



## Sophie Couthard

Workplace Wellbeing Co-Founder, Speaker, Podcast Host, Author (London)

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Sophie Couthard is the co-founder of FidlLeaf, an online wellbeing and personal development platform that uses the HVP. Sophie's background is primarily in sales and marketing, mostly working for fast-growth startup companies selling technology. Sophie has hosted her own podcast, co-authored an Amazon best-selling book and speaks regularly at events on personal and professional wellbeing.



## Drea Douglass

Director of Talent Management Consulting, The Brooks Group (North Carolina)

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In her role as Director of Talent Management Consulting at The Brooks Group, Drea uses the assessment to help clients make the best decisions about their talent. She has been using the Hartman instrument for over 8 years with organizations using it to make better hiring, development, training, and career pathing decisions. She enjoys an active and creative life in Greensboro, NC with her husband and son.



## Suzie Price

Assessment Expert,  
Facilitator, Podcast Producer  
and Author, Priceless  
Professional Development and  
RSHI Board Member (Atlanta)

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Suzie Price is managing principal and owner of Priceless Professional Development with a drive to share knowledge to help leaders everywhere build a high commitment, low drama Wake Up Eager Workforce. She's executive producer of the Wake Up Eager Workforce Podcast and is big believer in learning as much as you teach, giving back more than you've been given, and seeking understanding before trying to be understood.



## Ron Price

Founder/CEO at Price  
Associates, Founder/Senior  
Facilitator at The Complete  
Leader

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Ron Price is the CEO of Price Associates, a global leadership advisory firm. Ron draws from over 45 years of experience in helping grow great leaders. Ron is the author of eight books, the latest of which is "Growing Influence." Ron and his wife Pam live in Boise, Idaho and have six children and nine grandchildren.



## Art Ellis, Ph.D.

Retired Licensed Professional  
Counselor (Tennessee)

[Email Art](#)

Arthur R. Ellis, PhD, Licensed Professional Counselor (retired), Chair Emeritus, RSHI. Art has been a member of RSHI since its first meeting in 1977 and has served on the Board in various capacities. He was a student of Dr. Hartman at UT Knoxville from 1968 until Hartman's death in 1973 and learned Formal Axiology and the use of the Hartman Value Profile from him.





## Rem Edwards, Ph.D.

Lindsay Young Professor  
of Philosophy Emeritus  
(Tennessee)

Rem B. Edwards is Lindsay Young Professor of Philosophy, Emeritus, at the University of Tennessee, Knoxville and was a young junior colleague of Robert S. Hartman at UT. He was a longtime Officer and Board Member of the Institute. He founded the JOURNAL OF FORMAL AXIOLOGY, was its Senior Editor for ten years, and was responsible for the publication of many books and articles dealing with formal axiology.

✉ [Email Rem](#)

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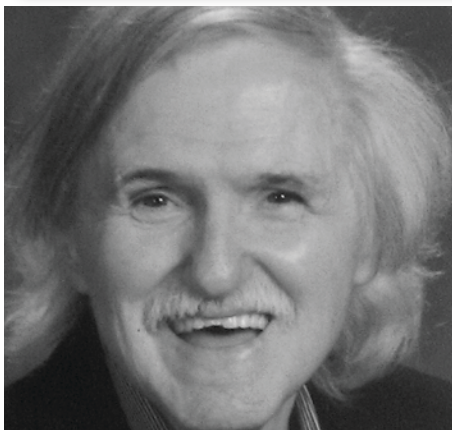
## Steve Byrum, Ph.D.

The Byrum Consulting Group,  
LLC; Founding Senior Partner  
and Chief Content Officer,  
Judgment Index (Tennessee)

Steve Byrum was a student of Dr. Hartman (and with Rem Edwards and John Davis) in the early 1970s at UTK. He spent twenty-five years in college teaching, served as a Dean of his college's humanities division, had a personal counselling practice for twenty-two years, and has done consulting work using the HVP since 1971. He continues to work with Hartman's materials on a daily basis, and writes extensively on the implications of Hartman's thought.

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## Wayne Carpenter, Ph.D.

Chairman and Founder of  
Axiometrics International  
(Tennessee)

Wayne Carpenter, CEO Axiometrics International (Ai), was a Philosophy student at UT took courses and a tutorial from Dr. Hartman. After leading a team designing decision simulators for Viet Nam army helicopters when in the army, Wayne discovered the serious relevance of Hartman's axiology. Eventually, using Hartman's notes and clinical assessments, he furthered Hartman's decision analysis and had it computerized and validated and now produces over 75 original assessments based on the HVP.

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## Mark Moore, Ph.D.

CEO of Atlantic Alpha  
Strategies, LLC (Georgia)

Mark Moore, PhD, met Bob Hartman in 1968 as a graduate student at Univ of Tennessee. He wrote his Doctoral dissertation on Hartman's major work, Structure of Value. Mark has published extensively on Value Science with a focus on the calculus of value, which he has rewritten to make it more accurate and is currently applying machine learning to the profile scores to refine predictability and classification.

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## K.T. Connor, Ph.D.

Managing Director of  
the Center of Applied  
Axiometrics; RSHI Board  
Member, President

K.T. Connor coordinates and certifies a network of consultants around the world through her Center for Applied Axiometrics. She has been involved with Hartman's work for 30 years, has been on the Hartman Institute board for 16, and President for the past 9. She also teaches a grad course in Ethics in Public Administration for the local university, using Hartman's Freedom to Live as a course requirement.

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[Email K.T.](#)



## Fernanda Zenizio

Co-Founder of Accupeople  
Intelab (Mexico)

Fernanda Zenizio is Co Founder of Accupeople Intelab a company that designed a platform for selection, management and prevention of Human Risk through a screening process based on the Hartman Value Profile. She is a passionate student of Human Behavior as well as Scientific Axiology. Through the successful evaluation of over 1 million people as well as studies of other mythologies like the MPP amongst other, she and her team have come to find the accuracy of the HVP as one of the most effective instruments to measure human behavior and its changes through time and circumstance.

[Email Fernanda](#)

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## Jim Comenzo

President of Creating  
Healthy Relationships, LLC  
(Pennsylvania)

James Comenzo is an expert in building healthy relationships, in families and businesses. As a licensed marriage and family therapist and an organizational development consultant and coach, he brings 30+ years of experience in applying Axiology and Family Systems theory to all of his clients including individuals, couples, families and businesses. James focuses on solving critical relationship problems while maintaining the value of each individual in the system to help his clients achieve their goals.

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[!\[\]\(a03a7eb2f4046e1d3c76772003e549ea\_img.jpg\) Email Jim](#)



## Cliff Hurst, Ph.D.

Professor, Researcher,  
Consultant, Author and  
RSHI Board Member (Utah/  
Georgia)

Clifford G. Hurst, Ph.D., is a professor, researcher, consultant, and holds a Ph.D. in Human and Organizational Systems from Fielding Graduate University, where his dissertation focused on axiological hermeneutics. He is an avid researcher having presented his work across the U.S. and Canada, as well as in Mexico and Bulgaria while also serving as the Vice President of Research at the Hartman Institute. When he's not enveloped in a new book or facet of his research, Cliff enjoys spending time with his wife Dayna their dog Harvey, hand carving wooden spoons, and sailing on the coast of Georgia.

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## Catherine Blakemore

Brand Strategist and RSHI  
Board Member (Utah)

Catherine Blakemore is a brand strategist resolving business problems using design thinking, a keen understanding of user experiences, and a little bit of humor. Catherine has a B.A. in Communication and holds a Master of Strategic Communication degree from Westminster College in Salt Lake City. She is the Founder of Treadaway Co., a brand strategy and design consultancy, serving a global client base across countless industries. Catherine is a big believer in learning as much as you teach, giving back more than you've been given, and seeking understanding before trying to be understood.

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# Sheri Smith

**CEO, and Founder at  
Indigo Education Company  
(Colorado)**

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Sheri Smith, founder and CEO of the Indigo Project, graduated from American with a B.A. in International Studies and holds an M.A. from Georgetown in Communication. In college, Sheri interned for Vital Voices, an initiative started by Hillary Clinton. Here Sheri recognized her passion for helping people find their voice. Shifting her career focus to consulting, Sheri saw the benefits of clients working in their zone of genius. As a result, she founded Indigo with the vision of ushering in an education system that shifts away from standardization to one that empowers students to ultimately find work they love.



# Chip Scholz

**Executive Coach, Author,  
Speaker, Facilitator,  
Entrepreneur, Scholz and  
Associates, Inc. (North  
Carolina)**

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Chip Scholz is an executive coach, professional facilitator, author and speaker. His philosophy is based on the belief that leadership is better humans making better humans through context, clarity, conditioning, choice and character. His guiding principles? Failure is not an option. Sempre Gumby.



# Robert Calabrese

**Principal at Business Visions  
Group, Former Monk, and  
RSHI Board Member (New  
Jersey)**

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Robert Calabrese is the founder of Business Visions Group, a Leadership Development and Executive Coaching consulting firm in Asbury Park, NJ. Robert uses his talents and experience to help business leaders, teams, and non-profit Boards to increase engagement by identifying their core strengths and successfully applying them to their aspirations and strategic goals. Robert loves music and has almost perfect pitch, and enjoys exploring cuisine from his Calabrian and Tuscan roots with his husband, Scott. He currently serves as the Board Treasurer for the RSHI.





# Darlene Clark

**Owner, Value Partners  
Consulting, LLC (Texas)**

Darlene began her career as an Educator, continued in Human Resources Management and now for the past two decades as a Consultant working with Individuals and Organizations. She served many years as a member and Treasurer on the RSHI Board and is currently a member of the RSHI Wisdom Council. Most importantly (Intrinsically) Darlene is a Wife, Mother of 4 and Grammy to 7 Grandchildren, 1 Great-Grandchild...and, of course there's her beloved Shih Tzu

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# Marc Simms

**Employee Retention  
Specialist, Right Performance  
Management (Florida)**

Marc Sims has a passion for transformation of the human spirit and working with others to achieve their potential. He utilizes multiple sciences and analysis to help others remove their bias and uncover new perspectives. For over twenty years he has been working with companies and individuals with employee selection, retention, and development.

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A BIG THANK YOU TO THE

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**The Robert S. Hartman Institute has been active for over 40 years (since 1976) with the single intent of changing the world for the better through understanding values.** The Institute is home to many active members from a variety of countries ranging from value science philosophers to Hartman enthusiasts to Hartman Value Profile consultants ("axiological service providers").

Hartman's work in the science of values ("axiology") serves as a tool for understanding human character. It has been used by businesspeople, leaders, executive coaches, psychologists, political scientists, economists, and philosophers. It provides insight into business practices like management, customer relations, hiring, training, coaching, promoting, re-assigning, and retaining employees.