

## Scott Wheeler

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**From:** Clear Direction Inc. [mailer@cleardirection.com]  
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**Subject:** eLesson 2 of 13 for: Sample Executive



### A LESSON ABOUT ONE OF YOUR STRENGTHS

The strength parts of your eLessons are designed to sensitize you to different areas in which you are naturally capable. These are your thinking orientations and abilities that can most naturally lead to your ongoing and consistent success. Be aware that you may not see these as strengths because you may not be using or developing them, but your profile indicates that you have them available. We encourage you to maximize the positive uses of all of your strengths for greater personal and professional success.

*"Knowing oneself does not necessarily imply improving oneself."*  
 Paul Valery

This lesson's focus is on your ability concerning the unique dimension as it is applied to your world thinking (thinking about others and the world around you). This thinking orientation is found in the first part of Section II of your Profile Report: Unique Aspects.

By way of reminder, the Unique Aspects dimension is called intrinsic valuing. It is when you focus on the thing or person as a unique, singular object. When you think this way you connect with or identify with the object, just as personal friends connect and care for one another, or as an artist connects with and cares for his/her creation. The focus of intrinsic valuing is the person or object itself. You are not comparing anything, not looking at particular properties or characteristics, nor are you thinking about how it should be. It is just the thing itself to which you are connecting and personally identifying with. This includes empathy, caring about individuals' feelings and personal concerns, and listening to others express what is important to them. This is the dimension of love, personal feelings, intuition, and passion.

Your Very Good ABILITY TO BUILD PERSONAL RELATIONSHIPS is one of the behaviors that comes from your Unique Aspects orientation.

*"Quid enim melius aut quid praestantius bonitate et beneficentia?"*  
 Cicero:  
 De Natura Deorum (Latin)

*"What can be better or more admirable than kindness and beneficence?"*

Most business people with your orientation toward unique aspects naturally do business by building personal relationships. Your clear ability to see the value of individuals coupled to your attention to their intrinsic value makes you naturally suited to be effective in this way. Often the stresses of work and life distract us from doing those things that we know best. While your ability to build personal relationships is not the only value you bring, it is a very powerful and effective strength.

If you have not done this recently, get out your personal phone directory/diary (Rolodex, old calendars, etc.) and read through it. You, no doubt, will find names of business people with whom you had little contact over recent years yet with whom you had close personal relationships in the past. Identify two or three names of people whom you will contact this week for the sake of showing compassion and kindness to an old friend. Contact these people to re-establish the goodness in the relationship you had in the past.

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## Point of Interest:

*"The number one cause of my being hired by companies and law firms is that insufficient time, energy, and attention is given to the intrinsic value of the members of the company/firm. All of the problems that I have to help solve are loaded with intrinsic aspects."*

Dr. Robert K. Smith, Management Consultant

## UNDERVALUING OR UNDERAPPRECIATING YOUR UNIQUE SELF

**The dimension undervalued by more people than any other.**

Thinking about your Unique Self is thinking about yourself intrinsically. This lesson will further introduce intrinsic thinking, what Your Unique Self describes, and what a negative bias concerning this aspect of yourself can do. Your Unique Self score is found at the beginning of Section III of your Profile Report.

### A REVIEW OF INTRINSIC (Unique) VALUE

Intrinsic Thinking is knowing someone or something as a unique, singular person or object. This is the dimension of uniqueness, of persons or things as they exist in themselves. This is to focus on the thing itself, not compare it to others, and not measure it against a standard. This is the thinking that leads a person to love unconditionally.

When describing or valuing persons or objects in this dimension, one becomes personally involved with the object/person being valued. There is a self-giving to the object/person which is not present in the other two ways of valuing: relative or absolute. When people view their work Intrinsically, they give themselves to their work and take criticism personally. The thing is being valued and recognized as irreplaceable because of its unique nature. Intrinsic valuation is present in the following phrases:

*"That is an heirloom and it is PRICELESS."*

You'll notice that from the vantage point of the relative viewpoint, Intrinsic valuations make no sense (everything has a price) and from the view of the absolute, Intrinsic valuations are foolish (it doesn't make sense or it's too risky to say or do that).

This is to pay attention to the infinite value of the person or thing. This will include heirlooms, presents, creations, and peoples' feelings. When the Intrinsic nature of something is attended to, the person has a feeling of fulfillment. S/he feels important, valuable and of high worth. When we disregard others' opinions, unique viewpoints, and self-initiated efforts, they feel devalued, useless, and unloved.

Intrinsic thinking is where intuition is found. Intuition is a "gut feel" which actually is the result of our brains sending a message to us that something is either "harmonious" or "dangerous". What is actually going on is that the person is thinking with infinite thinking which cannot be broken down into reasons. When a person is intuitive, they can't give reasons (Systemic) except ones like: "I just feel it!"

## INTRINSIC WORDS AND CHARACTERISTICS

Love, Irreplaceable, Feelings, Incomparable, Sad, Unique, Happy, One of a Kind, Scared, Great Personality, Ashamed, Get to Know Me, Content, Dignity, Safe, Infinite Worth, Angry, Me on the Inside, Doubtful, Sympathy, Ecstatic, Empathy, Overwhelmed, Suspicious, Your Inner Child, Intuitive Feeling, Self Esteem, Spiritual Self, Imagination, Knowing One's Self, Interpersonal Relationships, Essence, Passion

## INTRINSIC THINKING ABOUT YOURSELF

**How You Think About Yourself – Your Experience of Yourself – As An Individual Person**

To think about my intrinsic self, is to think about who I am as a loveable person. This is thinking that

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attends to my being special and valuable just for who I am. It does not have anything to do with what I do, how I compare, or how hard I try. It is my infinite worth as a human being. It is my being. It is that aspect of my worth that transcends all material value. This is my dignity as a person. It is so valuable that I would spend my life savings on a medical operation so that I may live another two years. This is the infinitely intertwined combination of all of my life experiences and my unique makeup that result in a totally unique person, ME!

My uniqueness is most clearly expressed by my feelings. How I feel in a given situation is unique to me. These feelings are expressions of my innermost being. Who I am can only be known when my feelings are valued and experienced.

This is the courage to BE. When this part of who we are is given attention, we get a sense of fulfillment. This is one's lovability as a person, with a unique personality, presence, and spiritual worth.

## **PERSONAL EXERCISE:**

Write a brief intrinsic introduction about yourself. Be sure that how you describe yourself always refers to and introduces unique aspects of who you are on the inside. (Example: I am Joe Jones and I have a passion for chocolate and a deathly fear of spiders).

## **A NEGATIVE BIAS TOWARD YOUR OWN UNIQUE VALUE**

A negative or inattentive bias in unique self-value, comes as result of your disregarding your uniqueness, your personality, or your feelings. When you ranked the statements on the Profile, you gave statements concerning your unique value poor or unfavorable rankings. This means that you discount your unique value. You do not see all of the value of who you are as a unique person. You will either pay too much attention to your character flaws or not enough attention to your character strengths. You won't give yourself enough credit as a person with valid feelings. You will have a hard time giving yourself the benefit of the doubt. You will be skeptical when others pay attention to your uniqueness, feeling more comfortable when they pay attention to other aspects of what you do, your status, or how you can be relied on to be faithful to your principles and values.

Often people with this bias will support this view of themselves using platitudes like:

- No one likes a snob.
- Humility is a virtue.
- I was taught to put others first.
- A big ego is a bad thing.
- You can't really love others if you are loving yourself.

You discount or dismiss good parts of who you are, of your personality, and your infinite, inner self. Or you disregard your personal opinions, concerns, and feelings. You will draw conclusions based on this orientation that are not accurate. You will discount your lovability, how important you are to others, and how valuable your fears, joys, passions, and loves are to other people. People with negative biases toward their unique value are usually uncomfortable sharing their feelings with others because they have a negative bias toward the value of those feelings.

## **MODERATE CLARITY AND NEGATIVE BIAS**

When the Unique Self clarity is moderate (a score of 4 on your Profile Report), this indicates a moderate disregard or avoiding of this aspect of yourself. When you do "A" work you will discount it to a "B". When someone wants to appreciate you for who you are, you will resist and feel it is inappropriate. On a day-to-day basis you will ignore many of your feelings as they are happening. This will lead you to be surprised by your feelings from time to time, because you were not aware of them as they were happening. Often this results in people getting very angry over seemingly small matters, because they did not pay attention to their frustrations as they were small and mounting throughout the week.

This thinking can also lead you to be sensitive. Your ability to distinguish your feelings from one another

is impaired. This leads can lead you to be sensitive to any kind of criticism or rejection, because all bad feelings will feel the same. For you to be rejected by a stranger or by a close friend basically will feel the same.

## PERSONAL EXERCISE:

Write down what you did yesterday and then write down the different feelings you felt while you were in those situations. Be careful to distinguish your different feelings as much as you can.

What I Did Yesterday & How I Felt

Early Morning

Mid-morning

Noon

Mid- afternoon

Late-afternoon

Evening

Night

“Intrinsic value is the dimension of “being.” Our feelings are one of the ways that we experience our intrinsic nature. Therefore our feelings just “are.” They don’t have reasons, they cannot be justified, they don’t necessarily make sense. They just are – but keep in mind, that they are also very powerful. Even though you cannot justify or totally understand your feelings, they are very real and lie at the core of your deepest motivations, desires, and drives.”



Suggestions? Comments? Anything been confusing or helpful? Contact us at [comments@cleardirection.com](mailto:comments@cleardirection.com). We welcome your comments and feedback.

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