



# The Pursuit of Value Podcast

It is often easy to lose sight of why you started in the first place in business. Yes, making money is a goal, but the initial drive often comes from seeing an opportunity to solve a problem and offer valuable products or services to others. Business, at its core, is about serving others.

## Key Points

- **Wrong Focus:** This is one of the contributing factors to why so many businesses fail. A “you” focus is a wrong focus.
- **Employee Involvement:** Employees are essential in solving customer problems and should be valued and empowered.
- **Value Proposition:** This is a declaration of intent to convince others that your product or service is worthwhile. A clear and compelling value proposition is critical, and it should emphasize service to customers, employees, and the community.
- **Customer Experience:** It is key to simplify the customer experience and make them feel valued. Examples include Amazon's easy purchasing process and Delta's customer-centric approach.
- **Reputation and Brand:** How you treat others—customers, employees, and the community—builds your reputation and brand. Your brand is your business identity in the minds of others.

## Common Challenges

- **Balancing Financial and Service Goals:** Ensure service goals are genuine, not just token gestures.
- **Employee Perception:** Employees’ views of the company and leadership are critical and should be regularly assessed.
- **Customer Feedback:** Creating a feedback loop to understand and improve customer experience.





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- **Community Involvement:** Engaging in community service projects to foster a culture of service.

## Action Steps

- 1. Evaluate Your Focus:** Reflect on whether your business serves others or focuses on profits.
- 2. Empower Employees:** Give employees autonomy to make decisions and solve customer problems.
- 3. Simplify Customer Experience:** Make it easy for customers to do business with you.
- 4. Gather Feedback:** Regularly seek feedback from employees and customers to identify areas for improvement.
- 5. Community Engagement:** Get involved in community service projects that align with your business or personal skills.
- 6. Model Service:** As a leader, demonstrate a heart of service to inspire your employees.

## Summary

As a business owner, ask yourself the question, are you serving your customers, employees, and community, or do you expect them to serve you? Serving others is the cornerstone of a sustainable value proposition in business. It builds trust, fosters loyalty, and establishes a positive reputation.

By focusing on solving customer problems, empowering employees, and engaging with the community, businesses can create a culture of service that benefits everyone involved.





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Not only is serving others good business, but this approach drives long-term success and enhances emotional well-being and personal satisfaction. Many studies support the evidence that serving significantly improves mental, physical, and emotional well-being.





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