

Value Delivery from pages 34 - 36 of The Art, Practice And Legacy Of Being A Leadership Valueologist workbook by Ian Berry <http://www.ianberry.biz/leadership-valueologist/>

Delivery

We are all regardless of our product/s/service/s in the business of delivering value to all our stakeholders, value that they demand, desire, and feel that they deserve.

If you don't know what value each of your stakeholders wants **you** had better ask them and quickly because if **you** don't know or wait to long to find out **your** business is on the slippery slope to extinction rather than distinction!

What Employees Really Want From Employers

(from my research over the past two decades)

- ✓ Appreciation. The eminent psychologist William James observed: "The deepest craving of human nature is the need to be appreciated."
- ✓ To be held to account via regular, constructive performance feedforward and feedback
- ✓ Autonomy
- ✓ Opportunity to master something
- ✓ Role satisfaction
- ✓ A feeling that their work contributes to a higher purpose
- ✓ Knowing that their work is helping them to achieve their aspirations
- ✓ Open, regular, truthful, information gathering and sharing
- ✓ Remuneration perceived to be at least equal to effort
- ✓ Trust and trustworthiness
- ✓ Happy and healthy working environment
- ✓ Fairness in all dealings
- ✓ Flexibility
- ✓ Hope for the future

How well are you providing your employees with the above?

How can you do better?

Would you add anything to my list?

What Employees Really Want From Each Other

(from my research over the past two decades)

- ✓ Goal and strategy alignment
- ✓ Promises kept
- ✓ Open communication
- ✓ Understanding of personal needs
- ✓ Trust, trustworthiness, and confidence
- ✓ Appreciation, support and encouragement
- ✓ Authenticity
- ✓ Sense of family
- ✓ Acceptance of the merit of ideas
- ✓ Mutual respect

How well are your employees providing each other with the above?

How can your employees do better?

Would your employees add anything to my list?

What customers/clients really want

Geoffrey James has sold and written hundreds of features, articles and columns for many publications including Wired, Men's Health, Business 2.0, SellingPower, Brand World, Computer Gaming World, CIO, The New York Times.

Geoffrey believes all customers want the same 12 things, regardless of who they are, who is selling to them or what they're buying.

In my work over the past 25 years I would concur with every one of these.

1. They want to feel important.
2. They want to be appreciated.
3. They want you to stop talking about yourself.
4. They want you to stop talking about your firm.
5. They want you to truly listen.

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6. They want to be understood.
7. They want to teach YOU something.
8. They want and need your help.
9. They want to buy something.
10. They want you to delight and surprise them.
11. They want to pretend they make logical decisions.
12. They want success and happiness.

On a scale of 1 - 10 with 10 being remarkable how well are you delivering on the above 12?

How can you and your employees do better?

Would you add anything to Geoffrey's list?