



## What Adds Value

We all have different measures and interpretations of what it means to be successful, and no one definition is right or wrong. We're all familiar with the common success factors; however, the number one thing you can do to ensure success – personally and professionally – is add value.

Value itself is something that is defined by your customers and the people in your life, not you. It doesn't matter what you think is valuable; if the people you are trying to win over don't see the value in what you're doing, then there is none. Everyone is different; therefore, the topic of value is highly subjective. What you have to offer may not be valued by everyone. There is likely a group of people who are dying to know or see what you have to offer.

How you can add value will differ from customer to customer and person to

person. The point is to remember that it is your customer or other people who dictate what's valuable, not you. We've all been taught that the thought behind the gift is the most important thing. If your focus when giving a gift is really on the recipient and not on yourself, then you want to give them something they want and can use, appreciate and admire.

There are several ways you can add value in all areas of your life, and the things you do or offer need not be huge or earth shattering. Many truly valuable things are not.

Find out who your customer is and ask them what they want. Yes, ask them. Get to know your friends and family by asking what they want. Yes, ask them. Ask them about their fears, their desires or what that one thing would make their lives easier. Building a product, creating a report or finishing a chore might make you feel great, but if it's never used or valued, is it really worth it? Could your efforts be better focused elsewhere?

While you go through your day, ask yourself, *Am I adding value?* When is the last time you did something incredibly useful or were accessible, approachable and helpful? There are a number of things we can do to add value on a daily basis. To be effective at it, we need to get out of our own heads, step away from our own agendas and see what we can bring to our customers, friends and family.

You don't have to create something new to stand out; improve and offer more than what is already available. What makes a person choose one restaurant over the other? Is it the advertising, marketing or a person commenting about it? When you offer something better than already exists, you get people talking.

Ever been to Barclay Prime in Philadelphia and ordered their \$120 cheesesteak? They start with a fresh, house-made brioche roll brushed with homemade mustard. Then they add thinly sliced Kobe beef, marbled onions, shaved heirloom tomatoes and triple Taleggio cheese. All of this is topped off with shaved, hand-harvested black truffles and butter-poached Maine lobster tail. They throw in a chilled split of Veuve Clicquot champagne, and they not only add value, they stand out.

In the workplace, from an employer's point of view, it's possible that after the interview process they may be faced with having to make a hard choice between applicants who all meet the requirements of the job. At this juncture, they begin to review the applicants and look for the one who offered something additional to the required mix of skill, experience, background and temperament.

A lot of books have been written about success, and a lot of people believe they are successful because they have everything they want. They have added value to themselves. However, I believe true success comes when you add value to others.

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# EVENT SPOTLIGHT



*"Your engagement with us today at OPERS was absolutely amazing and inspiring. I just wanted to tell you how meaningful and hysterically funny your talk with us was today! I look forward to reading more of your writings and past materials for further inspiration and laughs!"*

*"I can honestly say that you were one of, if not **the**, best speakers I have ever heard. I loved your stories, and your optimism is very contagious."*

**Dalton Freeman, HMR Veterans Services, Inc.**

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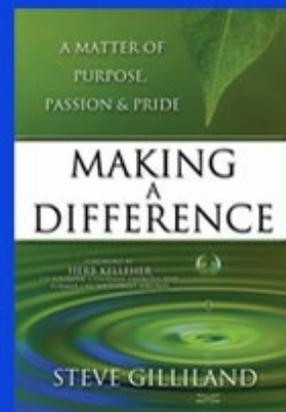
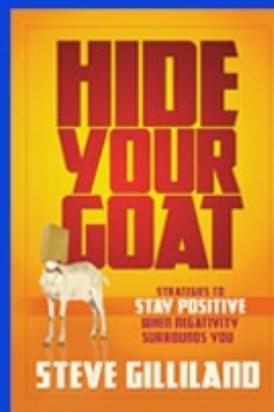
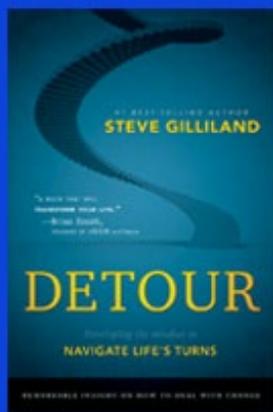
### **Steve's February 2019 Schedule**

2 - Murfreesboro, TN  
7 - Tampa, FL  
8 - Pittsburgh, PA  
12 - St. Cloud, MN  
13 - St. Cloud, MN  
13 - Minneapolis, MN  
14 - Minneapolis, MN  
15 - St. George, UT  
17 - Anaheim, CA  
18 - Texarkana, TX  
20 - Normal, IL  
25 - Greensboro, NC  
28 - Miami, FL

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