

BECOME A PERSON OF VALUE

Albert Einstein died in April of 1955. Born a 19th century man, he became the most famous scientific-thinker of the 20th century. His theories of matter and relativity have earned him a place of recognition alongside Galileo and Newton. A few months before Einstein's death, William Miller, an editor at *Life Magazine*, visited Einstein at his New Jersey home. Miller's college-student son accompanied him on this visit. Part of the reason for the visit was to help Miller's son find some inspiration to continue his scientific studies. It was during this meeting that Einstein delivered his famous advice to the young man: "Try not to become a man of success, but rather try to become a man of value. He is considered successful in our day who gets more out of life than he puts in. But a man of value will give more than he receives."

That we all have value reflects a fundamental respect for human life. Though, some people are better than others at creating value. Creating value taps into Einstein's spirit of giving more than receiving. To create value, we must do more than suck air and leave piles on this earth. This attitude is at the core of the Value-Added Philosophy.

Value-Added Selling at the strategic and tactical levels is a powerful way to go to market. The Value-Added Philosophy is a powerful way to live and work. When everyone in the organization embraces this philosophy—do more of what adds value and less of what adds cost—companies excel in the marketplace. All employees must face the reality of today's business climate: You either add value or cost, and there is no job security when you are a cost center. The only security today is to create value for someone other than yourself—your company and your customers.

What are you doing today to create value for your customers and your company?

To become a person of value means that you must define value in terms broader than yourself. Value is more than what you get from something; it has much to do with what you give. Can you subordinate your ego for the greater good of serving others? Are you more focused on creating value for your team or a job for yourself? Can you set aside your personal agenda in an attempt to help others achieve what they want to achieve? Liberating yourself from your ego can be one of the most empowering things you can do for your career. Leaving a bigger woodpile than the one you found when you came into this world makes you a person of value.

Author byline: Tom Reilly is a professional speaker and author of twelve books. Tom is literally the guy who wrote the book on *Value-Added Selling* (McGraw-Hill, 2010), the book that started the value selling revolution. For more information on Tom's presentations, training, and products, visit his website www.TomReillyTraining.com or call his office, 636-537-3360.