



VALUE vs. FORCE™

a new way to *be* in business

The Power of Value

Definition of Value:

"The importance, worth or usefulness of something. Value denotes the degree of importance of some thing or action."

Mark Twain was once quoted saying, "The two most important days of your life are the day you were born and the day you find out why."

Abraham Maslow's Behavioral Science studies also revealed the inter-relationship between the goal and purpose of our life and the longevity of our life. Contributing and making a difference is inherent in our identity.

The significance of being of value and making a difference has a direct impact on the quality and length of our lives. This is evident in many who retire and within a relatively short period of time, pass away.

Daniel Pink, Author of *Drive*, speaking on the transformation in the workplace wrote "...This move to accompany profit maximization with purpose maximization has the potential to rejuvenate our businesses and remake our world." Building a sustainable, successful and fulfilling company and career will be an automatic bi-product of a business plan designed to make a difference. This new business model is here to stay.

The Power of Value reveals how to apply these modern principles to your business development and growth.

*"Strive not to be a success ...
but rather to be of value!"*

—Albert Einstein



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