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## IT'S ALL ABOUT VALUES

As an executive and entrepreneurial leadership coach I work with people who want to excel as high value business leaders and business teams who want to excel at attracting high value customers.

The word "value" in the context of the coaching process means, what is really most important. In example, What is really most important to you about the people you attract to your company? If you repeat the "most important" part of that question enough times after the initial response, inevitably you'll start hearing words that represents true or core values.

Like attracts like. Our natural tendency is to choose friends and relationships based on our values. When your values are clearly aligned with the people and organizations you choose to associate with or work at, you have much better chances of being a good fit. If you are not clear about your core values, then don't over-think, just trust your intuition.

There are two major challenges we face regarding values. First, most people and companies do not clearly know, understand or communicate their true core values. Secondly, most people and companies tend to act on what they think is most important, but without the proper questioning strategies, what they are asking for is usually not what they really desire most.

Every decision we make is based on our values. When values are clear, decisions are made confidently and in alignment to our most important vision, mission and goals.

Whenever an individual or a corporate culture experiences a disconnect or conflict in maintaining healthy relationships, it's a safe bet that a "values gap" exists.

The most effective companies in the world have clearly stated values that are communicated and practiced with consistency at every level. Such companies hold a huge competitive advantage in attracting Leaders and Champions who share the same values. As a result, a happy and healthy business culture manifests an energy that attracts high value customers.

If you or your company is not clear on what is really most important to your life or business, I can help.

*Rick Forgay*

*"Excel At Building Businesses Where People, Productivity and Profits Thrive In Any Economy."*