

Boosting Perceived Value

Boosting the value your customer or employer perceives you provide is made up of Practical Value, Personal Value and Hidden Value. Ultimately, to boost their perceived value, you need to look from their point of view to see if you are fulfilling what they value.

Are you an ally or an enemy?

1. Have you confronted your boss/customer about their failures (made them wrong)?
2. Have you forced an issue with them, without them seeing your point of view?
3. Do you gossip or conspire with colleagues? About your boss? In general?

With your new purpose in mind, would you still take the actions above? **If not, go back to your boss/customer and let them know what your new purpose is and what you'd do next time differently. If appropriate, apologize for your lack of partnership.**

How well are you doing your job from their perspective?

1. Do you know their expectations for quality and the time assignments take (ie. actually, spoken to them about it)? Are you either meeting those expectations, or letting them know in advance what you will accomplish, rather than those expectations? Before you start the task, are you aligned with them on what it will take? **It's critical that you are aligned, even if that causes some initial conflict when taking assignments. Disappointing them later, even with a good excuse, will do much more harm to their view of you than being very clear up front.**
2. If you miss a deadline or provide something of low quality, have you ensured that you and they know why, and are clear it won't happen again? It's important here to look what it will take without blaming others. Blaming others will have you seen as weak, and will diminish their view of you. **If you've either missed deadlines, provided low quality or blamed other, initiate a conversation with your boss or customer about your plans to proceed differently. Once again, your new purpose could serve as the catalyst for this conversation and change in behaviour.**

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Their Agenda

1. Do you have a relationship with your customers or boss such that you know what's important to them and what they are really out to achieve?
2. Are there any short-term agendas they are caught up in?
3. Do you know what it would take for them to be successful from the point of view of their boss or their customers?

The key here is that you be a leader in what you want to accomplish. Normally, you would expect your boss to lead you, however, you want to boost your income. **Start to listen to them at a new level, ask questions about them, be interested in them, and offer help in accomplishing their agendas.**

How do they feel around you?

1. Do you add or take away energy from your boss or clients? Complaining, bragging about your accomplishments or even just being overly tired can have a draining effect on others, and have them not feel good about being around you. **If so, let them know about your new purpose and how your actions will change moving forward. Apologize if necessary, then be responsible about being the one who's empowering those around you. Make it a point of living your purpose, smiling and being energetic about what you do.**
2. Do you like your boss or customers? If you don't, they can likely feel it, even if it's not talked about. Just by trying to understand them more and getting their perspectives, it is likely that this will start to change. **Look back at some of those circumstances you disliked about what they did or said, and see if you can see their perspective in those situations also.**
3. Do you appreciate your job and the value or advice or training that your boss or customers provide to you? The #1 complaint about jobs in the workplace is lack of appreciation. You may have noticed for yourself, but what about them? **Make an effort to notice and acknowledge the advice, patience, etc provided to you.**