



# The Value of Value

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Barry Stephens

Audiophile

Musician

CIO

CMO

Buyer

Seller

# Pop quiz

1

# What happened in 2020?

**Why was this scene impossible?**

**How did this affect logistics companies?**

**How did businesses react?**

**What represented value at this moment?**



Can we define value?

2

# Value defined

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**value** 1 of 3 **noun**

val·ue (ˈvæl-(,)yü ◀▶)

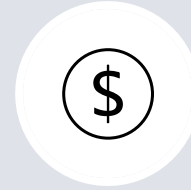
[Synonyms of value >](#)

- 1 : the monetary worth of something : **MARKET PRICE**
- 2 : a fair return or equivalent in goods, services, or money for something exchanged



# Value defined

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**value** 1 of 3 **noun**

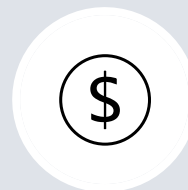
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[Synonyms of value >](#)

**Merriam-Webster**

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## value

*noun*

UK /'væl.ju:/ US /'væl.ju:/



Cambridge  
Dictionary

**value** *noun* (MONEY)

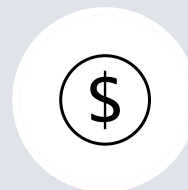
Add to word list

**B1** [ C or U ]

**the amount of money that can be received for something:**

- **of value** *She had already sold everything of value that she possessed.*
- **value of** *What is the value of the prize?*
- **value falls** *The value of the pound fell against other European currencies yesterday.*
- *Property values have fallen since the plans for the airport were published.*

# Value defined



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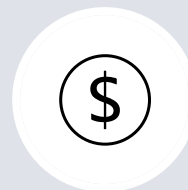
NOUN

value (noun) · values (plural noun)

1. the regard that something is held to deserve; the importance, worth, or usefulness of something:

*"your support is of great value"*

- the material or monetary worth of something:  
*"prints seldom rise in value" · "equipment is included up to a total value of \$500"*
- the worth of something compared to the price paid or asked for it:  
*"at \$12.50 the book is a good value" · "the wine represents a good value for \$17.95"*



value <sup>1 of 3</sup> noun

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[Synonyms of value >](#)



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value

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[Add to word list](#)

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**value**

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[ˈvælyoo]

 Oxford Dictionaries

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# Value defined

value

Stephens

val-ue

1. Why a client chooses a company
2. Why a client chooses to stay with a company



value <sup>1 of 3</sup> noun

val·ue ˈvæl-,ˌjyü

[Synonyms of value >](#)



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NOUN

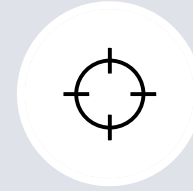
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# Value delivered

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1. Value is more than just the transportation event
2. Value must be defined in the client's vernacular
3. Value must reflect their needs against:
  - Their Vision
  - Their Business Goals
4. Value must have metrics to show the results



value

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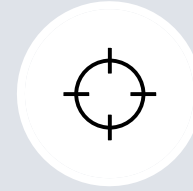
val-ue

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  2. Why a client chooses to stay with a company

# Value suggestions

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1. Listen intently:
  - ✓ Be where your feet are
  - ✓ Be interested, not interesting
2. Stay in your lane
3. Chose:
  - ✓ Empathy
  - ✓ Grace



value

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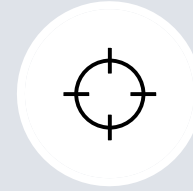
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# The Value of Value

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- More business (references are great!)
- Higher client retention (trust must be earned)
- Clear communication (transparency is required)



value

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val-ue

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Thank you for the privilege of your time