



Volume 2, Issue 8

September 2011

Inspiration and ideas come from all around us. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

*Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Enjoy these latest insights.*



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## How Do You Add Value?

***Price is what you pay. Value is what you get.***

-- Warren Buffett

Everyone defines value in a different way. For some it is a company's actual worth, valuations on potential or market perceptions. For others their value is based on how they lead, engage employees and customers and ultimately make the world a better place.

There are always ways to add value. Staying focused on solving customer problems, advancing your mission and building leadership needs to go beyond revenue, risk and reputation. As you plan for 2012, jump-start collective thinking and how you prioritize ideas by breaking concepts in four categories – how to increase, reduce, improve and create value. Brainstorm topics from growth, retention, compliant resolution, productivity, loyalty, processes, products and more.

Making yourself indispensable is how business strategist and author [Larry Myler](#) approaches value. In [Indispensable by Monday](#) he focuses on profit-producing behaviors that are financially valuable to you and your company. Once those nuggets are uncovered, you need effective ways to communicate their value. Myler created a [free online tool](#) to do just that, helping communicate the potential impact of your profit-producing ideas.



Early on at The Aerie Company we recognized the challenges organizations and executives face to identify, articulate and communicate their value. From helping ensure a truly compelling vision stands out in the marketplace to aligning key messages with solving customer problems to building recognized thought leadership and position within an industry, we've partnered with clients to help them become more competitive, make their value tangible and their success lasting.



Here's how we've recently been helping clients demonstrate value that builds their market leadership:

- Collaborating with a global business technology solutions firm to differentiate and bolster its healthcare practice.
- Fine-tuning a health services provider brand to be more customer-centric and prepare the firm to become a media resource on industry trends.
- Reassessing the market positioning of a health information company.
- Promoting breaking scientific news for an emerging biotech company.
- Developing and delivering a leadership training program for case managers.
- Creating communications strategies and tools to help a membership association, professional services firm and business consortium build their revenues.
- Repositioning and building a more valuable web presence for a financial consulting company.
- Designing and presenting small business workshops to help companies communicate with impact and engage their customers.
- Branding, coaching and communications consulting to build personal market leadership for a high value healthcare business development strategist, a seismic geophysical industry executive, an international image stylist, an emerging star communicator in the sports world and a social media guru.

Ask us how we can help you [SOAR](#). Contact us today at 847-556-8873 or by [email](#) for a no obligation consultation.

## Just Because You Can Talk...

Your smarts get you good grades, but it is your value that gets you hired and then propels you throughout your career. Every professional is completely unique – no one brings the experience, perspectives and personality that you do to the job. So how do you communicate your unique promise of value? Can you articulate how you solve problems and how your audience benefits? Knowing how and when to communicate is vital to your reputation. For new leaders, understanding your Day One value and having an ongoing plan for how to communicate impact is critical to your future.

On Tuesday, October 4th at 12:15pm, the [Chicago Bar Association YLS Career Assistance Committee](#) and Women in Law present ***Just Because You Can Talk Doesn't Mean You Have Something of Value to Say: How to Communicate with Impact*** with guest speaker Suzanne Ross of The Aerie Company. The session will cover why reputation is your most valuable asset, how to build and communicate trust, confidence and influence with a range of decision-makers, as well as ways to flex your communication style and content so it resonates with your audience.

Please feel free to share this with Chicago area lawyers or others who may benefit. For more information click [here](#) or contact us at 847-556-8873.

## New Links

[Indispensable by Monday](#) – a great read on how to become a more valuable contributor.

[Investor Relations: The Art of Communicating Value](#) – it's a long road from envisioning and articulating a company's concept to communicating its value and today it's of paramount importance, particularly when you are seeking potential investment.

[Tools and Tactics for Communicating IT's Value to the Business](#) – from the [CIO.com](#) archives but worth repeating for IT leaders.

See our website at [www.aeriecompany.com](http://www.aeriecompany.com) for more links.

## About The Aerie Company

**Because it's challenging at the top**, The Aerie Company collaborates with organizations and executives to identify, articulate and communicate their value.

For more information on how we can help you build market leadership that demonstrates your distinctive benefits and communications impact, visit our website or contact us at [info@aeriecompany.com](mailto:info@aeriecompany.com).



**Click here to check out previous insights from The Aerie Company on best practices, advice on communication and building market leadership.**