

MY TOP 5 INSIGHTS TO  
**HELP YOUR  
BUSINESS THRIVE**



BY NATHAN BUSH

# Top 5 Insights for Building Values & Value

Learn proven strategies to align your business with core values and create unmatched value for clients and stakeholders.

By Nathan Bush, MBA October 30th, 2024

## Introduction

Building a business rooted in values and delivering true value isn't just a nice idea, it's essential. Early in my journey, I realized something: strategies alone aren't enough. We need alignment between our values, beliefs, our actions, and our goals. That's where the CAESAR Method comes in.

This method grew from years of learning that Influence isn't about climbing higher but digging deeper, and staying grounded in values. You are going to earn money over your lifetime. There are only two paths to take. One is the moral way and the other is the wicked way.

I've designed these five insights as actionable tools to help you integrate your core beliefs into business practices, creating a path for growth that's sustainable, profitable, and genuinely impactful.

In this guide, you'll learn the five key insights for growth that have been developed to guide you in building not just a thriving business and brand but one that reflects who you truly are.

## Insight #1 - Connect through Values

All growth starts with a connection and a real, lasting connection is built on shared values. This goes beyond just aligning goals; it's about building genuine trust and loyalty that withstands challenges.

Early on, I learned the hard way that when values aren't clear, influence falls flat. That is so important I am going to say it again, "When values aren't clear, influence falls flat." I remember a client who initially thought that simply sharing goals with his clients and team would drive results. But after we explored his personal values, he realized the missing piece: his clients and team didn't fully understand or resonate with his beliefs.

Once he openly shared his values of integrity, transparency, and accountability, everything shifted. Suddenly, his team felt aligned, clients felt understood, and the trust deepened.

**Actionable Tip:** Identify your top three values, these are things you'd stand by no matter the cost. Value is built by what you are willing to pay. Consider how each value aligns with your business goals. Then, take it a step further: communicate these values with your team and clients, making them a part of your daily influence.

## Insight #2 - Ask Meaningful Questions to Uncover Value

Asking the right questions can be a powerful tool for unlocking opportunities and finding what truly matters to your clients and team. Purposeful questions aligned with your values will not only reveal the needs and goals of those around you but will also deepen trust and connection.

One of my clients came to me frustrated, thinking he had a good grip on his team's priorities but finding that results were inconsistent. Through coaching, we discovered he hadn't been asking questions that cut to the heart of what his team truly valued. Once he began exploring questions that spoke directly to their values, goals, motivations, and challenges, he got insights he never expected. This not only helped him provide tailored support but transformed his influence, making him a trusted leader who truly understood his team.

Quick Exercise: "5 Questions to Identify Value" To connect meaningfully, ask yourself and your team these five questions:

1. What's most important to you about...? Why?
2. How do you define success personally and professionally?
3. What motivates you to go the extra mile? Or what keeps you up at night?
4. What challenges are you facing that we can work on together?
5. How can I or our team provide better support to help you reach your goals? What has not taken action cost you?

Use these questions to guide deeper conversations, helping you understand what brings true value to your clients and team.

## Insight #3 - Educate with Value in Mind

"Knowledge is like money: to be of value it must circulate, and in circulating it can increase in quantity and, hopefully, in value." - Louis L'Amour

This insight emphasizes that when we educate clients and teams on topics reflecting our values—like integrity, stewardship, and transparency—we build a foundation of trust and loyalty. Once, a client struggled with team morale due to a lack of transparency. By openly educating her team about company values, goals, and challenges, she created an atmosphere of trust, transforming engagement and loyalty.

Practical Tip: 3-Step Plan for Value-Centered Learning

1. Define Core Values: Identify values you want to reinforce.
2. Create Educational Touchpoints: Integrate values into new client presentations, team training, and client communications.
3. Encourage Feedback: Foster open dialogue to continually adapt and improve.

This approach establishes trust, aligns everyone's purpose, and ensures knowledge is both purposeful and impactful.

## Insight #4 - Set the Intention to Serve and Add Value

A client of mine, a business owner, felt his team lacked direction and struggled to connect with clients. He approached me to help refocus his team. I suggested that he set the clear intention to serve and add value at every step, encouraging the team to prioritize client needs with integrity and transparency.

He took it to heart, implementing regular check-ins focused on their purpose. Over time, my client satisfaction soared, and team members felt a renewed sense of purpose, energized by the value they were creating. This shift unified the team under a shared mission, transforming their service into something truly impactful for clients.

“Your intention is irrelevant if your impact is harmful.” - Brandon Kyle Goodman

This principle keeps everyone on track toward a shared mission. When a client was struggling with team unity and motivation, we focused on intention-setting with a commitment to serve. By clarifying that each team member’s purpose was to add value to clients, they found renewed purpose and synergy. The team’s services became more cohesive and meaningful, deeply resonating with clients.

### Value-Based Intention-Setting

Prompt 1: List your top three values (e.g., integrity, service, stewardship).

Prompt 2: Set a specific intention for each value that connects directly to your business goals.

Prompt 3: Define one practical action you’ll take this month to bring each intention to life within your team.

By setting these intentions, you’ll align your daily actions with a higher purpose, helping your team deliver value with consistency and impact.

## Insight #5 - Align Interests for Mutual Value Creation

According to the Harvard Business Review, “Core values are the deeply ingrained principles that guide all of a company’s actions; they serve as its cultural cornerstones (Lencioni, 2002).” When team goals and client needs intersect, synergy is created, transforming transactions into relationships where both sides feel valued. A client of mine experienced this firsthand. Initially, he struggled with high turnover and low client engagement. By realigning his team’s goals with client outcomes, through shared incentives and purpose-driven targets, he noticed a complete shift. His team grew invested in client success, and as a result, client satisfaction and retention soared.

## Exercise: Mapping Aligned Goals for Value Creation

Step 1: Identify core values for both your team and your clients.

Step 2: Map out one common goal that serves both parties (e.g., client success leads to team recognition).

Step 3: Define actionable steps for each team member to support this shared goal.

This exercise helps everyone stay focused on creating real value and building relationships that benefit everyone involved.

Lencioni . P (2002, July). Make Your Values Mean Something. Harvard Business Review. Retrieved from <https://hbr.org/2002/07/make-your-values-mean-something>

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Are you, or someone you know, ready to deepen your journey? Join our community for exclusive insights, practical tools, and ongoing guidance on building a business that thrives on values and creates true value. When you subscribe, you'll receive curated resources designed to support your growth in alignment with your core beliefs—transforming every step of your business journey into a purposeful, impactful experience.

Let's Chat: Here is a link to my calendar - [www.linktr.ee/nathanbushmba](http://www.linktr.ee/nathanbushmba)- to gain access to the strategies and support to elevate your business and influence.