



## High Values – that Secure Results

### Money

Money does not make money - and it cannot grow. It never has and never will. Money is a currency attached to the economic value that people create, firstly from within themselves and secondly by using assets productively, all in the process of serving each other through trade. The more valuable something is the more money is needed to buy it. Money does not create wealth – but it is a critical and essential resource to people who are the source of wealth creation.

*“The greater the value added to **people** (customers) by **people** (a business), the greater the return to **people** (investors) on their money invested in the process”.*

### People

People are the primary creators of wealth – but only when their ‘hard’ skills are enveloped by *purpose*, unstoppable *belief*, *desire* and *creative initiative* required to grow a company. When the ‘whole’ person is engaged people *are* the Profit Drivers of the business - but when they are not, they become a commodity, and the business loses its differentiation and ability to compete.

*“The greater the level of meaning derived by people from their work, the more they will contribute to the corporate task”.*

### Business

If business is about seeking to meet the highest needs of customers by creating as much value as efficiently as possible for them in exchange for as much money as possible then:

**The most successful and sustainable businesses will be those that rely on:**

**People using Money as a Resource - to maximise value and profitability.**

***not...***

**Money using People as a Resource - to maximise value and profitability.**