

Constructing Excellence Value Ourselves 30 November 2021



**CONSTRUCTION
COACH**

Value Yourself



Maria Coulter BEM^[L]_[SEP]MRICS

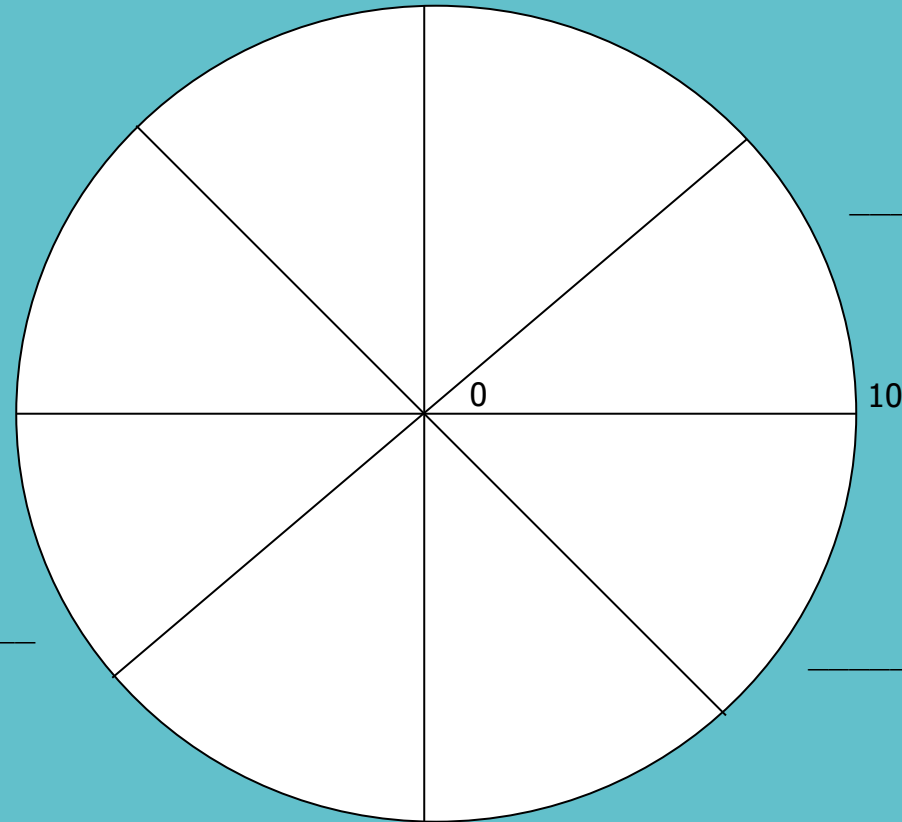
Founder and Managing Director, Construction Coach



Value Yourself



CONSTRUCTION
COACH



WHEEL OF LIFE INSTRUCTIONS

The 8 sections in the Wheel of Life represent balance.

- Name the categories so that it's meaningful and represents a balanced life for you. e.g. family, relationships, work, finances, health and wellbeing
- Next, taking the centre of the wheel as 0 and the outer edge as 10, rank your **level of satisfaction** with each area out of 10 by drawing a straight or curved line to create a new outer edge (see example)
- The new perimeter of the circle represents **your** 'Wheel of Life'. Is it a bumpy ride?

Value Yourself



CONSTRUCTION
COACH

Are you valuing yourself enough?



Value Yourself



Are you valuing your people enough?





**CONSTRUCTION
COACH**

Value Your Business

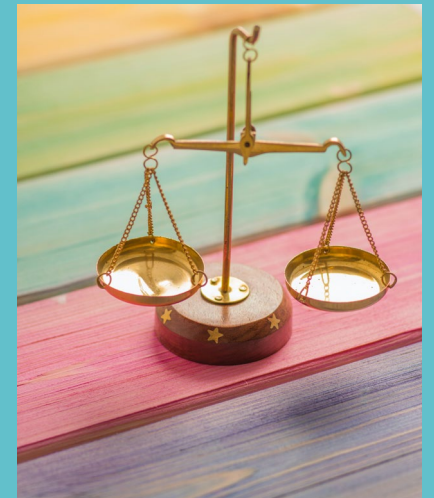


Value Your Business



CONSTRUCTION
COACH

- If you can find where the value for money point is, pricing isn't an issue
- The 'value for money point' is where the customer sees xxxxx thousands of pounds worth of value and you charge xxxxx. Both sides are happy and the value scales balance



Peter Hill, Pricing for Profit



Value

- Value – “the importance or worth of something for someone” *Cambridge Dictionary*
- Value creation is the primary aim of your business
- Defining what sets you apart from your competition and is valuable to your clients will help to balance the scales



How do you demonstrate value?

- Understanding what creates value to your clients is key which then helps drive your response
- Let's explore what makes you different and unique – Your Business Blueprint



1. Do you have a clear sense of Purpose?

- Purpose isn't about money, it's what makes people want to buy from you. It sparks an emotional connection.

“We take your dreams and stamp them on the land for everyone to see”.

Best Little Building Company



2. Do you have a long-term vision for your business?

- Where do you want to be in 10 years' time?
- Where are you channeling your energies to?



3. Do you know what your Core Values are?

“Core values should be the values that enable trust, collaboration and performance”.

Paul Polman

- Your values help to drive the behaviour needed to deliver your purpose



CONSTRUCTION
COACH

Do you know what your Core Values are?

consistency
transparency
expertise
zerowaste
fairness trust
honesty
connection
integrity



4. What sets you apart from your Competition?





5. What do your clients value?

- Time?
- Cost?
- Quality?
- Sustainability?



CONSTRUCTION
COACH

6. What do your clients say about you?





7. How do you deliver your service?





CONSTRUCTION
COACH

8. How sustainable are you?





CONSTRUCTION
COACH

9. What would your people say about working with you?





10. How do you impact your local community?





11. What standards are your clients being asked to achieve?





**CONSTRUCTION
COACH**

12. Do you have a culture of Equality, Diversity and Inclusion?



Let's Connect



Maria Coulter BEM^[L]_[SEP]MRICS

Founder and Managing Director, Construction Coach

maria@constructioncoach.co.uk

Website: www.constructioncoach.co.uk
Facebook: www.facebook.com/constructcoach/
Twitter: [@constructcoach](https://twitter.com/constructcoach)
Instagram: [@construction_coach](https://www.instagram.com/construction_coach)
LinkedIn: <https://www.linkedin.com/in/maria-coulter-bem/>
Community: <https://community.constructioncoach.co.uk>

