

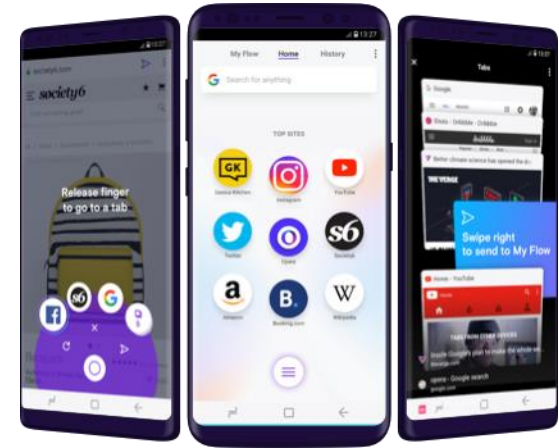
Value Creation

EDS411

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A Story on Value

Beacon and Saith

What is Value?

So... What is Value?

Anything that meets a need.
Anything considered useful.



Anything that solves a problem



Something people want.
Anything others are willing to pay for.



Anything that fills a gap



Something of worth and importance.
Anything others appreciate.



More Specifically, Value refers to...

The Solution to a problem

The answer to a question.

Instance

How do you feel standing under the hot sun at a bus-stop, thirsty, tired and famished waiting to get the first of 6 buses you will board to get home; then all of a sudden a car shows up with all leather seats and fully air conditioned, offering you a ride.

Peeping into the car, you found out it was someone you knew who lives 3 blocks from your house.

What do you Value and why do you pay for it?

- We value time, speed and comfort so we pay to be transported.



- We buy airtime because we value relationships, communication.



- You sleep because you value rest.



- You eat because you value food and strength.



Some Facts

Your worth is a function of the value you create.

What makes you place high worth on Bill Gates?

Your rewards are tied to the value you create.

Where do you think Dangote got rich?

The respect and honor you get is
based on the value you have
created.

Check out the Chancellor, Dr. David Oyedepo

If you slow down in the level of value you deliver, your reputation will also slow down.

Have you ever noticed some (one time) big names that somehow faded away with time?

Are you creating value or taking value?

It's more blessed to give than to receive.

Great entrepreneurs focus on creating so much value that they can give in exchange for wealth.

The poor and average only know how to collect and receive value.

The biggest businesses are the ones that deliver the biggest value.

A roadside kiosk and a Shoprite.

Creating Value

What is it?

If value is what people want and are willing to pay for, then...

Creating value is simply creating what people want and are willing to pay for.

Creating the solution to the problems of others.

How would you feel if the owners of Google declared that they would shut down Google and all her products (Gmail, android, YouTube etc.) tomorrow?

In Business, Value is the Core

Creating Value is at the centre of whatever business you are doing.

If you were to write your autobiography now, what would you write down?

List out the values you have created.

How to Create Value

Value is Created via Work | Value is Created via Giving | Value is Created via Business.

Start from where you are with what you have

Stay in your Zone

Stay where you can contribute the most value;
As an Eagle, don't try to compete with a dolphin.
You can never be excellent in its environment.

Value Creation and Wealth

The more value you create and add, the more wealth flows to you.

Value Creation and Business

Begins with value creation.

The value to be created is the essence and purpose of the business.

Create exceptional value and build a business around it

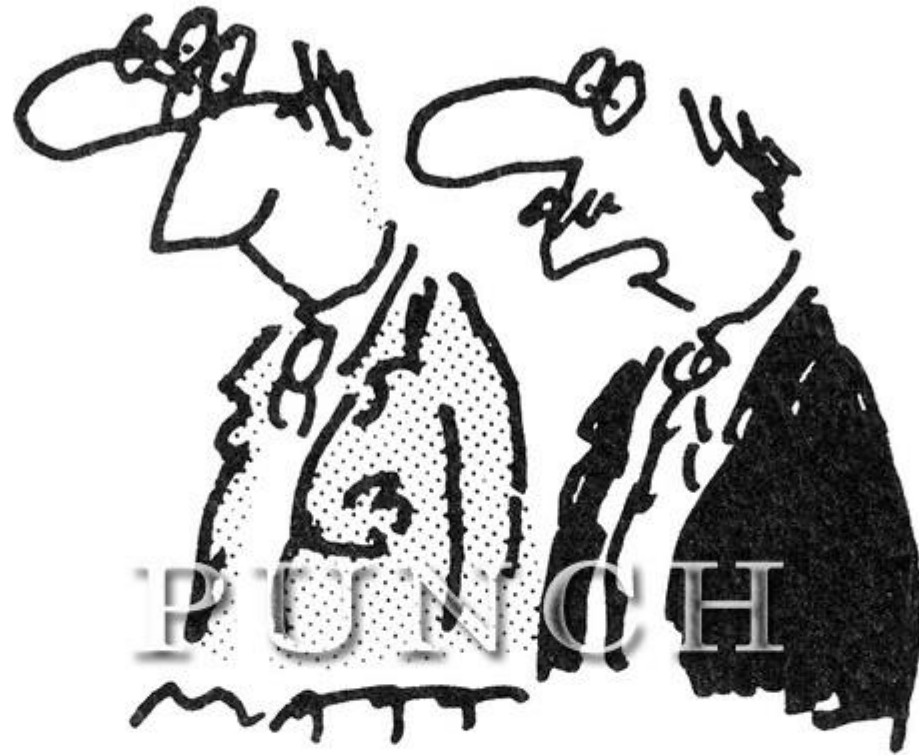
Problems are opportunities

Problems are opportunities to create value

Every problem has the potential to make a multibillion dollar business.

Create value that can be sold and will be bought

That is how wealth is created.




*'Of course, now we've put a value
on the environment we can start
selling it.'*



Make what you do something worth investing in

We call it valuation



VALUE CREATION

Building Something That Others Want
(To Invest In)

Conclusion

What value can you create this semester and give in exchange for wealth?

Q & A