

# The Meaning of Value

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## Definitions:

*Value* - A measure of worth in usefulness or importance; a principle, standard or quality considered worthwhile or desirable

*Value Added* - The enhancement a company gives its product or service

*Value* and *Value-added* are industry buzzwords — any industry. If you Google the phrase value-added, you will find websites for economic value-added, the Value-Added Tax Act, value-added agriculture, value-added innovations, value-added products for beekeeping, and value-added software to name just a few.

As Professional Organizers, we hear about adding value to our services in nearly every workshop or seminar we attend. So, what does value-added mean to our industry? That was the question posed to Golden Circle members attending the first session at the 18th Annual NAPO Conference in Boston. Here is a synopsis of member's thoughts:

- Going above and beyond expectations
- Developing trusted relationships
- Understanding realistic expectations
- Being a resource
- Experience
- Confidence
- Diplomacy
- Creative and insightful
- A bigger tool bag
- Proficiency
- Continued education
- Credibility
- The intangibles — people skills, giving hope, providing emotional support
- Ability to be quiet and grounded so the client can do the work
- Empowering clients
- Strong personal foundation — honesty, integrity, confidentiality
- Patience
- Strategic connections within and outside of our industry
- Mentoring capabilities
- Be, not just do
- Teaching of life management skills
- The gift of a process
- Professionalism

There are many more aspects that can be added to the value of our organizing services. Just remember that the money you receive working as a professional organizer is simply an exchange of value. Carefully scrutinize the services you are offering and continually add value.