



## Admired: 21 Ways to Double Your Value

By Mark Thompson, Bonita S. Thompson

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You deserve to be valued, respected, and admired for what matters to you. Here are twenty-one ways to make it happen. In this book, you'll find 21 simple and powerful strategies that will help you become more valued in a crowded and competitive world—not in a superficial way or just for its own sake—but for what matters most to you and to the most valuable people (MVPs) in your life and work. • From the Foreword by Frances Hesselbein and Marshall Goldsmith

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**Admired: 21 Ways to Double Your Value By Mark Thompson, Bonita S. Thompson Bibliography**

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## **Editorial Review**

### Review

“Most people want to make a meaningful impact, but get stuck along the way. In this book, Mark and Bonita reveal powerful strategies from their latest research that will help you make it happen. Read it and then go try it.”

—**Sir Richard Branson**

“*Admired* is a must-read book that shows you how to make a difference to the people who matter most, and have fun doing it!”

—**Peter Guber, *New York Times* bestselling author, CEO of Mandalay Entertainment, and former CEO of Sony Entertainment**

“When you get really clear about what’s valuable to you and serve it up generously to people who need it—as this book reminds us—you’ll be admired as a leader.”

—**Warren Bennis, bestselling author and Distinguished Professor at USC, and international authority on leadership**

“Mark and Bonita offer you a lifetime of business experience helping people double their value to the world. This book addresses life’s most critical question: What meaningful thing do you want to be known for giving and doing?”

—**Tony Robbins, bestselling author and peak performance coach**

“The journey from success to significance is an essential step for every leader. Mark and Bonita’s insights inspire leaders to focus on what’s valuable and matters most.”

—**John C. Maxwell, *New York Times* bestselling author of *The 21 Irrefutable Laws of Leadership***

“Read this book and instantly double your value in the office.”

—**Brian Banmiller, CBS News**

From the Author

### **You Deserve to Be Valued, Respected, and Admired for What Matters**

**By Frances Hesselbein and Marshall Goldsmith**

Imagine how it would feel to be fully valued for what you do best. What if your team, your boss, your customers, and your family really appreciated what you have to offer? How proud would you be if your organization won the top spot among Fortune magazine's "Most Admired Companies" or "Best Companies to Work For?" What if Jim Collins rated you a "**Level 5 leader**," and Gallup ranked your colleagues among "**America's Most Admired People**?" What if every single person in your organization knew what it took to become **J.D. Power Customer Service Champions**? Impossible?

We think you have that potential for greatness within you, and so do our friends **Mark Thompson** and **Bonita Thompson**. Drawing on their three decades of corporate leadership experience, in this book you'll find 21 simple and powerful strategies that will help you become more valued, respected, and admired in a

crowded and competitive world--not in a superficial way or just for its own sake--but for what matters most to you and to the **Most Valuable People (MVPs)** in your life and work.

The results of their national study may surprise you. With their colleagues at **Stanford** and **Northwestern**, the authors conducted a statistically representative survey of more than 1,000 Americans that asked, whom do you most admire. But then Mark and Bonita took another step to explore something much more significant to your personal and professional success: They discovered the 27 traits Americans most admire in the best leaders and companies, and even more important--which traits are most essential and why. Then they compared the traits most admired in companies and leaders with what participants would most like to be appreciated for as an individual. You may be surprised to see how many of these traits you already have (or are well within your reach) that will enable you personally (and your organization) to become even more respected and admired. **The Most Valuable People (MVP) in Your Life and Work**

Have you ever felt undervalued at work or home? Who hasn't! Most of us have a deep desire to be valued more by what the authors call the **Most Valuable People (MVP)** in our lives--our boss, colleagues, customers, family, and friends. But according to Mark and Bonita's research, very few of us have taken the steps to learn what the important people in our lives actually value. It's painfully ironic to expect to be valued by these MVPs if we don't know what they value first! In this book, you'll learn more about how to do that.

Does your team ever underperform or have you lost your mojo to do the work? If so, you're not alone.

**Gallup** found that 67% of people hate their job or feel disengaged. Curious to know why, the authors asked participants in their national survey what percentage of time they invested in their goals and how much time they spent doing meaningful things. The results were downright disturbing: most people do not see a strong connection between their daily and long-term goals and what's meaningful to them! It's no surprise that mission statements are ignored, New Year's resolutions languish, and our diets are doomed from the start. We have no hope of achieving our goals if we don't connect our passions with the objectives in front of us.

The good news is that Mark and Bonita clarify what you can do about it. Your levels of engagement and enjoyment are directly related to whether or not you feel your goals are meaningful. And your value to all the MVPs in your life is directly proportionate to what you seek to know about their values and how hard you work to help them achieve it. You will succeed (and be admired) by making sure you support your MVPs in achieving success and admiration for what matters. In fact, this is an important distinction: You are happiest and most motivated when the admiration you seek is for something that matters. What's inspiring about many gifted leaders is that they've suffered long periods in which they were not valued or admired; great people are often misunderstood, even resented or ridiculed. Eventually they persist only because they worked for something meaningful, and that's what helped them reach their greater potential.

What this means for you is that, when you're trying to motivate others to help you, you have to be very clear about what you value and recruit people for your team who love what you're doing, and who are willing to develop the skills to do it so well that they become excellent. If you don't, that same team could be among the two thirds of the population who find work pointless. If you aspire to become more valued in your work and you'd like to get ahead in your job, Mark and Bonita have a great prescription for you. They'll give you some powerful ways to stop the complaining about why you don't feel appreciated or understood by your MVPs. In this book you will get the tools you need to determine what your MVPs actually value--to stand in their shoes--and keep supporting them until you help them get the message.

When you find a way to give your MVPs the support to achieve their goals in a meaningful way, then they'll reward and admire you. That's the key to success in reaching the top of any "most admired" list, at the office or at home. But more important, that's the secret to finding meaning and happiness in your life and work.

***Frances Hesselbein*** is the recipient of the Presidential Medal of Freedom (America's highest civilian honor) and CEO and President of the **Hesselbein Institute (formerly Leader to Leader Institute and Peter F. Drucker Foundation for Nonprofit Management)**.

**Marshall Goldsmith** is a New York Times bestselling author and the #1 Leadership Thinker in the World (according to the **Thinker's 50 Conference** sponsored by **Harvard Business Review**).

From the Back Cover

You Deserve to Be Valued, Respected, and Admired for What Matters to You.

HERE ARE 21 WAYS TO MAKE IT HAPPEN.

## **Users Review**

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#### **Brian Price:**

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#### **Brenda Gregg:**

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**William Lee:**

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