



Relevance: Matter More

Phil Styrlund, Tom Hayes, Marian Deegan

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Relevance: Matter More harnesses the power of authenticity, mastery, empathy, and action to help people and companies become more relevant in their lives and in the marketplace. In today's age of commoditization, people, products, brands, and companies are becoming interchangeable. The competition to stake a flag on the career path of one's dreams grows fiercer, and downsizing can reverse fortunes in a heartbeat. Security is a myth. People and companies are asking some very fundamental questions, Am I relevant, or am I simply replaceable? Is there a way to matter more in this world?

Phil Styrlund and Tom Hayes, with Marian Deegan, have identified four key dynamics of relevance: authenticity, mastery, empathy, and action in a formula that can be applied to the life of a person, an organization, or a product. Drawing upon their personal and business experience, and upon examples from the lives of Theodore Roosevelt, Ada Lovelace, Harper Lee, Ulysses S. Grant, and other men and women whose accomplishments illuminate history, they have created a powerful formula for achieving relevance.

As business leaders working in marketing and sales, the authors have developed methods to distinguish themselves, and their clients, from the masses. In *Relevance*, they share their toolbox of strategies and tactics to help people elevate their relevance in both their professional and personal lives. They believe that the decision to put authenticity, mastery, and empathy into action is the great differentiator between dreams of potential and the reality of accomplishment.

This lively book brings together the best thinking of today with the best thinking ever to help anyone who truly wants to matter more. Styrlund and Hayes invite readers to apply these principles, and explore what it means to matter more in their own lives, and in the lives of others.

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