

Olivier Rochet




**Value is the  
World's Leader**

Get obsessed  
with Value !





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Get obsessed with Value !

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*For all who act with respect, with integrity, with love.  
Love is our greatest asset, alone and together.*

*Heart and soul give the vision.  
Imagination draws it simple.  
Mind and persistence frame the path.  
Actions and habits make it happen.*

*Dreams are the greatest expression of our soul.  
Dream consciously.*

# Notes



# Value is the World's Leader

**What is Value? How to measure Value? How to manage Value from creation to sharing?** How come we cannot make a simple definition of it that we can all understand to be a vision that empowers our lives?

**Why is there an opportunity with Value?** How can we leverage it to make a better world, I mean a world in which everybody can contribute and be rewarded with a fair portion of the global value we collectively create?

**How to Solve it and Transform / Leverage the Leadership Power of Value?** How a new definition and a global Value Framework can help succeed?



Think value in a worldwide ecosystem perspective will differentiate further tomorrow's growth business leaders.



Knowledge is a good start.  
Practice leads to understanding.  
Questioning in perspective leads to  
*AWARENESS.*



Value starts with Values.





Integration is the art of understanding things from consciousness to awareness, to bring out simply the best usage of complex connections.





Do what you love.  
Surround yourself with loved ones,  
starting with yourself.



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# Preamble

Value is everywhere. Value does have so many forms. Value leads the world, as a whole as much as within any single one of us. The rules to value are changing.

More than ever, the world needs

**AWARENESS.**

In this essay, you will learn the key fundamentals that explain human behaviors in the conquest of value. You will learn the business rules to value, and the strategic notions to manage value in a purposeful manner, to benefit both your personal and professional life. You will get the keys to unlock your FAST-LEARNING potential. And prepare for FAST-GROWTH.

Ultimately, you will understand why there is a problem with value. And find a clue to contribute to solve it.

# Introduction

Excellence is treasure. Once put both front and center of all your actions, it provides endless supply for growth and appears to be a powerful lever to create value.

Speed is the new commodity. The world is changing, fast. Everything that allows to go faster, in a secure manner, has a high value potential. Among the most promising projects<sup>§</sup> are those that promote a vision where physical barriers can be beaten as never before. The promise is that wherever you are in the world, you'll be able to get physically anywhere else in thirty minutes. Less than what anyone working today in big cities, like Paris or Los Angeles, needs to get to the office.

Networks grow faster than ever. Connections are easier. New influencers have emerged. Everyone can now say “hello the world”, and eventually be heard. Technologies have changed the rules to create or capture value. And they continue, with the internet of things, artificial intelligence or machine learning, to mention them. But those who make the rules are still those who succeed in controlling the gates. Internet has become the new jungle, for everyone can feel it's growing faster than it can secure the journey. Definitely, Internet has changed the rules to Value.

The richer have become way richer. Cash is there. Funds can count on unprecedented levels of ‘dry powder’ to invest in promising innovative businesses or mature ones that are ready for fast-growth. Fintech, insurtech, martech, regtech, edtech: digitization is changing the rules in many industries. And it changes fast.

*§ this sentence has been changed six years after the original version was published back in 2017 when the Value Duology main book was not published nor tested yet. Energy efficiency is indeed a common attribute of promising projects, in addition to having a positive impact as described in the Value Framework Principles main book (Sustainable Value Impact: We Are ValuE).*

Knowledge is no different. I like to say: knowledge is a good start, practice leads to understanding, and questioning in perspective leads to awareness. We always promote knowledge as the best investment that will pay you back with the best interests. I guess I agree. But we need to be precise, and remember that only actions really matter. Knowledge should only be a mandatory step to pursue awareness and take appropriate actions in an aware manner, for the better. Fast-learning shows a high value potential. And I believe we can beat those barriers that have made it time and cost consuming, as much as painful. Not only will it be the best guarantee for sustainable fast-growth, it will also bring in more cohesion and coherence in the way we live and do business. I firmly believe that the world needs more awareness, of how Value leads the world. And speed can only help.

Power is one thing. The purpose is Value. For everyone. Value does have so many forms. Some will argue that the more powerful and richer only look for capturing more value, that is: sourcing and exploiting those who really create value. That they look for control and cash. Because cash is success. And the only measurable criteria in the end is your net worth. I believe there is a need for an in-depth change of the rules to Value, and for bringing awareness much faster than we have seen so far.

Strategy and finance are key areas to support growth, both in a personal and in a business perspective.

I think I can say that since I was born, I have been curious enough to always make an effort to try to better understand our world. Starting with people. I always give a try to learn something, through practice, until I can feel I understood at least the connections that make it.

I decided to write this essay to share my vision about Value as the world's leader, and ultimately share with you the best of my experience so far, with a focus on value creation strategies in a global perspective. Excellence is great, though sometimes it hurts. Purposeful and honest thinking is hard indeed.

I hope you will find it useful, that it will talk to your mind and heart enough to suggest ideas, interest, or relevance to your situation and development objectives. I wanted it to be as simple as possible, and accessible to the majority of us, whether you are a corporate finance expert, an investment professional or a student. I love to discuss challenges and visions, and meet passionate and purposeful people. So will I be available to you at your convenience.

Enjoy your read!





## **Part 1 – The world goes where Value is**

Have a vision - or at least a goal - in which you truly believe and focus on the path to it.



[Value](#)<sup>1</sup> is worth more than 2,640,000,000 results in Google search.



The world goes where value is; it's part of the [law of attraction](#)<sup>2</sup>. Value is definitely something that matters. There is a huge impact in Value. You might think it's an obvious statement. Think again: it's huge and if there was one word I would use to call THE world's [leader](#)<sup>3</sup>, it's VALUE.

Whatever the definition you may have in mind right now, let's choose to illustrate it at the moment with a quote: « Try not to become a man of success, but rather try to become a man of value. » Though I am not sure about the original author, and we might be a lot to have thought it, felt it or said it before reading it for the first time, it is often attributed to Albert Einstein, which probably contributes to reinforce the formula's influence power.

Behind it, the most important ingredient I would underline is the purpose that drives our actions. Because only that purpose – whatever a vision, a goal that is clear enough in our mind to have a path to it then a positive impact – can help us focus until any possible achievement can become a reality that benefits most. If you have any doubt and want to read valuable stuff to convince yourself, I'd suggest you to read or watch [Tony Robbins<sup>4</sup>](#) on the subject. For a business, it is not much different, as businesses are the result of their founders' purpose and any other relevant stakeholders that contribute to their growth, which shows up value. Therefore, having a positive illustration for value is both a necessity and a powerful driver for a vision to succeed.

Now say we all agree that it's what we all do when starting a business: thinking of how to create value. I recently read a study in which 73% of entrepreneurs were saying they first started with the purpose of making a personal profit. I am not discussing the figure, neither the source, nor the reality behind it. Obviously it sounds possible and I think it's ok to say so. But to get a profit, you need first to bring in something that benefits others (*said in the good way, though we'll see further on that you can also get it without creating value for others, which is what I call is wrong about value's current definition to fit with a world's leader that creates leaders*).

The point here is: create personal value has to deal with creating value, I agree. And to achieve it, you have to have an idea that you can sell, a ‘solution to a problem’ that your business will solve and thus create value from customers facing a problem and willing to pay to solve it. I believe there is a first historical barrier, because growing businesses that intend to solve problems is just promoting problems, thus encouraging – consciously or not – the world to have more problems that only the richer can hope have them solved. Winners are those who create problems and succeed in getting value from, being part of the solution, while losers continuously pay to get problems solved until they cannot pay anymore. What do you think? Great! Hu...

Think of it differently now. Let’s say that a business brings a ‘solution to a purpose’, to an opportunity, or a challenge. What do you think the difference can lead to? We encourage the world to think and have or share a vision. That’s what my birth inner purpose and actions are made of, and the reason why they attract powerful pirate networks in fact, who act like a team of opportunistic takers (*most of whom may be relentless abusers lacking at the same time awareness and strong values*). I am<sup>§</sup> driven by purpose and my perspective supports both a positive and sustainable impact. Opportunistic leaders play the takers’ game instead: when you come and say ‘I have a problem’, you will gain in return the right to pay and have a bigger problem with collaterals. Just look at how Elon Musk solved the [supercharger spots occupied with fully charged Tesla<sup>5</sup>](#):

§ this paragraph has been changed seven years after the original version was published back in 2017 when the Value Duology main book was not published nor tested yet.

He took the opportunity that a problem is raised publicly, which instantly becomes an opportunity to make additional recurring revenues at a very low cost, rapidly going through the what-if analysis to conclude that a single one bad feeling (*not being able to charge your Tesla when you need it most*) is far worse for its customers – even as a whole – than a regular discomfort (*the 24\$/hour parking additional idle fee!*). Funny isn't it?

Value then is a vast subject, but let's remind it is a powerful world's leader, and lots have been written. Nevertheless I guess there are still opened questions and an approach missing that we can collectively share with a win-win feeling (*those who love the 'winner takes it all', which psychopaths think of as the 'loser loses it all', should notice I did not mention a percentage yet*), a global impact, or even for some of us a true love feeling:

- **What is Value? How to measure Value? How to manage Value, from creation to sharing?** How come we cannot make a simple definition of it that we can all understand to be a vision that empowers our lives?
- **Why is there an opportunity with Value?** How can we leverage it to make a better world, I mean a world in which everybody can contribute and be rewarded with a fair portion of the global value we collectively create?
- **How to Solve it and Transform / Leverage the Leadership Power of Value?** How a new definition and a global Value Framework can help succeed?



# Value is the World's Leader

What is Value ?

Let's discuss the definitions first, generally speaking.



## **Part 2 – Value does have many forms**

Value accounts for what you value at the time of a sale process, and what you reasonably believe you can get as an outcome in the future.



“The world goes where value is”: when you have a choice to make, you value your options based on your knowledge, circumstances (*mental, physical, family, friends, whatever..*) and purpose ; when you look at a business to buy or sell, you have to value it; when you are attracted to something or someone, you are either attracted to something or someone that you value or that values you; sometimes the output is not what you expected : that’s when you feel unfairness; when you go and vote, may you like it or not you value what you vote for; same when you follow someone (*that’s probably why you may sometimes feel people around you argue you followed their idea, when it appears you had first a good one!*)... Saying it differently, it’s all about a deal (*or transaction or sale*) process, during which [power](#)<sup>6</sup> is given or received, may it be associated with cash or not.



Value can be created, or destroyed. It can be created for someone or for a business, while globally it does not create value or worse it may destroy value. It can also create value while globally adding value: let's have the [blue ocean strategy](#)<sup>7</sup> in mind. Somebody can gain value by removing it (*not to say stealing nor scamming*) from you: depending on the scammer, when he's part of a pirate network, the network may even win twice the value: first with the removal to its profit, second because you'll have to buy it again and it may be to them if that was their purpose; a business can buy a competitor playing to kill it (*a bad [trade](#)<sup>8</sup> buyer*) rather than *growth* (*the [Private Equity](#)<sup>9</sup> example*), etc.

Sourcing value differs from capturing value: you may have a much valuable idea and start a promising business, if you do not meet the market you won't get any value from it (*at least until you do one day*) or it won't be any different than when you invest in something that you do not use: knowledge, assets, etc. In addition, you may feel unfairness when you created a promising product or service that others will be able to reproduce to grow their own installed customer base, before you do so.

Let's imagine now that politics would sell what they have to propose to the society: would you go and buy as you go and vote? Think again.

Another example is those who vote 'against': they are usually those who value fear, which - may they want it or not - provides value to what they don't want: generally a bad idea. A better idea - my guess - is to value more what you love and to love more starting with yourself.

Keep these questions and make up your mind, for they all can be solved with a proper definition of value...





Content is key.  
Distribution is impact.  
Interaction drives value.

# Value is the World's Leader

What is Value ?

Let's look behind the scene.