



Why Mattering Matters

Many years ago, we had a CEO say to us, “I’d be a great leader if it weren’t for those damn people!”

As you might imagine, this is a sentiment that’s been repeated to us by many frustrated leaders who don’t know how to build alignment behind their vision, increase ownership of organizational success, or create a fierce commitment to moving forward together.

Of course, being a great leader is all about those damn people so it’s important to learn how to bring out the best in the people you so deeply rely on to create organizational success. **One of the most powerful ways to do so is by letting people know that they matter to you.**

Sounds simple and yet a good number of leaders say, “Of course my people matter to me!”

While that’s generally true, they don’t **demonstrate** the two very important components that we’ve discovered are key to genuinely feeling that you matter; **VALUE** & **CARE**.

There’s little research on mattering, particularly in a work setting. There is, however, research on **VALUE** and **CARE**:

- The people who believe their leaders **value** their contributions are more aligned behind the vision, more likely to move initiatives forward, and are less likely to leave.
- The people who believe their leaders **care** about them, show greater loyalty to the leader, share differing opinions in ways that further innovation, and are less likely to leave.



Why Mattering Matters

To Demonstrate that Others Matter to You, You Must Matter to Yourself First

We've always believed that people need to "put the oxygen mask on themselves first" if they're going to be able to succeed in their life, work, and world.

As we've been teaching the concept of mattering, we've gotten even clearer that mattering to yourself is key to your success and is the foundation to your ability to demonstrate to others – staff, colleagues, children, friends, etc. – that they matter to you.

By mattering, we're describing the unique combination of **valuing** your unique gifts and talents and of **caring** about and for yourself.

**The intersection of valuing your contributions and caring for yourself
is critical to managing burnout and to creating success.**

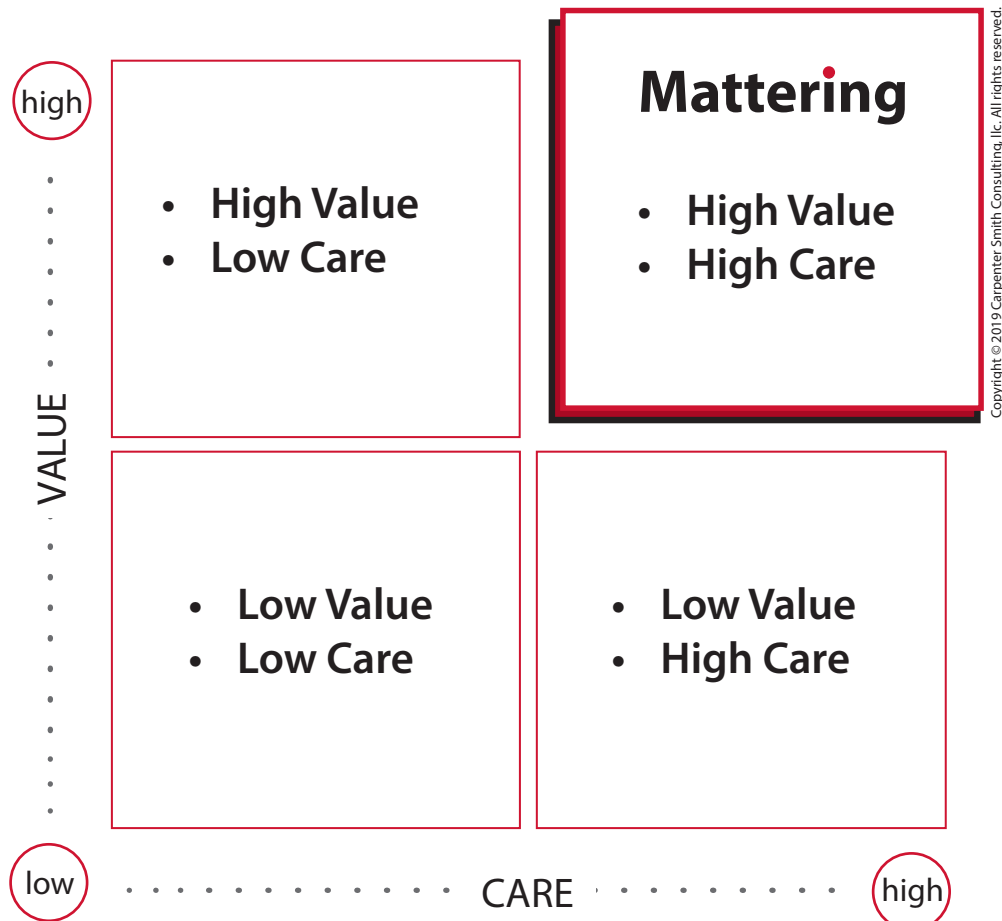
Think of it this way, if you value your unique gifts and talents, but don't care for yourself, you may be slipping into working nonstop which can leave you feeling worn out and unsatisfied and can lead to burnout.

And if you take care of yourself that's a great start but without valuing your unique gifts and talents, you may be spending your days doing things that don't in any way nourish your soul!



When you matter to yourself, you're not being selfish.

Our mattering framework, the Mattering Matrix, is a powerful tool to help you be more effective in your life and your leadership.

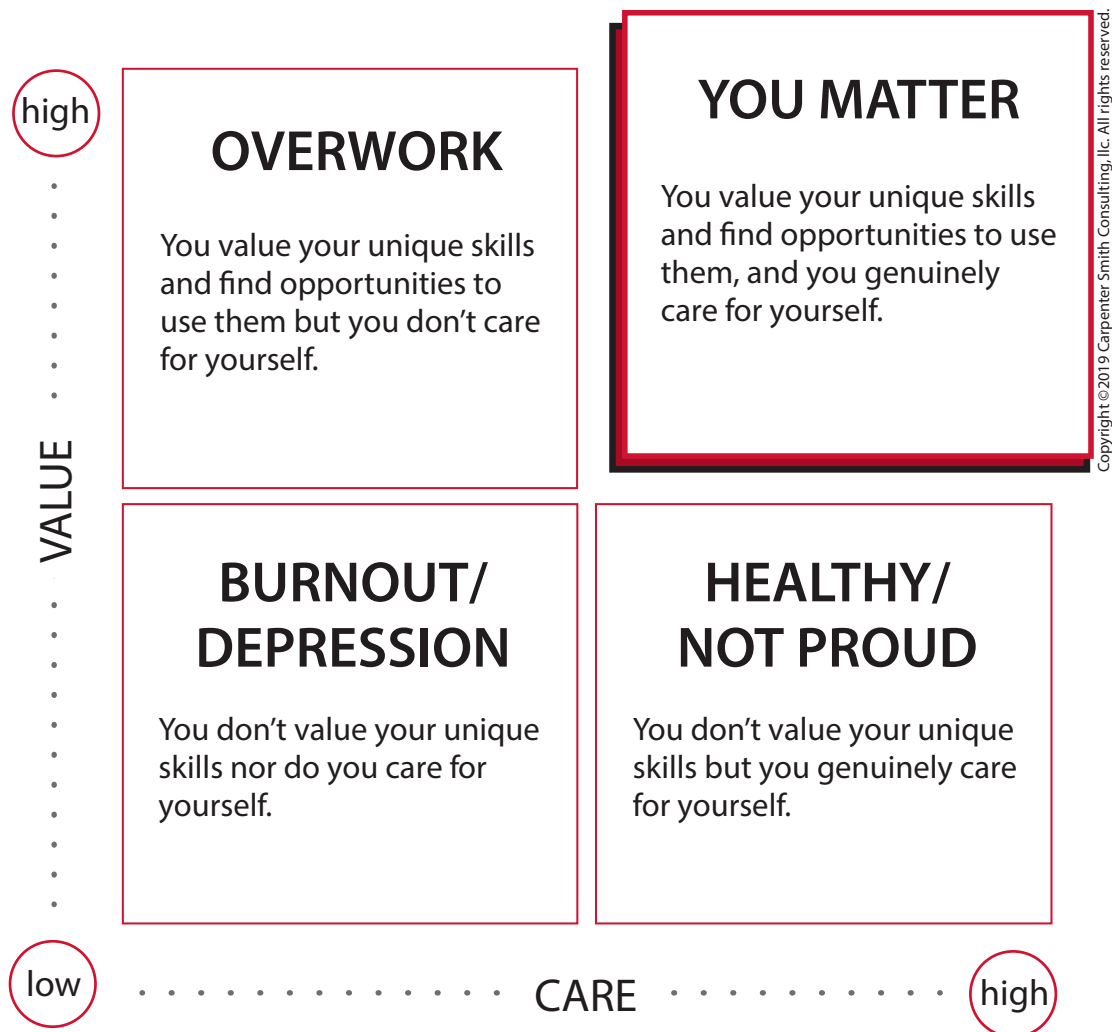


Mattering in your own life will help you:

- Mitigate burnout
- Create new opportunities
- Fuel yourself
- Treat others like they matter
- Feel successful and satisfied
- Have more to give to the people and organizations you love



Your Mattering Matrix



Examples of Mattering in Your Own Life

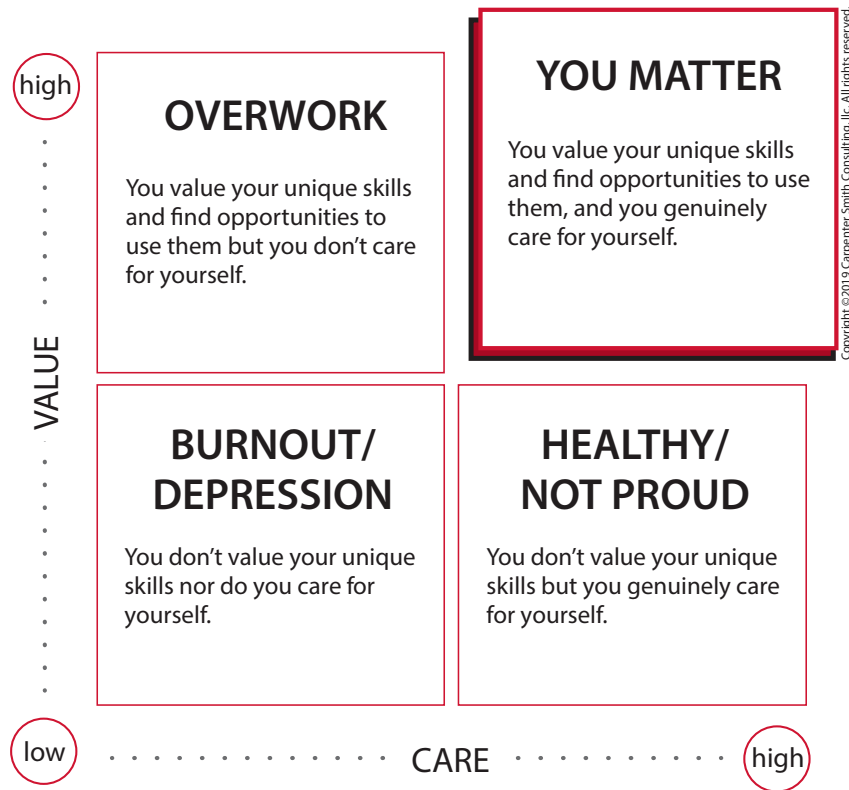
Care

- Healthy eating / sleeping / moving
- Speaking to yourself with respect and kindness
- Connecting with people you love and who love you
- Knowing and living your life priorities
- Reserving time for solitude

Value

- Recognizing your unique gifts and talents
- Identifying opportunities to offer your uniqueness to the world
- Sharing the ways you contribute with colleagues, friends, family, and your community
- Creating time to be exactly who you are (whether at work or elsewhere)

Your Mattering Matrix



Where would you place yourself on the matrix? Check the box below.

☐

Low Value
Low Care

☐

Low Value
High Care

☐

High Value
Low Care

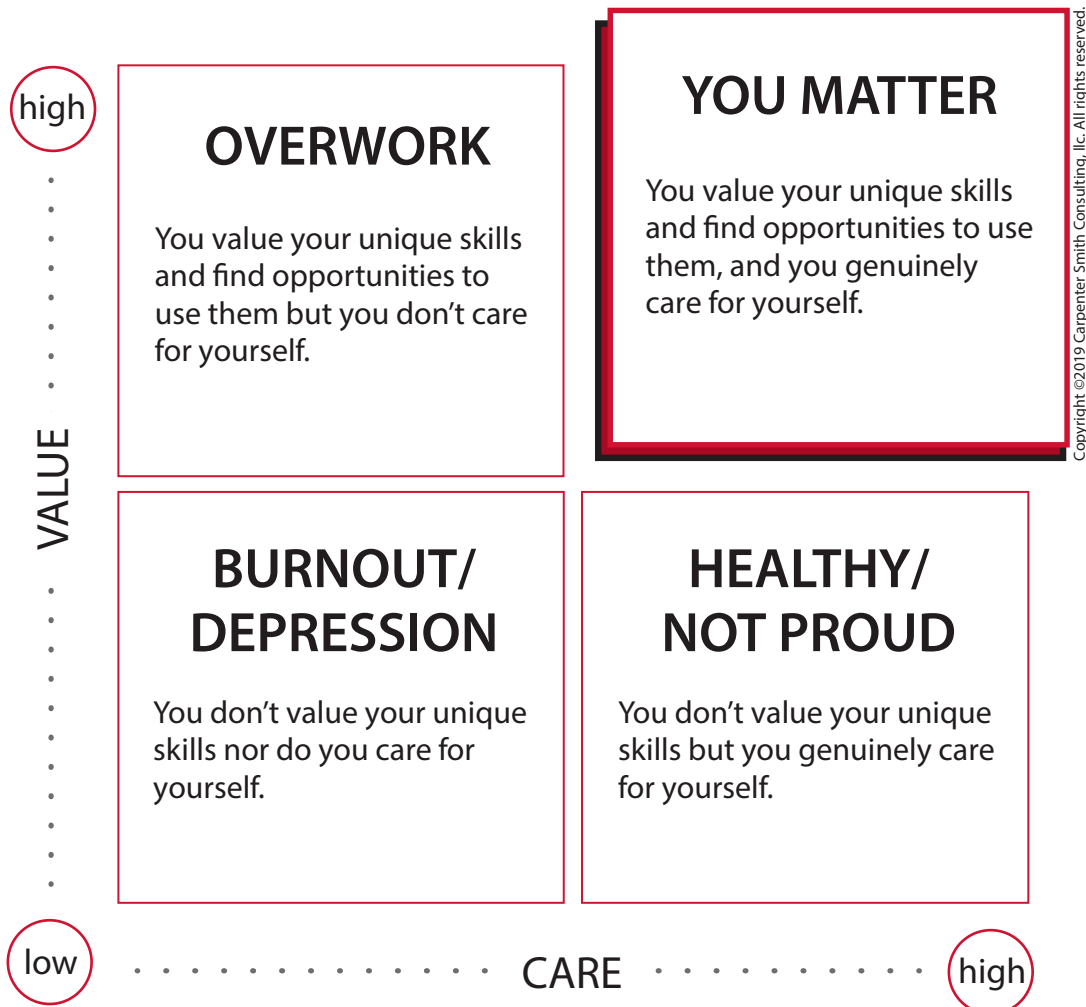
☐

High Value
High Care

What can you do to matter more in your own life (look back at page 5 for some ideas)?

Where you land on the Mattering Matrix Matters!

As you reflect on why mattering matters, consider ways that you can move to the intersection of care and value in your own life. Look at where you land on the matrix **every few months** as a support to staying conscious of mattering in your own life.



**You'll be more successful, satisfied, and vital
if you matter in your own life and are able
to bring the best of you to your world.**

Mattering Matters to Your Leadership

Over the course of our work, we've seen over and over again that **leaders want to feel proud of their leadership and confident in their ability to magnetize the people they lead; to create strong commitments to creating success.** While they're committed to that success, they often report that they struggle with the people aspect of their leadership.

Since the people aspect is what leadership is, we've been committed to identifying the simple, core behaviors that create great leadership. And, **mattering *does indeed* matter.**

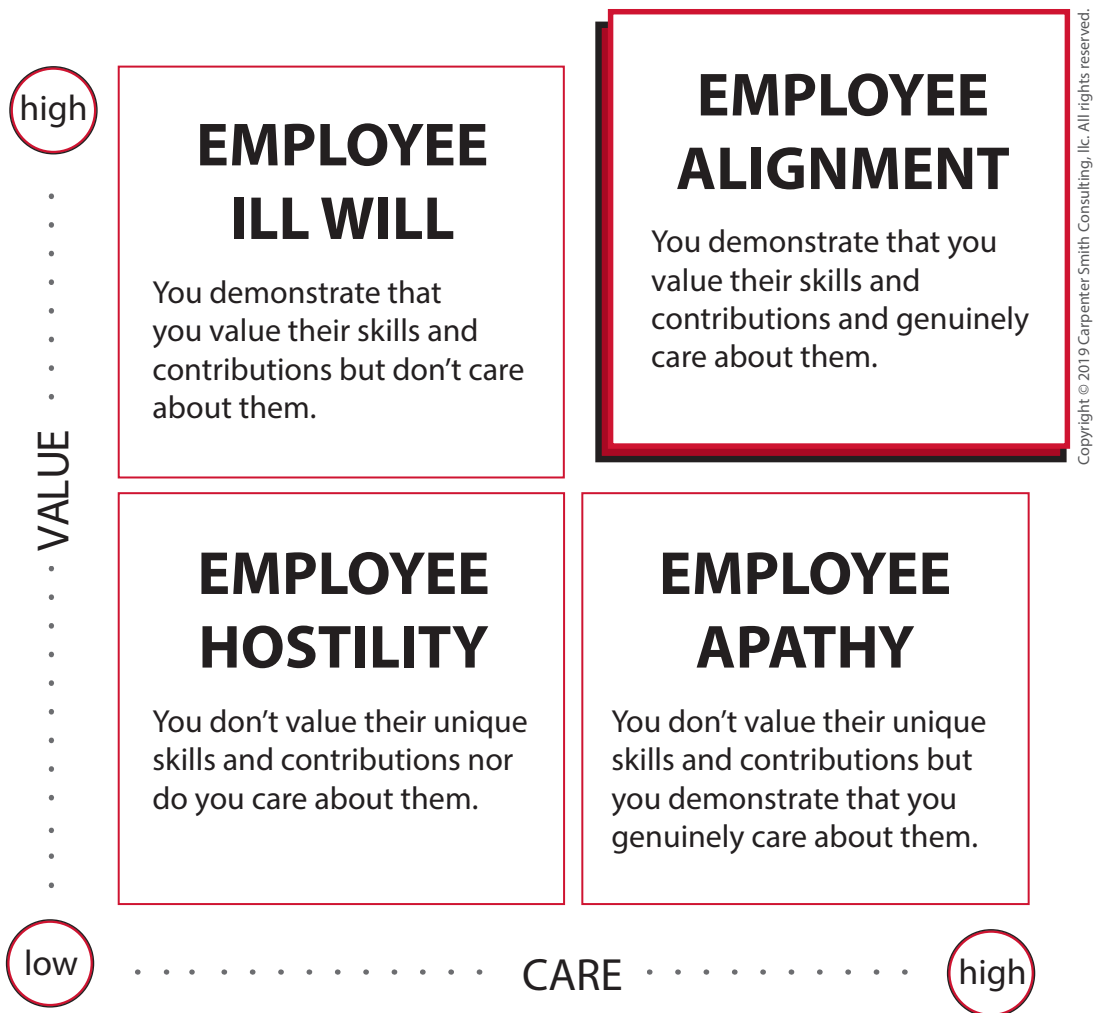
When people have the experience that they matter to their leader, then the organization/team is more successful. The tricky part for many leaders has been knowing what that actually requires of them behaviorally.

Take a look at the Mattering Matrix for Leadership on the next page.

As you'll see, mattering matters and when an employee doesn't experience that they matter to their leaders, success is less likely to happen.



Mattering Matrix for Leadership



Examples of How Leaders Demonstrate Mattering

Care

- Say hello and smile at people in the hall
- Chat with people when you're waiting for a meeting (put down your phone!)
- Ask about a vacation
- Say "Happy Birthday" or "Happy Work Anniversary"
- Send a handwritten card after a life event

Value

- Comment on a successful project completion
- Note when someone does something unique
- Provide thoughtful feedback in real time and annually
- Ask about professional goals and dreams
- Give people opportunities to bring the skills they love using, to their work

The Mattering Matrix and Your Leadership

When employees and even colleagues believe they matter to you, they'll lean in to help you in creating success.

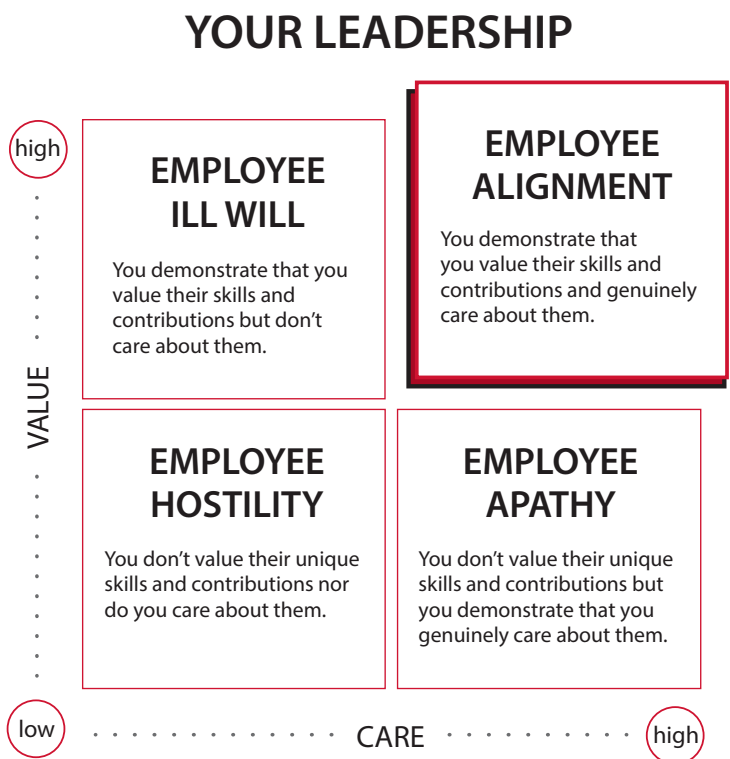
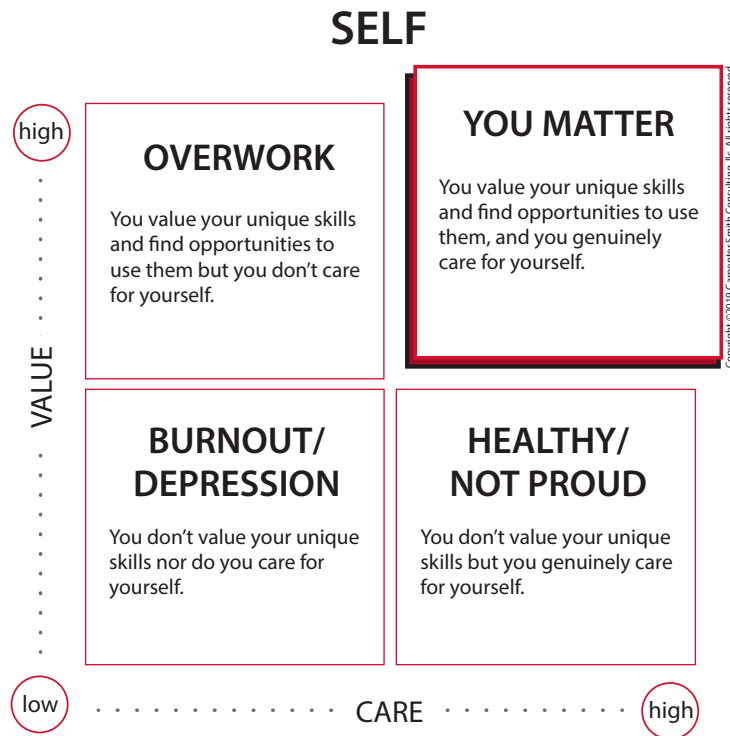
Whether it's in their work for you as employees, or in partnering with you as colleagues to help you think about success, **you'll find deeper engagement and collaboration when you've demonstrated that they matter to you.**

Make a list of each person who reports to you or you work with*, note where they land on the matrix and what you can do to demonstrate that they matter to you (or to manage their performance so that they DO matter to you.)

Name	Box they fit into	Ways I can demonstrate they matter to me

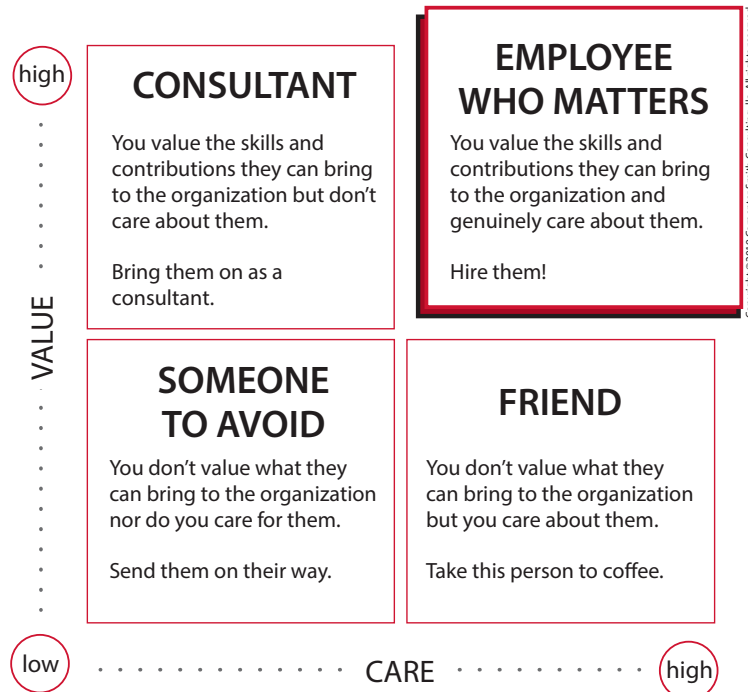
*Partners and children also will connect with you more deeply if they feel they matter, so consider adding them to your notes on this page as well!

Many Ways to Use the Mattering Matrix

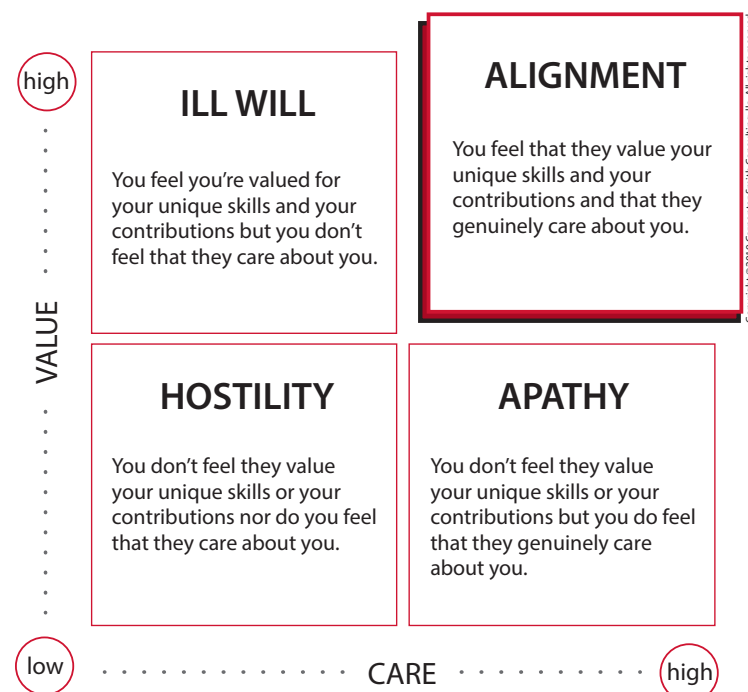


Many Ways to Use the Mattering Matrix

HIRING

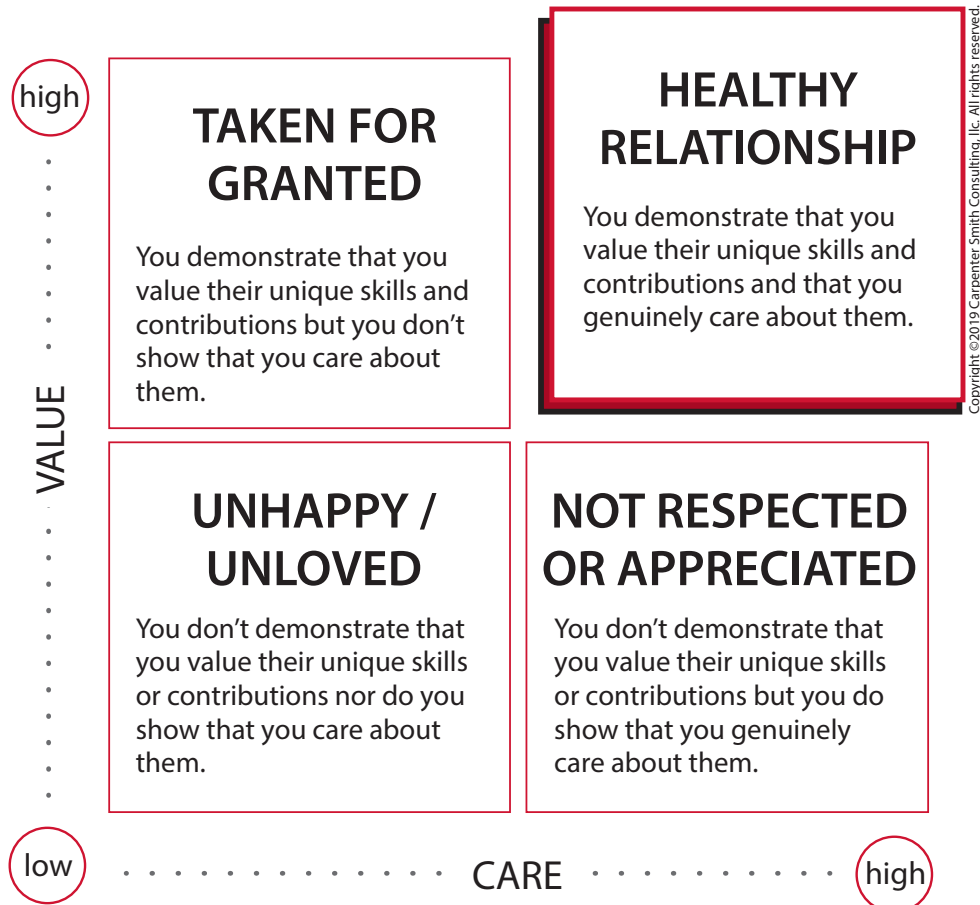


YOUR CAREER



Many Ways to Use the Mattering Matrix

YOUR RELATIONSHIPS



When you **matter to yourself**,
 you'll feel **successful and satisfied**,
 and **have more to give**
 to the people and companies you love.

When employees, colleagues, partners, and loved ones
believe they matter to you,
 they'll lean in to help you in
creating success.

Mattering Matters Commitment

My mattering, matters to me!

I value my unique gifts and talents & I care deeply for myself.

Over the next week, I commit to taking the following steps to mattering more in my life:

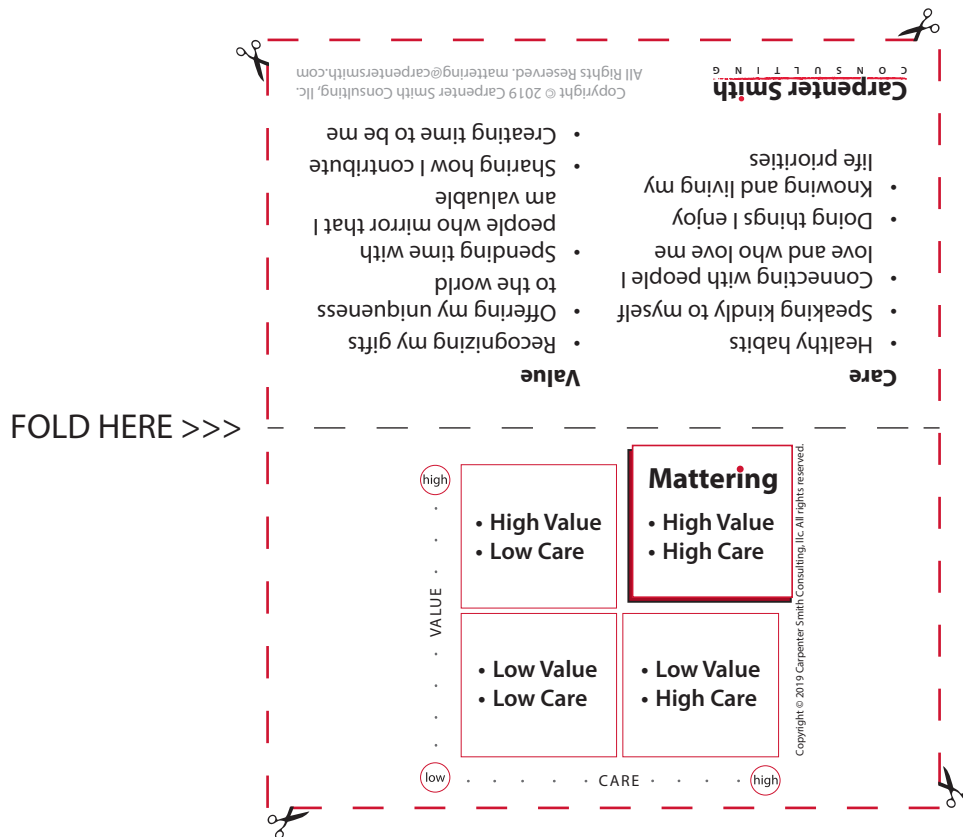
Letting the people I lead know that they matter, matters to me!

I value their unique gifts and talents & I care about them as people.

Over the next week, I commit to taking the following steps to demonstrate to the people who matter in my life, that they matter:

You Matter

To remind you that you matter, you can cut out this pocket-sized folding card and keep it someplace you'll be likely to see it often.



We'd be delighted to support you in mattering in your own life
and in bringing more mattering to your leadership.
If we can be helpful, you can contact us at: letschat@carpentersmith.com.