

high

VALUE

- High Value
- Low Care

Mattering

- High Value
- High Care

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Why Mattering Matters

- Low Value
- Low Care

low

CARE

high

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 the importance of **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.

For people to believe that they matter to you,
they must have the experience that
they’re **valued** for their contributions
and they’re genuinely **cared for**.

Mattering to Yourself

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!

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 one thing can you do to matter more in your own life (see examples on page 3 for ideas)?

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.

C O N S U L T I N G
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Care

- Healthy habits
- Speaking kindly to myself
- Connecting with people I love and who love me
- Doing things I enjoy
- Knowing and living my life priorities

Value

- Recognizing my gifts
- Offering my uniqueness to the world
- Spending time with people who mirror that I am valuable
- Sharing how I contribute
- Creating time to be me

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high	<ul style="list-style-type: none"> • High Value • Low Care 	<p>Mattering</p> <ul style="list-style-type: none"> • High Value • High Care
low	<ul style="list-style-type: none"> • Low Value • Low Care 	<ul style="list-style-type: none"> • Low Value • High Care

CARE

low high

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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.