

# What does it mean to create value?

What are you doing to create value? I'm sure you've heard, as I have, that business is all about creating value for those around you. I recently saw a post by [Robin Sharma](#) on five points to protect your company. The fifth point he made was: Become Obsessed with Value Creation. The point says "This is not some pie in the sky idea. It's a hard hitting business growth tactic. Obsess over how you can add more value to more people and the revenues will take care of themselves."

My success coach, [Steve D'Annunzio](#), talks about value from 2 points of view: subjective and contextual. He says that "we are moving out of the age of information and moving into an age of context" and "that no truth exists without context".

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## SWOT your Way to Focus and Flow!

When you run a business, various opportunities often present themselves and persuade you to run off in different directions, pulling you away from your focus. This happens to me frequently, and I find it difficult to avoid being sucked down a path that sounds like the next great avenue for huge success.

Thankfully, my partners, [E0 Forum](#), or my team usually slap me back into reality. Taking a closer look at what you are doing can also help you discover if these opportunities are worthy or if the current focus is best.