

VAL-YOU-ABLE

5 KEYS TO UNLOCKING EXPONENTIAL VALUE
AND LEAVE YOUR VALUE FOOTPRINT EVERYWHERE YOU
GO



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INTRODUCTION

W

hat is Value?

Value means the regard that something or someone is held to deserve; or the importance, worth or usefulness of something or someone. It connotes strength or worth.

The Value proposition of an individual is the “why” someone would choose to relate or do business with you. Your Personal Value Proposition (PVP) lies at the heart of any significant progress you can make in life or business.

The Late American Speaker and Author- Jim Rohn famously remarked that “we get paid for what we bring to the marketplace of life”, meaning there must be an intent to ensure we bring value because that is the only way, we can get anything substantial and tangible.

A number of individuals spend considerable amount of time on effort, which in itself is good but unfortunately cannot be translated to rewards, but real value will always get its reward.

In this E- book I will share with you how you can build yourself to be an individual of value so you can be of immense benefit to yourself, your family, the community and the nation. The world is looking for individuals of value because they possess amazing rare qualities which if you hold will see you always picked over the man next in line. The world

rewards those who not just do their work but go ahead to do it exceptionally, to be truly valuable you must ask yourself how difficult it for others is to replace you.

This E-book will share with you five major keys to possess which I have dubbed the Value Pentagon, and if you are able to imbibe and cause them to be the pillars that uphold your life, you will see yourself joining this exclusive class of individuals. It will make people gravitate towards you and nudge you to higher heights. If you desire people to be attracted to you, your work, talent, personality, business, you must invest in making yourself a value reference point. The 5 qualities that make up the Values Pentagon are integral elements that have characterized the lives of any individual who you see in today's world, so if you would like to be valuable let's jump right in.

1

DILIGENCE

The first major key in the “Value Pentagon” is Diligence. This is careful and persistent work or effort or better put it is the earnest, conscientious application of your energy to accomplish what you have undertaken.

Diligence is a tag which you must append next to your name, carefulness and persistent effort should become the norm. To become a person of value, you must pay careful attention to details and possess the dedication in achieving quality results all the time.

It is impossible to become a valuable individual and lack diligence in your affairs. Diligence will rest heavily on your being persistent and committed to achieving more. A diligent individual will always accomplish so much more due to this star quality.

2

KINDNESS

The second key in the “Value Pentagon” is Kindness. There is absolutely no individual of value who does not possess this wonderful trait and there is no one who repels a kindhearted individual. Kindness is like a magic wand or better still a magnet which captivates everyone who views it.

The world is drowning in selfishness and other negative vices, therefore any individual who holds the enviable quality of empathy by showing consideration to others, clearly wins the heart and souls of those he comes in contact with.

If you desire to be a valuable individual to those around you, put on the nature of kindness and you are almost certain to be singled out for this unique trait.

In retrospect, after executing the best of capabilities, we continued to pour more resources to wake it from the dead; it was until logic set in we realized we had been flogging a dead horse. Unknowingly, we had become victims of the sunk cost fallacy (when individuals continue a behaviour as a result of previously invested resources). So while my example shows that I was already in business, it is still applicable at the start

of a business. The only thing is, ensure you don't allow your ego drive the venture; rather, let plain logic and available common sense grounded in facts and verifiable data, drive your reasons when you kick start and even after you have begun.

3

TRUTH

A The Oxford English Dictionary defines truth as ***“that which is true or in accordance with facts and reality”***.

My definition is that ***“truth is facing it as it is and telling it as it is, without any additions or subtractions”***.

When you have the ability to remain truthful despite the odds you will always have a continuous supply of people to give to you, and its absence will certainly mean the absence of value in an individual and inevitably can rob you of great success.

You must ask yourself does your name resonate value due to the principle of being truthful. Truth must become your second nature, because to make any meaningful progress you must ensure that your words and actions are guided by truth and then you will be recognized as an individual of value.

4

GENEROSITY

Generosity is the fourth key of the “Value Pentagon” and it is the quality of being generous. It is often said you cannot enjoy a meaningful life in the absence of generosity.

This virtue which would make you unattached to what you have in terms of your time and resources will effortlessly graduate you to a class of saint like men from that of ordinary individuals.

Selfless and strong willingness to give help to others, especially when least expected will surely fast track your journey to self-value.

If your choice is to be a person courted and admired, generosity is one trait you cannot overlook and its unique ability to return back to you, every time you exercise it, makes it almost magical in nature. Generosity will also help to build you positively by contributing to a healthy boost of self-esteem and finally it opens up doors of opportunities like no other key in the Value Pentagon can.

5

GRACIOUSNESS

The Latin Origin of our last key of the Value Pentagon originates from the word “gratiosus’ which in English means Graciousness. It is a quality that is characterized by warm courtesy and politeness, often displayed through our manners, speech and behavioral patterns.

Graciousness means having a tender, considerate and helpful nature. Your gracious value is the reason why people will go extreme lengths to seek the value in you.

You must heed the advice of the artist Wolfgang Von Goethe who said to have more you must become more; this you can only achieve by working extremely hard on yourself to become a person of value.

IN CONCLUSION

The ability to accept this “Value Pentagon” can signal a dramatic shift in your life’s condition, you must refine your skills and capabilities to ensure you adopt the above qualities until they become like skin-glued on your bones, if you challenge yourself to imbibe the above sides you will become a complete individual.

The Journey is not for the lazy it is why we have fewer individuals of value, but if you get on the train of re-inventing your value proposition you can be sure it will lead you to the station of Success.

Your acceptance and execution of the above tasks would mean that your presence and absence will be noticed and you will become a beacon everywhere you go, it will also move you through life’s stations and finally there are the unspoken perks and benefits those of value attract.

My question is are you ready to become an INDIVIDUAL OF VALUE?

ABOUT THE AUTHOR



Christopher Ehinomen Omoijiade is a business and personal development consultant whose work intersects the public speaking, innovative consultancy, coaching, mentoring and media content creation spaces.

An LLB Degree holder from the University of Lagos, he also bagged an LLM in Telecommunications and Maritime Law from the University of Hertfordshire, United Kingdom and today boasts over 15 years worth of experience across entrepreneurship, law, professional public speaking, business mentorship and consultancy.

He is the Chief Executive Officer of The Chris Omoijiade Company, a test-drive company offering trainings, learning and personal development services with a focus in youth empowerment, mentorship and leadership. With a passion for SMEs, the COC team works with SMEs to create effective processes and strategies for growth.

As an astute advocate of value creation, Chris is a venture partner in several businesses across different industries including Law, Real Estate, Marketing, Communications, Foreign Exchange as well as the Travel and Hospitality Industry. Chris is an avid reader, a committed family man and football lover.

He is also the author of a best selling life resource, Get Ahead which has earned a rave reviews across different continents and countries of the world.

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