

LEADERSHIP

Intrinsic Value As A Leader: What Are You Really Worth?

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According to the "Ipsos Equalities Index 2024," [49% of Baby Boomers](#) believe success depends on individual merit and effort.

In a society that often embraces the philosophy of meritocracy, which rewards and advances based on talent, effort and achievements, it's critical that leaders understand and, more importantly, own their intrinsic value.

PROMOTED

Leaders who understand their own intrinsic value can foster environments that motivate rather than relying on external incentives, thereby encouraging others to be more self-driven.

Why Does This Hold Meaning For You?

Intrinsic value plays an invaluable role in evaluating and improving meritocratic systems. But more importantly, it plays the biggest role in how you view yourself. As leaders examine their own worth, it opens up a deeper awareness of balancing achievements with the inner truths they hold about themselves.

Leaders who maintain this self-awareness in a holistic sense are often effective at navigating complex challenges that further contribute to sustainable organizational growth.

If you dive deeper, you uncover the hidden gems that drive our thinking. You can begin to understand where you provide the most benefit, the strengths that lead you to excel. And there are those human values that are undeniable, providing your guiding compass. They keep you grounded, ensuring that systemic disadvantages never define your worth.

This type of introspective mindset builds an authentic personal brand that reflects a leader's strengths and inspires trust within your networks.

Intrinsic value gives you the power to reframe your narrative again and again, separating your definition of success from how others may perceive you.

As the quote [attributed to Albert Einstein](#) goes, “Strive not to be a success, but rather to be of value.”

Einstein, like many others, understood that our value is the most important asset we hold because it's the one thing no one can take from us.

Beneath The Surface

Peeling back the layers of your personal truth begins with listening to yourself. The voice of your moral and mental compass answers a few simple but profound questions:

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- What matters most in your life?
- Who are you at your core?

- What are your guiding principles?
- Where do you provide the greatest impact?

By answering these questions, leaders nurture the way in which they transform, motivate, inspire, display vulnerability and trust their teams.

The complexity of these answers requires deep reflection, helping you take ownership of what makes you unique or even exceptional.

Embracing Your 'Why'

When you're clear about who you are, why you do what you do and what strengths you possess, your life gains meaning and purpose, offering a ripple effect on both humanity and the environment.

As leaders in executive roles, the ripple effect of their actions can transform the culture of an entire organizational leadership team, bringing them into closer alignment with a more strategic and intentional way of thinking.

I once read a quote [attributed to Maya Angelou](#) that said, "Success is liking yourself, liking what you do and liking how you do it." It is this level of self-awareness that marks the discovery of your "why."

So, What Are You Worth?

You've taken the journey beneath the surface. You've embraced your "why." And still, you ask the question.

Well, here's the answer:

Your worth can't be summarized in a sentence or a salary. It's far bigger than a title or a set of skills. Your worth is the culmination of everything that supports your meaningful, powerful existence. It's defined by a mindset that recognizes the greatness that lies within.

There is no price tag on owning your intrinsic value.

So, when the world sees you, ask yourself: What do you want them to see? What do you want them to feel? And what do you want them to know?

Know that your answers are the definition of your worth.

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