

# Matter More with Phil Styrlund

Speaker, Co-author of *Relevance: Matter More*, and CEO of The Summit Group

Across the globe, the forces of commoditization are at play. Everything is, or soon becomes, a commodity. Not just products, but people as well! How, then, do you distinguish yourself in this commoditized culture so that you can matter more not only to others, but more importantly, for others?

## Relevance trumps Intelligence

Intelligence is readily available, yet relevance is what matters. How does what you know and do have an impact on what others care about? That is the question. The great news is that you have never mattered more. How you show up in life and work is now as important, or more important, as what you sell or do. “How” is the new “What.”

Phil Styrlund can help your team learn how to matter more in sales, in business, and in life. Developing an authentic personal lifetime brand creates security, success, and significance.

Phil combines his wide-ranging global experience in sales and marketing with his hard-won wisdom to provide a framework for influencing customers, colleagues, and loved ones. He shares his insights, hindsights, and foresights about how to become truly relevant to others.



## The Four Dynamics of Relevance

With his co-author, Tom Hayes, Phil has identified four principles that allow people to matter more in their personal and professional lives: authenticity, mastery, empathy, and action. Through his influential speaking engagements, he puts these principles to work to help others.

### *authenticity*

Phil puts his DNA on display in every talk. With a mix of wit, wisdom, pathos, and passion, Phil shares the integration of a life of “structured curiosity” that has taken him to more than 50 countries. He draws from research, business, academia, philosophy, and the wisdom of the ages to make the complex simple—but not simplistic. He reminds us of the things we often forget about what matters most.

### *mastery*

After spending 25 years in corporate life and then founding his own global business, Phil’s insight is relevant to a wide spectrum of audiences. His passion for the sales profession is evident; he applies the principles of relevance to move salespeople to matter more as businesspeople. He also applies the relevance principles to developing a skill set and mindset that better equip you to relate to those around you, regardless of your role.

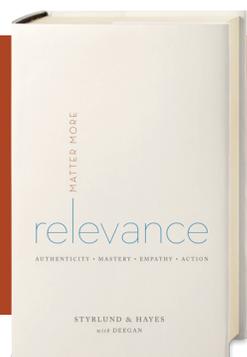
### *empathy*

Phil steps into the lives and shoes of the audience and shapes the dialogue directly to the reality of the group. He understands that in order to teach relevance, he must model relevance.

### *action*

Often, presentations can be uplifting without being actionable. As Phil explores each of the four dynamics, he offers tangible, actionable takeaways for all venues of your life. Theory is not an option. His framework and principles help people defeat the “complexity fatigue” of life.

Whether the time frame is short or encompasses hours, Phil’s energy generates actionable excitement. His well-crafted pacing, engaging stories, clear and cogent language, and participatory style hold listeners from start to finish.



## Creating conversations, not presentations

From the moment he begins, Phil takes people on a journey that they continue long after he finishes. Often called The Great Explainer, Phil demystifies the business of sales and the business of life. His insights are both inspirational and pragmatic, helping us all navigate the complexities of our world today. He offers a human GPS system to create “clarity on the other side of complexity.”

To schedule time with Phil or arrange for him to help your organization, email at [ps@summitvalue.com](mailto:ps@summitvalue.com) or call (952) 270-8100.