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Relevance: Matter More

New book from co-authors Phil Styrlund and Tom Hayes outlines how to “matter more” in business and in life

MINNEAPOLIS, 2014 — In an age of commoditization, people, products, brands, and companies are becoming interchangeable. We have two choices: we can be commodities or we can be relevant and matter more. How do we transform interchangeability into relevance? *Relevance: Matter More* answers the question: “How do we matter more?” The book release is September 18, 2014.

“Individuals and companies around the globe long to matter more,” says *Relevance* co-author Phil Styrlund. “Our world is glutted with information, but short on wisdom. As intelligence becomes readily available and delivered by myriad technologies, relevance remains a gem of great value. This book is dedicated to helping individuals and companies identify and obtain relevance, in life and in business, so that they can make a difference for themselves and others.”

First-time authors Phil Styrlund and Tom Hayes draw upon their personal and business experience, and upon examples from the lives of Theodore Roosevelt, Ada Lovelace, Harper Lee, Ulysses S. Grant, and other men and women whose lives illuminate history. They have created a powerful formula for achieving relevance.

“Success, significance, and relevance are three distinct but interrelated objectives,” says Hayes. “Success reflects our achievements. Significance reflects how far we’ve moved toward our purpose. Relevance is the choice we make to employ our gifts in the service of others. The journey to relevance improves the quality of our service to our clients and communities.”

Through thoughtful observations, investigations, and deliberations, Styrlund and Hayes have identified the four dynamics of relevance—authenticity, mastery, empathy, and action—and a formula for creating relevance that empowers people and companies to make a difference for themselves and others at work, at home, and in their community.

Styrlund and Hayes invite readers to apply these principles, and explore what it means to matter more in their own lives, and in the lives of others.

ABOUT THE AUTHORS

Phil Styrlund is CEO of The Summit Group. Phil is a recognized thought leader on sales transformation and development as part of the go-to-market strategies of some of the world’s premier organizations in the public and private sectors, including Cisco, Xerox, General Mills, Marriott, 3M, Medtronic, Pfizer, Abbott, and U.S. federal government agencies. In addition to keynotes and training programs delivered in more than 45 countries, Phil serves as a coach, mentor, consultant, and advisor to top leaders across a range of industries. Phil recently initiated a doctoral program at Middlesex University in London.

Tom Hayes is the founder and owner of Riley Hayes. Tom put the principles of *Relevance: Matter More* to use throughout his business, applying them to agency evaluations, creative briefs,

and strategic planning. As a result, Riley Hayes is recognized for work that helps client brands and products matter more to their customers. The agency serves some of America's most prestigious clients, including Delta Air Lines, U.S. Bank, Walgreens, 3M, Allen Edmonds, Alerus Financial, Tradition Capital Bank, Korn Ferry, Scholarship America, and Dunn Bros Coffee. Tom takes particular pride in the ways Riley Hayes has been able to help clients, large and small, enjoy sustainable success.

Frequently Asked Questions

- **For whom is this book written?**

We have created a framework for people and companies to become more relevant in their lives and in the marketplace. The principles of relevance apply whether we are having a conversation with a life partner or a business partner. In both cases, being interested in discovering unmet needs is going to help us to matter more. We believe that the tools we have developed will help readers realize relevance in companies, in business, and in their personal lives.

- **Why is this book different?**

We have identified four key dynamics of relevance—authenticity, mastery, empathy, and action—in a formula that can be applied to the life of a person, an organization, or a product. We present tools and guidelines that work with our formula to maximize relevance. The decision to put authenticity, mastery, and empathy into action is the great differentiator between dreams of potential and the reality of accomplishment.

- **Why did the authors write this book?**

In our conversations with colleagues and clients, three themes came up repeatedly. One was a sense of gnawing fear that widespread mediocrity is strangling meaning. Second, people were troubled by indications that our world is becoming filled with the inconsequential and the trivial. Finally, we heard concern about the passage of time and worry that there won't be time to fulfill our aspirations. We realized that we were not alone in our desire to be relevant. We wanted to begin a conversation about what it means to be relevant, and to matter as much as possible, for as long in life as possible, as deeply as possible, to as many people as possible, in as many ways as possible.

- **What is their goal in sharing this insight and wisdom?**

Mattering more became the central theme of our conversations, and we realized that our fascination with mattering more actually mattered to a lot of people. As two Midwestern guys working in marketing and sales, we've grappled with remaining relevant in a world pressured by commoditization, and we have created methods to distinguish ourselves, and our clients, from the masses. We wanted to share our toolbox of strategies and tactics to help people elevate their relevance—in both their professional and personal lives.

- **Why does relevance matter in today's world?**

We live in a world that longs to matter more. Seismic global shifts have made uncertainty seem the one sure bet. Our world is glutted with information yet short on wisdom. The competition to stake a flag on the career path of our dreams grows fiercer, and downsizing can reverse our fortunes in a heartbeat. Security is a myth. In our heart of hearts, regardless of seductive claims to the contrary, we know that an Ivy League pedigree, the title on our business card, or a regime of Botox® and whitening strips can't make us matter more. As we survey a business landscape, relevance is the most coveted, elusive, and fleeting prize. We believe that the only real security lies in developing a lifelong relevance to those you serve based on your personal gifts and calling.