

# Chip conley: measuring what makes life worthwhile

[Business](#)



Measuring What Makes Life Worthwhile Introduction Reality seems cruel to most people since not everyone is ready to agree with it. Chip Conley unravels his story and the lessons he learn through listening, perseverance, and understanding and willing to prosper, it is easy to expand a business empire. This requires creating bonds with both employees and customers. Chip Conley brings out the central theme through making leaders understand what really counts in business. Through the illustration given by the speaker, a good leader must be in a position to listen to everyone. For instance, the speaker had to spend some substantial time with one of his workers; Vivian just to understand her feeling. It became evident that her job was not an issue; all she was concerned with was creating an emotional connection with other employees and guests who came at the hotel. As a leader, it is wise to realize that for a business to work, the human aspect has to be respected and so should the hierarchy of needs.

In relation to leadership, the clip uses the concept of Maslow in explaining self-actualization. People vary and each individual has a unique idea.

Business is not all about money. Leaders should find an alternative way of defining success by actually pursuing real life happiness. Effective leadership appreciates its capacity and what it owns and not what it plans to. In addition, the clip challenges leaders to share with the unfortunate individuals as a way of spreading happiness.

The experience in the video is similar to a company I work with Beyond Zero Organization is a charitable organization established in 2013 which aims at helping kids survive beyond zero years. This is an opportunity for those families who live in marginalized areas to enjoy life and get a chance to interact with other kids from well-off regions. Through this campaign, it is a <https://assignbuster.com/chip-conley-measuring-what-makes-life-worthwhile/>

good gateway of creating happiness so that those who could not afford it get a chance.

Vision is a key leadership skill addressed in the video. On understanding the Maslow's hierarchy of needs, Chip Conley had a vision of inventing a metric that could assess needs of both employees and customers. And through interaction with other key business leaders, it was identified that intangibles had a great impact in satisfying the higher needs. Another skill is confidence. This helped Conley overcome criticism when his company was termed a French company because the name.

#### Conclusion

Understanding the worth in business does not necessarily entail assessing money and related assets. In most cases, it entails appreciating what the business has achieved and generating happiness from it. From Chip Conley's speech, it is evident that through Maslow's hierarchy of needs, people have different ideas and perspectives.

#### Work cited

Conley Chip. (June 2010). Measuring What Makes Life Worthwhile. Accessed 31 October 2014 from: <http://www.ted.com/talks/browse>.