



# The importance of....

## RELEVANCE

I was talking to a business leader the other day about some work they needed help with.

At the end of our meeting they said.... “Can I be honest? I was a bit worried about this conversation with you.”

It turned out that they thought I was going to insist they “had” to embark on a huge piece of ‘admin heavy’ work, requiring a whole heap of effort and time.

And if that was the case, they weren’t sure it would be right for their organisation.

Then came the comment... “But all through our conversation, you’ve asked what I think would work for us.”

Phew.

It was a great reminder of the importance of relevance. That taking time to understand and craft a solution that’s meaningful, adds value.

It's not just about doing something for something's sake.