

RESULT SUMMARY

RESONANCE VALUE INTERVIEWS

Interview evaluation among regenerative and purpose-driven entrepreneurs who want their true value felt, seen, and heard — so the right people say yes.

Conducted by Jean-Philippe Steeger
Founder of Perspectivist



PERSPECTIVIST

A Regenerative Agency

1. Survey design

The interviews took place in Spring 2025 among regenerative and purpose-driven entrepreneurs working on the transformation of leadership, organizations, and lives.

Researched profile

- Solopreneurs or entrepreneurs with 1-2 collaborators
- A regenerative, holistic approach to transformation
- Professional focus on leadership development, organizational development, and/or personal development
- Have started an own, inner personal transformation journey bringing them to where they are today
- Have provided offers and experiment with redesigning them

"I was moved by the encounters with these incredibly courageous, inspiring, and caring entrepreneurs. I could feel that what they are holding has a lot of power and more than a lifetime of wisdom, but that it's not fully coming out, not fully being shared yet.

The interviewees were exclusively female. While the selected domain of activity may have more female demographics, I can also feel that the topic of value is also reflective of the experience of having to face dominantly masculine narratives narrowing down how value is widely perceived on the market – at the expense of the inner, emotional, social, experiential, spiritual, and aesthetic dimensions of value.

Overall, clear patterns have emerged that connect the personal experiences of these entrepreneurs. Besides facing similar challenges, they would like their value to be clearly perceived by those that would appreciate their work. I think that the results point to the need of integrating the inner, outer, and ecosystemic dimensions of communicating value."

Jean-Philippe Steeger
Interviewer



1. Current situation

How was the current situation of the interviewees and in which phase of their business did they see themselves?

- "I'm at the end of the first phase and don't know how the next one will look like yet."
- "I have developed my approach and methodology."
- "I dared showing a bit more of myself through a new website, blogposts, and a podcast."
- "I see how everything is interconnected and am challenged by this 'problem-solving' mindset"
- "I have so many ideas, but don't know how to articulate what's relevant for clients."
- not getting the clients they find attractive
- have experimented with social media, creative formats, blog posts, being more present at events, website improvements
 - but feel unsatisfied by the current approach

2. Challenges in communicating the value provided

Which challenges were identified in communicating the value of the own work?

- "I want to respect and honour the depth of my work. I feel unease with the demands of what the world is looking for."
- "I feel a mismatch."
- "Shall I go on Instagram? Should I have separate pages for each client?"
- "I would like to simplify the message for each offer, but I tend to overcomplicate things."
- "I would like to communicate more with the body."
- "What's right to demonstrate value, to demonstrate thought leadership?"
- "I'm lacking the skills."
- "Maybe I'm not the right person for this."
- "Many are saying shit."
- "I lack confidence."

3. What it would mean to thrive

What were the ideal situations described by the interviewees?

- "This is my issue." (with regards to imagining the ideal situation)
- "I wouldn't have to worry about a **stable income**"
- "**The clients would just come to me, naturally.** They'd be like 'I saw what you did and would love to learn more.'"
- "I want my clients to click."
- "I would feel **joy and excitement**, and that my work is considered useful."
- "I want to **create systemic change** and help clients look at things differently."
- "**Feeling proud** to contribute to change I want to see in the world."
- "I **wouldn't feel an urgency** to communicate."
- "I would be in a healthy flow, feel aligned and confident... **I would feel like me!**"

4. How could a programme help you embody that more?

How the respondents said they'd like to be supported in communicating their value.

- "A way to understand the value I provide and who is willing to pay for it."
- "I want to have a plan that enables me to communicate consistently. I want to know what to say and to whom."
- "I want to find a way to express for people get my essence, get my sense of humour."
- "The offer description would help me translate my thoughts and values in an attractive way for clients"
- "I'd like to learn how to communicate less, but more essentially, with a smaller group of people that appreciate what I do. I want to know my audience."
- "I don't want to do it alone."

5. Evaluation

In simple terms, which patterns have emerged in the answers by the different participants?

- The interviewees want to attract new and more relevant clients more consistently
- They feel that their communications are too complicated, not consistent, and/or don't reach the right people
- Some think they lack the skills and capacity
- They have tried some communications here and there without clear results and consistency
- Many feared running out of business or needing to sell themselves below their value
- They would like that potential clients perceive the value and essence of what they bring, making sure they can effectively do the transformational work they are called to do

Closing Inspirations on Resonance

"Whether life succeeds or fails depends on the way in which the world is and can be (passively) experienced and (actively) appropriated or transformed ... Central to this is the idea of a difference between successful and unsuccessful world relations, which cannot be determined by the wealth of resources or disposability, nor by the reach of the world, but by the degree of connectedness with and openness towards other people (and things)."

Hartmut Rosa in "Resonanz"

"In order to live a fully human life we require not only control of our bodies (though control is a prerequisite); we must touch the unity and resonance of our physicality, our bond with the natural order, the corporeal grounds of our intelligence."

Adrienne Rich

"People say that what we're all seeking is a meaning for life. I don't think that's what we're really seeking. I think what we're seeking is an experience of being alive, so that our life experiences on the purely physical plane will have resonance within our own innermost being and reality, so that we actually feel the rapture of being alive."

Joseph Campbell

"Empathy is the faculty to resonate with the feelings of others. When we meet someone who is joyful, we smile. When we witness someone in pain, we suffer in resonance with his or her suffering."

Matthieu Ricard

"A work will only have deep resonance if the kind of darkness I can generate is something that is resident in me already."

Anish Kapoor

"All any filmmaker can do is focus on creating something that has depth and resonance, and then do whatever possible to get it seen by audiences and hope the word spreads."

Megan Griffiths

Bring your value to life

Emerging from the interviews, the Resonance Value Programme helps entrepreneurs clarify, express, and amplify the transformational value of their work – so that it feels alive, embodied, and undeniable across their communications.

Discover more [here](#):

