

THE EXTRA POINT

BY JERRY ROBERTS



9 There's No "Just" in Front of Your Job Title

When people ask you what you do for a living, how you answer says a lot about how you feel about yourself. I'm Jerry Roberts and my intent is to grab you about the shoulders and shake you, next, on The Extra Point.

After all the years I've trained in the workforce, now about 17, I can almost see it coming.

I ask a person what their line of work is and they respond, "I'm just a security guard, I'm just a cook, I'm just an admin assistant, I'm just in the accounting department, I'm just, and you can fill in the blanks from there.

It hurts every time I hear it. I'm looking into eyes that can't see what they bring to the world. And it tells me that somewhere there's a manager — or a bunch of them — who don't know how to properly relate the value of that job. Or worse, they choose not to.

If you're tempted to see your job that way, ask yourself what happens if you don't show up at work today.

Try this...whatever you do piles up. or, if that can't happen, somebody else has to drop what they're doing and deal with it. If so, what happens to their work?

There's not much slack in companies today, not many extra slots on the payroll. "Yeah, we'll just cut Jerry a check every couple of weeks. He doesn't do much but he's a good dude. Hey, why not?" I don't think so.

Your job is valuable so start valuing it. If you don't, why should anybody else? Understand how your work connects to the jobs of others in the organization. Who's affected if you're not there?

Now, for managers who don't fill their workers with the understanding of just how valuable their work is...Shame on you.

And shame on your boss if she or he isn't filling you up on a daily basis, either.

Some managers don't do it because it's one of a million things they know they should do but never get around to...others don't because they worry that if they tell workers how important they are, they'll ask for more money. Lord have mercy.

Look, pay people what they're worth, but know this — you don't tie good workers to the organization by the paycheck. You tie them by the heart and by the gut. It's the difference between having to come to work, and wanting to.

When you onboard a new team member, let them know — in no uncertain terms — how their job connects to the bottom line. Tell them why it matters that they perform at a high level, and how it impacts everybody else.

Everyone who gets a check should be able to tell someone like me not only the description of their job, but where they fit in the overall scheme of things.

I pray, that never again will I hear someone tell me what they do, starting off with the word "just." You're more than that. Believe it.

That's The Extra Point. Get out there and make something good happen today. For 93.3, I'm Jerry Roberts.

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