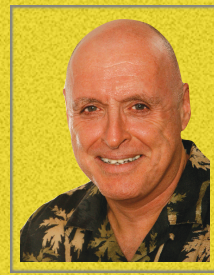


THE EXTRA POINT

BY JERRY ROBERTS



57 Another Important Workplace Currency: Attention

Not too long ago I spoke about time being the ultimate currency, that there's nothing more valuable. Today, another currency that can make a difference. I'm Jerry Roberts and let's talk about attention, next on The Extra Point.

We've established that time is the most valuable currency. Attention has opportunity written all over it. I'm going to break it down a couple different ways.

First, pay attention to what you're doing. When you eliminate distractions and are 100% focused on your work, you'll do better and get it done faster. That results in efficiency and a higher return on the investment in your job.

They call that ROI and you didn't know that your position has an ROI attached to it?

Second, doing this will eventually command your employer's attention and that's a good thing. When it's time to promote someone do you think your chances are better if the boss knows that you consistently deliver higher results than others?

You'll notice I used the word "command" in there. Here's another way of saying it: make your work impossible to ignore.

This goes for your regular work and the jobs you volunteer for.

"Oh Lord, did he use the 'V' word?"

I did and I apologize if I offended anyone. I get it, some people don't want to do any more than what's in their job description. Okay, but if that's you there's a good chance you're giving up some opportunities to impact how the boss sees you and your performance. And if you think I'm directing this to frontline workers only, think again. I know managers and even senior managers who think that way.

My humble opinion is when you finish one thing look for something else to do — don't wait for the boss to come around and find it for you.

If you see something that's being ignored, a job you can handle, volunteer for it. If you're not sure you can do it, say so, then follow that by adding that you're willing to try.

I'll take it a step farther. In most organizations there are little projects that never got started because the boss never got around to them, or others that got dropped halfway through because something else popped up.

To find out if those exist at your place you go to the boss and say, "I'll be wrapping up my current work this afternoon, do you have any little project that you've been meaning to tackle but haven't had the time? If so, I'd be happy to take a crack at it."

Just offering that gets their attention. If there is something and you take it on, give it your best effort and deliver it like it was the most critical work you've ever done. Again, it's attention.

Rinse and repeat. Find opportunities to take on more little jobs. Do them well and positive attention leads to positive reputation. Maybe one day you'll be assigned a big job.

Just keep asking yourself a question. "What can I do today to add value to my employer?"

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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