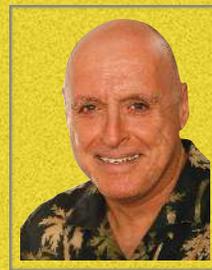


THE EXTRA POINT

BY JERRY ROBERTS



233 Change Series: Going All-In

We cap off this week of our change series with one that is going to appeal to a very, very few people...to appeal enough that they'll take action. Of the thousands tuned in at this moment it could be 100, it could be 10, it could be less. But for somebody, maybe you, what's coming next just might be a launching pad to a new level in your career. I'm Jerry Roberts and that's coming up, on The Extra Point.

You've likely heard of the Pareto Principle, otherwise known as the 80-20 Principle, where, in example, 20 percent workers create 80 percent of your value; or 20 percent of your sales team makes 80% of sales, and on it goes. The numbers may not be exact but it's clear there are people in every organization who are more invested in its success than are others, and the few may carry a larger share of the load to bring good results.

Another number comes from the annual survey on worker engagement performed by the Gallup Organization. In my training I show leaders and managers that, according to Gallup, only about one worker in three — and I've seen it as low as one in four — is seriously engaged with their job. Yes, others get work done, but their engagement lags well behind those who choose to do more and to be more.

So this means that when your CEO or GM, or owner walks around the business, he/she may be unsure who's really connected and firing on all cylinders. They're looking for people to step up and I talk to them about encouraging that; but today I want to give you a way to help them, to speed up the process.

Now you may say, "Oh, you're thinking about other places, not where I work. My boss has everything all together. No worries...not looking for any particular help." If that's how you feel you're likely wrong. The majority of top managers and business owners would half

jump out of their skin if somebody walked up to them and said what I want you to say. "Hi boss, I just want you to know, I totally buy in to what you're doing. I'm all-in, all the way. If you need help with anything, you can count on me." Your boss may get excited, or may just give a surprised smile and a sincere thank you. In any case, I guarantee you they won't forget about it.

I'd have given every hair I used to have to hear that. Because I was all-in, all the way, and I worked hard to see that others felt the same. And if somebody self-identified as a go-to person who could be counted on, I fell all over myself trying to make them feel appreciated.

You walk into the boss's office and make that little 10-second speech, and you're serious about it, you might just rock their world. And then they might just rock yours by taking you up on it — and who knows where that could lead?

So few people will follow through and do this. The vast majority are just fine with the status quo. But the vast majority rarely go all-in, all the way on anything.

As I sat up last night, writing today's program, I was thinking about who it would reach who is tired of how things are. Who would be ready to step up, reach high, and go after more?

Was I thinking about you?

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

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