

THE EXTRA POINT

BY JERRY ROBERTS



411 Another Look at 'Staying in Your Lane'

What's the big deal about staying in one's lane, and how does that apply to developing a winning career? I'm Jerry Roberts, today we'll look at what Apple's former Head of retail operations and Live2Lead conference speaker, Angela Ahrendts, has to say about that and how it led to her amazing work with the technology giant. It's coming next, on The Extra Point.

When Angela Ahrendts takes a job she sees it this way: "They wanted you for a reason, so get in your lane and bring your gifts to the table." Today, we'll talk about that thought of staying in our lane and what she's talking about.

Before I begin to unpack that lesson of understanding where your strengths lie and applying that to your job, even if it's a position in a new field you haven't worked in before, I need to mention something, Ahrendts talks about her job with her children and passes along important life lessons that way.

Ahrendts came to Apple in 2014 from the fashion industry, having served a long stint as the CEO of England's Burberry, and before that with Liz Claiborne and Donna Karan. The tech business was new to her.

She was Apple's retail chief overseeing the company's strategic direction for its physical and online retail stores. If you've been to an Apple Store or visited their site online, you've seen the quality of her work. Apple thought she was good enough to pay nearly \$27 million last year alone.

Now, about the staying in our lane. It's so easy to get distracted these days. You start a project and it goes well, and then you get into another one, when somebody in another department reaches out and asks if you — the new kid — will be on the committee for the annual picnic, and then the Christmas party, and then it's something else.

I believe there's a time to do those things, to show what else you're capable of. That time is after you've established yourself in the job you were hired for. Shine there first, then ride the momentum from that success into a project. If you're not meeting expectations in your main work, your employer might wonder why you're getting involved in other things. Their curiosity would be justified.

In Ahrendts' terms, stay focused on why your employer really wanted you and what they're hoping you deliver, then pay off on that before you make a practice of putting extracurricular activities on your calendar.

We've frequently mentioned that one of the key factors in career progress is becoming known for something specific. Angela Ahrendts was known for her talents in the retail sector. That got Apple's attention. When your name is tossed around in the discussion of who is best at a certain type of work, that's a good thing.

Apple chased after Ahrendts for a certain reason, confident she could take their retail business to a new level. They paid her a huge salary, figuring if she delivered it would be worth many times more than her compensation. They were right. Her ideas and direction paid off.

Staying in one's lane isn't a handicap to a career. On the contrary, it can be a launching pad. It all depends on how committed you are, how talented you are, and how focused you are on delivering results.

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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