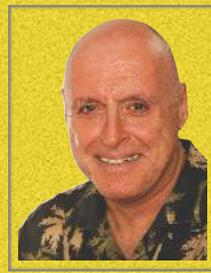


THE EXTRA POINT

BY JERRY ROBERTS



595 Perks, Privileges, and Performance.

Today, just a bit of friendly advice for those in the workplace who are among the privileged because of what they accomplish. I'm Jerry Roberts and that's up next on The Extra Point.

Yesterday, I mentioned that I've worked in organizations where the quote-unquote "talent" was treated differently than other employees. They produced big results and because of that, got perks and privileges that others did not. In the interest of transparency, I'm mostly talking about myself. I didn't invent the system but as soon as I figured out how it worked, I wasn't shy and took advantage of it.

When I "made it rain," as they say, bosses treated me differently. I could come and go as I pleased and nobody asked me many questions. I knew that as long as I continued to bring in the money, it would remain that way.

I like the arrangement because it's based strictly on one thing — performance. Anybody who decides to step up and produce can take part in it. It's not the exclusive territory of salespeople and can include anybody who benefits their organization in a big way.

I need to make a couple of points here. First, not everybody has a job where this is possible and they'll see you enjoying things they can't have, and some aren't going to like it — or you. Yes, your efforts help pay everybody else's compensation and "shouldn't they appreciate me for what I do?" Yes, but that's logic that will rarely be recognized in situations like this.

The second point is important. Don't let people think that you think you're special and you deserve to be treated differently. I've seen people with out-of-control egos do this wrong and it wound up costing them.

Even if you worship the ground you walk upon. Even if you lift yourself up upon a pedestal

every day. Even if you thank your Creator for making you better than everybody else — don't let others know. Why would you want people to hate you and look for ways to bring you down? If you're an idiot, they will.

Always remember, nobody does it alone. There's usually a support staff that handle the details so you can do what you do best — make the money. If they don't do provide this support, you have to do extra work. Acknowledge them for their efforts.

A couple of times a year, even once a month, drop a box of donuts, cookies, or fresh fruit for them in the morning. On particularly hot days during my radio time at KUAM I bought ice cream from Swenson's for the office staff. Maybe there was somebody who still thought I was a jerk and didn't deserve anything I got, but I know they appreciated the gesture.

I just wanted them to know I understood their importance. It didn't cost much to put a smile on someone's face. Not when you figure multi-millionaire quarterbacks buy their lineman Rolex watches or luxury cars for keeping them out of the hospital.

I've been both on the talent side who got the extra perks, and I've been a manager who gave out special treatment for those who turned in extraordinary results. I believe it's a good way to treat star performers and if you can motivate others to work hard because they also want more, the organization can make impressive strides.

Special perks are for performance. When the performance stops, so should the extra benefits. Nobody should feel entitled to them and if you — the manager — allows that to happen, then you deserve the misery you are almost certainly going to have.

(Con't.)



Do your best. If you produce big it's okay to ask for some special consideration. If you get it, take care of the people in the office who back you up. Make them feel special. Honor your good fortune by continuing to earn it, so nobody ever says you got a gift and didn't deserve it.

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

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