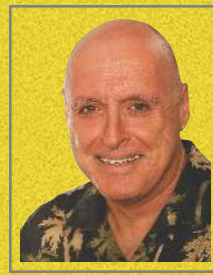


THE EXTRA POINT

BY JERRY ROBERTS



1110 Do You Stand Out in Your Organization? – Part 2

How do we stand out in our job? How are we recognized as a key performer? I'm Jerry Roberts, and we'll talk about ways to do that, next, on The Extra Point?

Yesterday, I asked you to think about how you would answer two serious questions:

1. What important work do I do better than anybody else in my organization?
2. Am I generally recognized for having this talent and delivering this value?

Did you come up with answers?

Let's talk today about painless ways to draw attention to your skills and talents, and help to make people aware of you and the value you bring to your company.

First, let me recognize that there are some people who don't want to do this. They don't care about recognition, they don't intend to do anything more than just the basics to earn their wage, and that's it. They figure they won't have their current job very long, so why bother?

I'll just say, okay, that's a choice. It's not one I believe helps you, but if that's what you decide to do, it's an issue between you and your employer.

All right, how do you stand out?

First, do your job like you invented it. You may have heard me say this before. I can't think of a job that can't be done better, or perhaps more creatively.

The key question to ask is, "If I had the power to redesign this job — to add to it, or take away from it — what would I do?"

Tom Peters, for years a huge name in leadership circles, once said, "Never accept a job as-is.

Change it in some way, and make it yours." Peters believed that it was impossible to stand out if we did the work in the same way it had always been done. Either change the nature of the work, improving the process, or alter the style of how it's done. One way or the other, make that job your personal work of art. Do your job like you invented it.

Second, take every opportunity to meet and get to know the other people in your company. If you're an introvert, this may be a little tougher than if you're naturally outgoing, but it is worth the effort.

Go into other departments and say hello to the workers there. Take a break there, and chat. If you work in a company of 50, there's no reason you shouldn't know everybody inside of a year. The more familiar people are with you, the more opportunity may come your way.

Third, step up and do more. Take on a project that highlights your skills. This is volunteering for extra work. Some people think that's crazy. I see it as a crazy good idea. You can start with your supervisor.

Once you get past that point, most companies have projects or jobs that never got finished, and some that likely never got started. Maybe, there's a job that the owner, CEO, or general manager really wanted to see happen, but one thing or another got in the way and a good idea got tossed to the side. That could be a chance for you to show your stuff.

Executive assistants, office managers, and HR managers often have a good handle on these kinds of projects. There's no harm in asking.

If they come back to you with something you can do, jump at it and remember what Tom Peters said — make it yours.

(Con't.)

Turning your own job into your personal art form, and then layering on some good results with extra work will help you build a top notch reputation.

“Wait,” you say. “Won’t my supervisor be mad if I do that?”

You say this: “Mary, I’m all caught up on my work and Mr. Cruz in Engineering had a small thing he needed done and nobody to do it. You’re okay that I helped him, right?” As long as you’re doing the job you’re being paid for, nobody should have anything to complain about.

If there are no side projects at your place right now, don’t worry about it. Keep asking. If you keep pushing, sooner or later you’ll get the opportunity. You will definitely stand out.

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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