

THE EXTRA POINT

BY JERRY ROBERTS



1269 What Does a Win Look Like for You at Work?

In today's world of work, what constitutes a win? If you're heading to work right now, what could happen today to put today in the "win" column? I'm Jerry Roberts and this is a topic every worker at every level of an organization should be asking. We'll get to it next, on The Extra Point.

I caught a story yesterday about Steve Jobs, the late Apple CEO and visionary who took the reins of a struggling tech company, and turned it into an outrageously successful business.

He took the stage to unveil the iMac desktop computer in 1998, nine months after rejoining the company that had dumped him a dozen years before. He was revamping the Apple image. That was a win.

He was rolling out the first new products since his return to the company. That was a win. He had already gotten rid of 70% of the company product line because those items weren't performing well. Freshening up the offerings would definitely be a win.

Before I tell you what Jobs designated that day as his biggest win since coming back to Apple, here's my question again: What would be a win for you at work?

Would it be selling a big contract? How about hiring a key worker away from a competitor? Could it be landing an exclusive product line? Maybe it's getting a pay raise. Would a nice win be delivering a project with your team? Do you get a "W" if the boss gives you long and glowing praise in front of the whole team?

There's no doubt that everything on that list is good. Each item mentioned is definitely cause to celebrate. However, maybe your win is much different than what I suggested.

Steve Jobs talked about his win that day, in addition to bringing out the iMac. Jobs said that Apple was now accomplishing the "most important" thing any company has to do if it

wants to be among the great organizations. He said "Apple's got some very talented employees. Just incredibly talented people. And when you have great people, the most important thing to do is to not lose them. Don't lose them!"

Jobs said that Apple lost a third of its workers each year. A third. Within a year of his return to Apple, that number was 15%, which was about average for Silicon Valley tech firms.

Steve Jobs' 1998 message has relevance for us in 2023. Keeping our talent has always been important, but perhaps never as important as it is now.

With thousands of people in Guam eligible to work but deciding not to, with a GovGuam pay raise set to further separate private sector and government wage standards, and with more people leaving for better pay on the mainland — along with a lower cost of living — retaining talent is a huge challenge.

Every day at work is a chance to show your talent that you appreciate their commitment and their efforts.

The article about Steve Jobs stated that the only thing better than getting a new customer is keeping an old one who wants to do even more business with you.

The same goes for talent. Recruiting new employees is fun and exciting. That being said, keeping your top talent, helping them grow, and having them stay with you is a great feeling... it's a great win for the team, and any manager who is doing the little things that make it tougher for a good worker to decide to leave.

Jobs said something else that I believe makes a big difference in retention rates. He thought a key to a successful attrition rate at Apple was that employees were coming out of a long losing period, and could again see how Apple could win again. That *they* could win again. (Con't.)

Do your workers come in looking for the win,
or just to do the job and hit the door?

Teach them how to win. Teach them why they
should care about winning. Make them hungry
for winning.

Your retention rate will be better because you
did.

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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