

Leadership TRACKS

ISSUE NO. 1

You, Inc.—The New Reality

Dr. Jim Dyke

Work Isn't Working...

"In the face of radical change, work is not working for many people today..." So says Richard Leider, founder and partner of *The Inventive Group*. The old notion of long-term affiliation with a company (and the resulting job security) has been replaced by a new career reality: You, Inc. People now work for themselves *first* and their organizations *second*. What does this really mean?

Brand "YOU"

More than ever before, leaders must develop a sense of urgency for learning and growth and maintain a sharp focus on their own personal and professional development. The goal: to develop a strong personal "brand" – i.e. a professional reputation or identity that consists of what others say about you and what you become known for within your company and your field.

Real Time Résumés

That means developing and maintaining a strong résumé *right now* as you work in your current position. How? By leveraging your strengths and skills to produce *measurable results* in your company, preferably in its *critical path activities* – the activities that contribute to the real success and profits of the organization. The key word here is *measurable* – adding value to the company that can be tracked and documented (and then listed on your résumé – get it?)

Get Out of Your Box

You're going to have to stick your head out of your cubicle and catch the big picture of what the *entire* organization is all about, not just your own department. You must identify what is really valued in the organization; what the *leaders* of the organization really value. Then you've got to figure out what you can do in your area to contribute to that value.

Connect the Dots

If profit is "king" in your company, how can you add to it, or at least spend less of it? If customer service is the "thing" in your organization, then what can you do to make it easier for your company to better serve its customers? Is market share the "big deal" for the boys upstairs? What can you do to help them find new markets or serve the current ones better? If you can't figure it out on your own, ASK. Talk to your supervisor or your department head. If nothing else, you will at least identify yourself as being one step ahead of the rest of the pack.

We Can Help

Go online to: www.TheBossDoctor.net and download *The Personal Trainer* for this issue. Use the exercises provided, to reflect on the insights presented here. Better yet, make copies for your whole team and use the exercises *together* at your next meeting. You can start thinking as a team, and then start *performing* as a team. Everybody wins!

Then stay tuned for future issues of *Leadership Tracks* – we're going to tackle the topics that will help you become a better leader AND a better "follower." And key issues will feature an accompanying *Personal Trainer* that will help you make the important leap from *principle* to *practice*. Let *Corporate Leadership Initiatives* become your personal graduate school in leadership development!

See you next issue!

Leadership Tracks is a resource for growing leaders edited by Dr. Jim Dyke, the Founder and director of **Corporate Leadership Initiatives, Inc.**—an organization dedicated to equipping men and women with skills and principles pertinent to the role and life of a transformational leader of the 21st century. For more information, you can log on to the website at: www.CLOnline.com and the blogsite at www.TheBossDoctor.net and connect with additional practical and creative resources, including **The Personal Trainer**—a specially-designed tool for personal reflection and discussion that will help you and your team apply the ideas and principles presented in this newsletter. Copyright 2019—all rights reserved.