

Leveraging more influence: How Today's workers can secure their employment future

Written by Dr. Daryl Green

Tuesday, 03 September 2013 12:47



The future is filled with uncertainty. More and more jobs go abroad. Companies continue to shrink in size in hopes of being more competitive. Business executives understand the power of technology and outsourcing to gain a business edge. Yet, many workers must rely on the good will of their employers to stay gainfully employed. Sadly, many workers do not fully understand the merits of indispensability in their lives. *Bloomberg Businessweek* magazine editor Josh Tyrangiel called indispensability the new word of 2011. Tyrangiel notes, "How do we make people smarter and save them time?"

For my clients and students, I have emphasized the importance of building customer value in everything that they do. In fact, it is an attribute to one's branding strategy to be unforgettable to others. However, many workers operate in the dark shadows of their organizations.

Renowned preacher Richard S. Brown, Jr. proclaims to his audience, "Everyone wants to be outstanding but no one wants to stand out." Yet, it is the "standing out" that catches everyone's attention. I've written several books on this new 21st-century theme, including *Breaking Organizational Ties*, *Publishing for Professionals*

, and

Job Strategies for the 21st Century

. If you do the same things that you've always been doing, then you shouldn't be surprised if you get the same results.

Gaining influence is therefore critical in achieving any substantial level of success in life. When an individual has a clear platform as an expert, people tend to listen. In fact, a person can often gain more influence at work and in the community with a clear personal strategy. This article provides individuals with a proven method for becoming indispensable in their organizations in order to build sustainability in their professions.

With economic pressures, organizations look to streamline and drop processes and people that do not add value to their bottom-line. Some people sit back and hope that business will create more jobs. With a weak economic growth rate of 3%, these jobs will not rapidly appear anytime soon for the 15 million people still unemployed. This reality speaks to the record number (1.3 million) of "discouraged" workers. Discouraged workers are individuals not currently looking for work because they believe no jobs are available to them.

Workers need to create greater value to secure future job opportunities. *Indispensability* means adding value to your customers and organization. In the classic sense, *indispensability*

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means being absolutely essential or necessary. Yet, it goes to the heart of being relevant. Are you indispensable to your organization or community? If not, why not? Being indispensable speaks the pressing needs of organizations to compete in a global environment.

The following are a few strategies for gaining *indispensability*: (a) Devote time to solving important problems for your customer; (b) Showcase your expertise (blogs, media expert, etc.); (c) Be a great source of information by writing and speaking; (d) Champion a significant cause in a nonprofit organization such as United Way; (e) Help people solve their problems solutions; and (f) Network regularly with others (i.e. LinkedIn.com). Missing this concept of value is like losing money in the lottery. Can you afford to lose out on job opportunities?

With the lack of employment opportunities, individuals must look for innovative job strategies. Indispensability speaks to concept of gaining more influence in life. With millions of people searching for full-time employment, it pays to distinguish yourself from others by building skills that speak to the concept of indispensability. Individuals need to retool their thinking about indispensability before it is too late.

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Dr. Daryl Green has done extensive research on cultural issues impacting today and future leaders. His last book, *Job Strategies for the 21st Century: How to Assist Today's College Students during Economic Turbulence*, has been rated number one on Amazon.com. For more information, you can contact him at

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