

# Stuff That Works Building Careers

Chapter 16

“Influence”

Take Action

# **Stuff That Works Building Careers**

## Chapter 16 Take Action: Content

- Identify the key executive assistants in your company and get to know them.
- Get to know your Chief Financial Officer. Find a reason and a way to know them.
- Identify the person that always says no. The bottleneck. Get to know them and understand why they say no and what it takes to get them to say yes.
- Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com)

# Stuff That Works Building Careers

Chapter 16 Take Action: Action 1

Identify the key executive assistants in your company and get to know them.

## ACTION

Executive assistance are the key to how any company works. They are incredibly valuable players in the company. You need to know them, respect them and help them.

Remember that lot's of people "Work" them. That is not what I am talking about here. I am talking about knowing them. Knowing who they are and how they do their jobs. Eventually you will be able to help them do their job even better.

To the extent you can help them do their jobs better you will gain access and influence to the inner workings of the organization.

I am not talking about manipulation here but about influence. I always approach these relationships with transparency. I believe each person is worth knowing and helping. My goal is to help the company and its participants to win.

I do this by getting to know and help others. These are relationships which have lasted for many years beyond my participation in the company.

## EXAMPLES

Assistant	Supports	Comments
Jane	CEO	Great Assistant. Efficient, Effective. Likes coffee black, has 2 grand kids, marketing degree.
Laura	CFO	20 years with company. 7 years supporting this CFO. Has worked most functional groups. Strong communication skills
Linda	Operations	New employee. Supports 3 managers and the V.P.
Alex	Sales	Decisive, 5 years as an assistant. Gets the team and is very efficient
Terrence	Marketing	Has worked with ad agencies. Great at scheduling. Tight with V.P. of Marketing.

# Stuff That Works Building Careers

Chapter 16 Take Action: Action 2

Get to know your Chief Financial Officer. Find a reason and a way to know them.

## **ACTION.**

It is critical that you come to know your CFO. People in this position have great influence. They have access to the most important information. They always have strong business acumen.

The challenge with CFO's is that they are in demand. They are competent and very busy. You do not want to waste their time. It is critical that you have a purpose for meeting with them. It is also important that their time invested with you yields return for the company.

CFOs also are a great source of information on the industry, competitors and customers. In my experience they love to educate others.

## **EXAMPLES**

### Reasons to Talk to CFO

1. Review P&L
2. Discuss overview of Industry
3. Review of top 5 customers
4. Review of Key competitors
5. Identify cost saving opportunities
6. KPIs
7. KPI vs. Industry Benchmarks
8. Trends in industry
9. Key opportunities
10. Capital investments

### MEETING REQUEST TO CFO

Laura,

I would like to schedule thirty minute meeting to discuss our KPI reporting.

I am looking to understand how our executive team evaluates our performance so that I can align in driving improvement.

I would like to understand any industry benchmarks we utilize.

Regards,

Joe

## Stuff That Works Building Careers

Chapter 16 Take Action: Action 3

Identify the person that always says no. The bottleneck. Get to know them and understand why they say no and what it takes to get them to say yes.

### **ACTION.**

There are always people within organizations that are gate keepers. These are the folks that are expected to stop bad ideas and to be a hurdle to ensure that projects that move forward add value.

These folks play an important and valuable role. They are often not appreciated for what they do.

I recommend getting close to them and learning how to win them over. If you can influence them two good things will happen.

First to influence them you will need to be value added to the company. These people only open the gate to projects that bring value. Secondly you will be sought out by others because you can influence the gate keepers.

### **EXAMPLES**



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Chapter 16 Take Action: Action 4

Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

## **ACTION.**

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

## **EXAMPLES**

### **CONTRIBUTE**

It is easy to share your Stuff That Works.

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Easy!

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