

Stuff That Works Building Careers

Chapter 7

“Who You Know”

Take Action

Stuff That Works Building Careers

Chapter 7 Take Action: Content

- Once a week schedule a meeting with the head of a department other than your own. Make it 30 minutes and come prepared with some questions. What are your priorities? What challenges do you face? What's working? How can I help?
- Meet a customer. If need be reach out to a sales person and ask to join in a meeting. Worse case go it on your own. Ask them their opinion of your company. Its strengths and weaknesses.
- Contact a financial analyst from the Wall Street Journal or a major brokerage company who tracks your industry. Ask them their outlook for the industry and how they think your company stacks up vs. competition.
- Invest time on Stuffthatworksbooks.com

Stuff That Works Building Careers

Chapter 7 Take Action: Action 1

Once a week schedule a meeting with the head of a department other than your own. Make it 30 minutes and come prepared with some questions. What are your priorities? What challenges do you face? What's working? How can I help?

ACTION

In this chapter we begin to focus your networking skills. Now we are being deliberate about whom you are networking with.

This is about connecting with the right people who can mentor you and who will directly impact your career advancement.

This forces you to up your game. People in power do not suffer fools or those that cannot add value. You must ensure that each time you meet with these individuals you are adding value to them.

You need to create wealth by helping the company succeed. Raise your game.

EXAMPLES

Key Questions,

1. What are your priorities?
2. What challenges do you face?
3. What's working?
4. What is not working?
5. What do we do better than competition?
6. What does competition do better than us?
7. What capability should we be focused on now?
8. How can I help?
9. What one thing should I work on to help us win?
10. Who should I connect with?
11. How can I make a difference?
12. Are there any projects I should be involved with?
13. How do I contribute more?
14. What key skill can I develop to help us in the future?
15. What keeps you up at night?

Stuff That Works Building Careers

Chapter 7 Take Action: Action 2

Meet a customer. If need be reach out to a sales person and ask to join in a meeting. Worse case go it on your own. Ask them their opinion of your company. Its strengths and weaknesses.

ACTION.

Customers are critical to the success of every company.

I worked for a famous women named Rose Totino. She always said nothing happens until you sell something. I have found that to be true.

Nothing bad has ever come from being close to customers. Know your customers. Know how they think about your company and your products. Become a champion for customers.

EXAMPLES

Customers

- 1, How would you score us on a scale of 1 to 10?
2. Why?
3. What do we do well?
4. Who is your best vendor?
5. How can we be a better partner?
6. What one thing could wee do today to help you?

Jim,

Per our conversation I am trying to learn more about our customers. I would love an opportunity to join you on any upcoming sales calls.

I would be glad to play any role you would have for me on that call.

Thanks for the help.

Joe

Stuff That Works Building Careers

Chapter 7 Take Action: Action 3

Contact a financial analyst from the Wall Street Journal or a major brokerage company who tracks your industry. Ask them their outlook for the industry and how they think your company stacks up vs. competition.

ACTION.

This is really one of the most scary things I have done and yet the most rewarding.

It has led to several lasting friendships and some outstanding learning opportunities.

I have used these connections to set up customer forums and other events where we jointly studied the industry and evaluated different strategies for success.

It is pretty cool.

EXAMPLES

Lisa,

It was great to talk to you yesterday regarding the medical device industry and my company.

I have enclosed a few samples of our products and some sales materials for your information.

I loved your insights on the industry and major players.

I would love to learn more and would love to connect you with some of my peers to discuss trends we see in the industry.

Please forward to me any white papers you or others have written that you feel would prepare me to better help you in your coverage of the industry.

Joe

Stuff That Works Building Careers

Chapter 7 Take Action: Action 4

Invest time on 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.

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.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

Learn From Others

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.