



Career AND job - not career or job! Regardless of how you feel about your current role, the reality is simple; companies offer jobs and you are having a career. Your job isn't portable but you are. The days are nearly gone where a person completes their education and then spends the next 40 or so years at the one company. The likelihood is that you will work for more than one company often in more than one industry. It's therefore in your best interests to consider the implications that go with the notion of 'career'. Maximising your options is also simple. Simple but not easy. Most worthwhile things in life are simple but seldom easy. Here is a simple way to rationalise the components that provide you with the career you probably want regardless of your current job;

This month, I'm getting straight into the tips and there are a lot of them. Life is too short they say. Well what about your working life? Think back on how long it's been since you left school. So, here are your **THREE R's**. One thing is for sure in my situation; I still don't know what I want to be when I grow up and that's OK!!

REPUTATION

This is your brand, your name and how you are regarded.

RANGE OF INFLUENCE

This is how widely known your reputation is.

REWARD

The outcome of the other two. Remuneration, results, recognition



- There are no tips for the third **R**. It takes care of itself when the first two are working. If they're not, there won't be any. So direct your energy to making them work instead of thinking about what you want or think you are entitled to.
- Understand your responsibilities as well as your rights. Rights are intrinsic and meant to help you survive but taking responsibility is an option and meant to help you prosper.
- If rewards are slow to come, don't give up. Investments reap dividends but seldom straight away. Perseverance pays off eventually and in the meantime, adds to your reputation.
- Your reputation precedes you. Just like headlights on a car at night. It heralds your approach for better or for worse. You cultivate it every day by your words and behaviour - for better or for worse - knowingly or unknowingly. Never forget that - now it can't be unknowingly can it?
- Whenever you're talking about someone not present, pretend they are standing behind you. One day they will be. Especially if you're asked to express an opinion about them. Consider that the person asking maybe testing you. How you act might suggest how you'd speak of them one day. Discretion is the better part of valour.
- Smile a lot and show gratitude - always. It keeps you humble and it thickens your skin when people who may not deserve it receive it from you. It's hard to want to challenge someone who's just thanked you.
- Every day, do something for your body, do something for your mind and do something for somebody else. This insures your health, your expertise and your reputation. This habit creates karma. Don't do one good thing and expect karma. You have to keep at it.
- Excellence is never an accident. It needs planning, commitment, humility, an open mind and resilience. Think of how each of these traits affect failure when it occurs.
- Remember that tendencies become trends that become habits that become lifestyles if you allow them. Be careful what you allow.
- If you want to be promoted, work like there's a vacancy that you're applying for - especially when there isn't. If you switch to 'can-do mode' only on being told about one, the switch gets noticed and the job will go to somebody else. If you work consistently like you're vying for promotion and build a reputation for doing it, somebody will create a position for you.
- Opportunity often knocks from an unexpected direction. Don't always expect it to come from the front. Especially when you work on the second **R**. It will come out of left field or even tap you on the shoulder. If opportunity doesn't knock, build a door.
- Be vigilant. Be aware. Vigilance is macro-awareness and awareness is micro-vigilance. Now you've got the lot covered. You see the goal in the distance and you know where you are in respect to it.
- Have a presence in social media. I recommend LinkedIn. Odds are, if your clients are in business, they're on LinkedIn. So are your bosses and the brands you represent. Every day, take time to canvas new business and keep in touch with old business. This is simpler if the data you maintain is comprehensive. The broader your knowledge of your existing clients, the longer lasting will be your relationships.
- Be considerate.
- Consider whether you're a 'go to person.' You don't need authority to be one. You just need to be accommodating and know a little bit about a lot of stuff. Keep that up and you'll have authority.
- Be genuine. That's what authentic means. Again, make this a habit and you'll gain authority. Understand the grammar and implications with the two words - authority and authentic. The root word is 'author.' Author means 'creator.' That means you're first.