

DECLARE YOUR PERSONAL

IMMEDIATELY FREE YOUR CAREER



by Will Marré

FREE YOUR CAREER BY
RUNNING IT LIKE A BUSINESS,
WITH THE VALUE YOU CREATE
AS YOUR PRODUCT.

We live in a great age. It's a time in history where we can each choose where we want to live, what work we want to do, and whom we want to love. That's a big deal. If we had lived in a previous era, most of these things would have been chosen for us. We would have lived in the same village or town we grew up in, done what our fathers or mothers had done and been pressured to marry someone chosen by our parents. Yes, freedom is great if we choose to use it.

And many of us don't.

We act as if we have no choice. The little, frightened inner voice says we must "take what we can get" or "it's no time to take a chance." But when we face the truth, the greatest risk we can take is not to take a risk. The risk we must take is to invest in our own future. The future we most want. We have to because the world has changed.

Today, we all work for ourselves whether we realize it or not. No job can be secured by loyalty and hard work alone. I have personally seen unexpected mergers or downsizing evaporate jobs of competent, dependable people by the thousands. Most estimates are that today's 20-year-olds will have 12 to 15 different employers over their career. And the largest group of long-term unemployed is now 50- to 60-year-olds who were laid off and can't find a new job at a similar salary. It's called forced early retirement.

I know. All that sounds tough, and it is. So there is only one thing to do. Run your career like a business. No matter who is signing your paycheck, today you are Me, Incorporated.

Develop your extreme expertise

The new career reality means we must find ways to create our unique value. It means we must identify our motivated talents, which are things we are good at that we intrinsically enjoy doing. It means we must understand how we make our biggest difference that people value. What would our employer or our team miss if we weren't there?

The future has no need for generic workers, so we must become extreme experts at something that matters. If we do, we will always be in demand. If we don't, we will always be afraid.

Developing extreme expertise is simpler than you think.

Here are steps:

1. Think of your career as a business. The value you create is your product. It consists of what you know and can learn, what you can do today and tomorrow and how you can collaborate with other people. This combination of what you know, what you do and how you work with others is your unique value proposition. Commit to it.
2. You must continually invest in two types of knowledge, both broad and deep. You must keep current on virtually every aspect of modern life — from technology to social trends to economic events. You must commit to keep learning

the latest discoveries and best practices in your field and industry.

3. You must powerfully and prolifically communicate what you're learning and how it can add value.
4. You must demonstrate competence and character to build trust. Trust is rare. It is valued. Your career depends on others trusting you to perform and keep your commitments.
5. You must find intrinsic satisfaction and even joy in your work. If you do, you will naturally invest your energy in becoming extraordinary. If you don't, you'll be exhausted, take shortcuts and be vulnerable.

Every superhero has a single superpower that makes them needed. I am convinced everyone has his or her own superpower that lies at the intersection of their soul's deepest desires and their unique gifts, and the world is in desperate need of committed individuals. The future will be won by the superheroes who seem like ordinary people and are willing to make their difference every day.

**IT'S SIMPLE.
BECOME EXTRAORDINARY
BECAUSE YOU CAN.**



Will Marré is CEO and founder of the ThoughtRocket Innovation Studio, a new online leadership development platform providing up-to-the-minute leadership research and training called Apple to Zappos detailing what successful organizations are doing to thrive in the 21st century. Will Marré is also the cofounder of the Covey Leadership Center where he brought The 7 Habits of Highly Effective People to millions of executives and managers worldwide. He also heads the advisory board of the Human Performance Institute (a Johnson & Johnson company) and is an Emmy award-winning writer of a public television learning documentary. For more information, please visit willmarre.com

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