

## Disruption: The New World of Work Brand You! – Distinct or Extinct?



We are in a brawl with few rules, where the fast, adaptive, and agile will expunge the slow, over-thinking, and complacent. In the past, change was episodic, transient, and gradual; now, change is constant as business, technology, and society itself continue to evolve at an unprecedented pace that will only accelerate. **Talent, ideas, speed and distinction** are keys to winning in the New World of Work.

**Individuals, teams, and organizations** that fail to develop a distinct 'brand' and separate themselves from the pack in this New World of Work will find themselves vulnerable, uncomfortable, and at the mercy of other people, events, or the competition. The white waters of change are unnerving for many. But the fact is they will only become more turbulent. For organizations and employees who are unprepared, the future will be devastating.

**The forces below have coalesced to take aim at employees, teams and organizations. They are relentless and unforgiving.**

**Change: The Relentless 7-Sided Pincer Movement**

- **ERP/SAP:** (100's of 1,000's of White Collar Jobs Expunged)
- **White Collar Robots:** (ATM's, Warehousing, Amazon 3000, McDonalds Kiosks...)
- **Globalization:** (Location No longer Matters - Limitless Workforce Available)
- **Outsourcing:** (Often Better, Faster and Cheaper - Experts)
- **Internet:** (Bye Bye Brick & Mortar - Travel, Retail, Banks...)
- **Disruptive/Destructive Competition:** (Uber, AirBNB, Netflix, Amazon - Next?)
- **Artificial Intelligence:** (AI's Performing Surgery, Capable of Learning - Sophia)

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Individuals, teams and organizations must be prepared to convincingly answer these critically important questions:


1. **Who are you? What makes you distinctive in this 'sea of sameness?'**
2. **How are you dramatically unique or different?**
3. **How do you make a significant difference, or create an astonishing overt benefit?**
4. **What is/are your reason/s why anyone should believe in you? Convince me!**

Employers, customers and clients (external and internal) have an abundance of choices today. What would draw someone to you? What makes you different? What are you doing to leverage these forces in order to grow, adapt, innovate, and thrive in the future?

**For individuals, say hello to the age of self-determination.** The days of 25-35 years with one employer and a gold watch retirement are long gone. The era of 'entitlement' is history. Today it is about your ability to effectively answer the 4 questions listed above. **You are CEO of your life, career and destiny.** In this New World of Work, it is about an insatiable appetite to develop distinctive skills and competencies, learning something new every single day, and being able to demonstrate that you bring exceptional value to your team or organization. Complacency, arrogance, ego, lack of urgency and resisting change are the road to ruin. **What is one to do? The following 'Brand You!' essentials are a start.**


## Brand You! – New Work Survival Kit

- **Mastery!** - Best/Absurdly Good at Something!
- **Manage to Legacy** - All Work = 'Memorable' - 'Braggable' - Wow! Factor
- **Unique Selling Proposition** - Remarkable Point of View in 10 Words or Less
- **Networking Obsession** - From vertical hierarchy to horizontal loyalty
- **Entrepreneurial Instinct** - Obsessive eye for opportunity
- **CEO/Leader/BusinessPerson** - CEO, Me, Inc. 24/7
- **Master of Improv** - Willingness to own it all (Chief Strategist to Chief Toilet Scrubber)



## Brand You! – New Work Survival Kit

- **Sense of Humor** - Willingness to screw up, shrug it off and move on
- **Comfortable in Your Skin** - Bring 'interesting you' to work
- **Intense Unrelenting Appetite for Technology** - Not an option
- **Embrace 'Marketing'** - You are your own CSO/Chief Storytelling Officer
- **Obsessed with Renewal** - Learn Every Day! You are Chief Learning Officer of your Life
- **Execution Excellence** - Show up early, leave late, sweat the details
- **Excellence Always** - What else?



**What will it take for a team or department** to avoid the possibility of being ‘outsourced’ or eliminated? Staying competitive, streamlined, flexible, and innovative is paramount in the New World of Work. Teams and departments are coming under intense scrutiny. Can the work be done faster, cheaper and better on the outside? Savvy leaders know they must adopt new strategies and innovate to stay ahead.

**Embracing the attributes of peak performing professional services firms** is the answer. Top PSF’s thrive because they invariably demonstrate to their clients that they bring exceptional value and ‘work worth paying for.’ Their clients have no apprehension to hire them and pay them big for their work. This applies not only to proven monster PSF’s in corporate America, but just as well to the top plumber, carpenter, landscaper, etc. that operates their business with an unceasing focus and mindset of providing exceptional client experiences, and work worth paying for. These simple notions cultivate waves of loyalty and lust for their services.

As you think about your team or department, consider the following:

1. **Is your team/department delivering work worth paying for? Would you pay for it?**
2. **Is there an outside firm that specializes in the same work, and does it better, faster and cheaper?**
3. **Rate your recent work on: Wow! Factor, Beauty/Elegance, Impact, and Raging Fans. Are you producing unforgettable experiences or mediocre successes?**
4. **List three ways you are unique/distinct comparatively to other options.**
5. **Do you hire/develop/retain the ‘talent’ on your team the same as a GM of a professional sports team? Are you a connoisseur of talent?**

Now is the time for every team and department to innovate and operate like a to PSF. What does that look like?

**Brand You! – The 8 P's of a PSF**

- **Purpose** - Pristine clarity around the strategy, vision or picture of success.
- **Partnership** - Client-Centric collaboration. The way you earn trust. Never lose your independent voice.
- **Politics** - Acknowledge issue of diverse and divergent stakeholder concerns upfront. Political savvy.
- **Projectize** - Reframing work assignments to become Wow! work. Projects that bring extraordinary value to clients.

## Brand You! – The 8 P's of a PSF

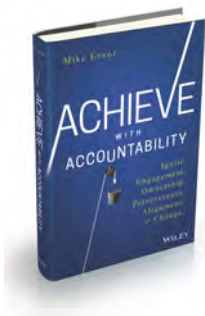
- **Passion** - Create a climate that enhances work and energizes people to voluntarily tap into their discretionary performance. Free to be special, feisty and obsessed with being the best.
- **Provocation** - Take a stand when you believe it is in best interest of client. Client's don't hire you to learn what they already know.
- **Professionalism** - Continuous mastery of your profession: talent & skill development, best practices.
- **Performance** - What you manage, measure and discuss. Make a difference.

**Please internalize this** – Individuals, teams, departments and organizations are depreciating assets. What made us successful in the past is not the ticket to the success in the future. You are a depreciating asset...

- **AND, You must invest...**
- **AND, You must have a renewal investment plan...**
- **AND, That plan must be formal...**
- **AND, You must schedule routine personal, team and departmental 'Brand You' audits.**
- **Create a CAUSE, not a business.**

## About The Speaker/Author:

Mike Evans is a best-selling author/speaker and Managing Partner of QuestMark, and has developed a unique perspective from 20+ years of working alongside a star studded list of world-renowned thought leaders, including: Dr. John Kotter, Dr. Stephen Covey, Tom Peters, Jim Kouzes, Hyrum Smith, Steve Farber and Chris McChesney. Mike served in executive leadership and consulting roles with Kotter International, FranklinCovey, and Tom Peters Company.



In addition to being a leading authority on ***Unleashing Personal and Organizational Accountability***, clients rely upon Mike's solutions to; ***Accelerate Change, Shape Their Optimal Culture, Flawlessly Execute Key Strategies, Ignite Leadership Capacity at all Levels, Amplify Employee Engagement, Thrive and Excel in the Age of Disruption, Embrace The Role of CEO of Your Life, Career and Destiny, and Cultivate Peak Performance.***

31 of Fortune 50 are clients. Mike works with organizations around the globe and in virtually every arena, from the tech sector to financial services, manufacturing, health care, hospitality, entertainment, retail, and the US Government. Clients include: Intel, Capital One, Apple, Caterpillar, PNC Bank, Cargill, Pfizer, General Mills, H&R Block, The United States Navy, John Deere, Fidelity Investments, Monsanto, Google, US Steel, Johnson & Johnson, Symantec, Cigna Corporation, US Department of Commerce, BNY Mellon, Oracle, Astra Zeneca, Baxter International Inc., Shell Oil, McAfee, American Airlines, DuPont USA, and NASA.