

Standing Out In Challenging Job Markets

By Dean Junkans, Chief Investment Officer, Wells Fargo wealth management group and author of the "Anatomy of Investing."

With a weak economy and a job market that is getting more difficult by the day, it has never been more important than now to learn how to distinguish yourself. In times of plenty, showing up, doing what you are asked to do and staying out of trouble is often enough to keep your job and maybe even get some raises. Times have changed. Carol spoke with Dean about tips to pass on to team members.

The Cost of Obliviousness

Employees can't afford to be oblivious today. Consider the talented employee who no one knows - the Strong Silent Type. They always show up; the job always gets done; their deadlines are always met - they seem pretty good on paper.

The challenge is that this worker toils in anonymity. Critical people in the company barely know they exist. The Strong Silent Type does not network (or think they need to), nor do they present their work in any public forum. They always eat lunch at their desk, while toiling away. The boss of the Strong Silent Type knows about their work, but has no sense of urgency to promote the person.

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Change Masters is moving to new offices in June and Expanding Our Business Model ...



Change Masters is moving offices in June. The new Change Masters offices will expand our ability to provide more product offerings and in more locations. We will be able to deliver more internet and video conference based services. Operations of face-to-face coaching will be expanded and available in most major cities around the world.

For example, we will be providing individual coaching in Geneva in June as well as group presentations in Paris and Brussels. We are very excited about our new product offerings including providing high impact web-based training to management teams who are dispersed around the world.

April 2009



Our pilot of the online series *Leadership for Technologists*

using the our book, "Seeing Yourself as Others Do" at Thrivent Financial was very successful. We conducted a series of five sessions. There were preparation internet surveys, workbooks, webinar presentations and facilitated discussions applying the principles of the book to real situations. All sessions were done remotely.

Participants identified many benefits they believe will impact their career effectiveness as well as personal relationships that included:

"Made me much more conscios of the way I need to approach communication in every aspect of my life. This will help me in all my interactions."

"Applying clear expectations of accountability as well as remembering the importance of inspiration and giving praise."

"I am grateful ... for giving me tools that will help me in both my personal and professional life."

Contact

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Standing Out In Challenging Job

This type of employee assumes that their work should speak for itself, so they don't actively negotiate a raise or a promotion. If you have even the slightest of these tendencies ...

Five Strategies for Distinguishing Yourself

1. Be a problem solver.

Help your leader by being a problem reducer. Volunteer to come up with an "end to end" solution that is realistic and practical in your particular company.

2. Take initiative.

Learn your leaders or your company's "hot buttons" - the things that are important to them and figure out how to take initiative in those areas. Only doing what you are told will not get you noticed or even promoted. Even if you have an internal champion, they can only take you so far.

3. Have a positive, "can-do" attitude.

In talent reviews and discussions on top employees, the differentiator is often attitude. It is a given that top people get the job done, but attitude can play a big role in your future assignments. Moods are contagious - if you are energized, people around you will be motivated by your attitude. This will have positive implications for the entire team.

4. Show your solid work ethic

You want to make sure you can deliver on your core responsibilities, but in tough times, leaders remember who saved them in the pinch. Volunteer selectively for extra work or projects.

5. Follow-through, follow-up, don't stop

If you hit an obstacle on a project, don't give up. Keep after it and let people know what you've encountered and how you're pursuing the goal. There are no GPS directions for a lot of projects or positions. If you can show that you can solve issues without step by step instructions, you will distinguish yourself from the competition.

This is an excerpt. For the full article go to <http://www.changemasters.com/Library.html>

Executive Presence in Times of Rapid Change ...

When there is rapid change, the need for strong leadership and executive presence is essential. It is important to display executive presence that helps the organization have hope and focus to deal with the many challenges. It is a time to communicate more effectively than ever.

Carol Keers has delivered her powerful new keynote titled, "Executive Presence in Times of Rapid Change," which helps leaders at all levels increase their executive presence to lead and motivate in the challenging times of rapid change. Too often leaders withdraw and communicate less when they feel like there is too much bad news. Carol shares how to breakthrough the fear and resistance in times of rapid change.

Feedback Carol received

Feedback from presentations to the senior women's group at Mattel and an international sales conference for InterContinental Hotels gave high praise, including:

"Thank you so much for bringing Carol Keers to Mattel. It was an incredible event - such a personally impactful presentation for me and I'm really looking forward to starting her book tonight."

"I was very impressed with Carol Keers. She was an amazing speaker. In fact, this was the best presentation I have ever experienced as a professional executive in terms of development. "

"Carol is a truly gifted speaker, providing so much important information in an entertaining and comfortable manner. It was fantastic."

You can schedule Carol to energize your team or add an upbeat and informative keynote to your next conference. It's a cost-effective way to impact many people with Change Masters wisdom in just 90 minutes!

We hope you will find this newsletter helpful and interesting. We appreciate your comments or questions to info@ChangeMasters.com. If you know of others that would like to be added to the newsletter subscription they may go to <http://www.changemasters.com>. If you would like to be removed from future newsletter messages, please reply to this message (newsletter@ChangeMasters.com) with the word "REMOVE" in the subject line.

Understanding OFPOV™ ... Breaking down Silos

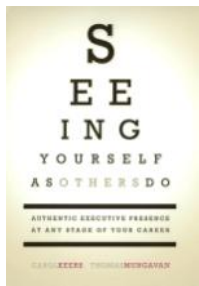
Just as it is important to understand the other person's point of view (OPPOV™), understanding the other functions point of view (OFPOV™) can overcome the limitations of silos in organizations and provide great positive impact for the business. You can't maximize productivity unless you fully understand the experience and motivators of your cross-functional colleagues.

One of the ways we help groups be more effective is to facilitate group discussion on this critical topic and do live coaching of members of the group on how to be more effective in cross functional communications. Live coaching of challenging situations provided in front of the group give increased understanding of how communication breakdowns can be alleviated.

By doing the OPPOV analysis on the groups, participants get a chance to determine what motivates them and their functions, and hear about potentially conflicting objectives. They get to see situations that impacted the group but manifest themselves in totally different ways, based on the function's perception. Participants are energized and entertained as they learn to be more effective. Contact Carol.Keers@ChangeMasters.com

Book Endorsement

"The work Change Masters does is inspirational and this book captures it all. It is wonderful; one that will stay with me forever as it helps introspection and gives hope. It provides the tools for you to think and work on becoming even better—all in one book. Seeing Yourself as Others Do is one of the best companions for any executive who wants to grow."



Natalia Franco, Global Vice President, Marketing and Innovation, McDonald's Division, Coca-Cola Company

Change Masters® Events

- Carol Keers, Tom Mungavan and Allen Debes of Thrivent Financial delivered a webinar to members of the Corporate Executive Board's IT Practice, as part of their initiative on "Responding to the Economic Crisis." The audience ratings were one of the highest they have ever received.
- Carol Keers recently delivered two webinars to an international audience of corporate women being mentored through [Mentium](#). The participants gave her rave reviews.
- Carol delivered a keynote on [Mastering Change](#) to Intercontinental Hotels international conference with a score of 4.6 out of 5. Carol and Tom also deliver a breakout session on [Coaching for Impact](#) that scored 4.7.
- Tom and Carol will be returning to Europe to deliver group presentations and individual coaching with multiple companies in [Paris, Brussels and Geneva](#) in June.
- [Increasing the Interpersonal Effectiveness of Top Technical Talent for Competitive Advantage](#) by Carol and Dean Junkans, Chief Investment Officer, Wells Fargo, was published in the [Minneapolis St Paul Business Journal](#) (January 2009). The article is available on our website for free.
- Change Masters will be moving to new offices in June. The new address is below.

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