



ELEMENTS OF FULL EMPLOYMENT

YOU WILL NEVER BE OUT OF WORK IF YOU CAN DEMONSTRABLY
OFFER NO LESS THAN ONE OF THE FOLLOWING:

SALES

ADDITIVE EFFORT

INITIATION

SALES - SPEAKS FOR ITSELF. IF YOU CAN SELL ENOUGH TO COVER WHAT YOU COST AND THEN SOME, THERE WILL ALWAYS BE SOMEONE WAITING TO HIRE YOU.

ADDITIVE EFFORT - IS DISTINGUISHED FROM BUREAUCRACY OR FEEL-GOOD SHOWING UP. ADDITIVE EFFORT GENERATES PRODUCTIVITY FAR GREATER THAN THE OVERHEAD YOU ADD TO THE ORGANIZATION. IF YOUR SKILLS MAKE THE ASSEMBLY LINE GO TWICE AS FAST, OR THE SALES FORCE BECOMES MORE EFFECTIVE, OR THE TRAVEL OFFICE CUTS ITS COSTS, THEN YOU'VE PRODUCED GENUINE VALUE. THAT SURLY RECEPTIONIST AT THE DOCTOR'S OFFICE--SHE'S JUST FILLING A CHAIR.

INITIATION - IS THE MOST DIFFICULT TO VALUE, BUT IS ULTIMATELY THE MOST VALUABLE. IF YOU'RE THE PERSON WHO CAN INITIATE USEFUL ACTION, IF YOU'RE THE ONE WHO MAKES SOMETHING PRODUCTIVE OR TRANSFORMATIVE HAPPEN, THEN SMART ORGANIZATIONS WILL TREASURE YOU.