

HUMAN Resources

Effectiveness comes from realizing the potential from your resources. Human resources is the most powerful resource any individual or organization can utilize. When we realize that for every task, there is someone for whom it would be a delight, a joy, and a self expression, the potential is for productivity to increase exponentially. The focus here is on identifying what you do and don't want to do, and finding someone who does want to do those things you don't enjoy. Remember, we are looking for how people can be self expressed – and contribute that self expression to the effectiveness of the organization.

In the workplace, the concept of utilizing each person's strengths has disappeared into a conversation about "how do we survive today? this week? this month?" We look at what we *can* do rather than at what we do *best*. When we focus on only what someone is able to do, rather than what they want to do, we kill off the natural self expression of the individual, and the individual's productivity declines. We also deny someone else the opportunity to contribute their self expression through that job or task. In short, instead of a win-win situation, we create a lose-lose. That's not a formula for success!

In every organization, we need to look at what are the natural self expressions for the members. What does each employee love to do, and have them do that. Then look to see what tasks are unclaimed, and find someone for whom that would be a joy, a delight, a self expression. With the national unemployment numbers where they are now, there is a tremendous pool of talent available.

What, you may ask, does this have to do with designing and living a powerful career? This is the arena that you are playing in. When you recognize what you have to deal with, then you are better prepared and able to impact it. Look to see in your past experiences where you have run into the mentality just described. Later we'll look at how you can impact the situation by having a powerful presentation of who you are, what you offer, and where you want to go. We'll

actually design a conversation for you to have with prospective employers or partners that will leave the other person clear about the future you are creating!