

Are You a Commodity?

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What do you bring to the table that sets you apart? In other words, what makes you unique?

What differentiates you from other candidates?

- If you answer this question just like everyone else you become a commodity to the organization. In other words, you are just like every other candidate!
- How do you get schools, companies, and organizations to pay attention to you?

1. Your Past Experiences:

What have you done in your past that sets you apart from someone else? Have you started a business, ran a business, worked overseas, studied abroad, or done something that is unique ONLY to you.

2. Past Mentor:

Who has been a tremendous influence and mentor in your life and what did you learn from them?

3. Unique Education:

We are not talking about a formal education where you attended a university and took a class in Anatomy & Physiology. We are talking about an informal education where you attended a Leadership Conference, a Workshop, some sort of training, or a specific book that gave you insight on how to become an effective leader, employee, student, or time-manager.

Example of specific books: Good to Great by Jim Collins, (7) Habits of Highly Effective People by Stephen Covey

4. Unique Struggle:

What is a unique struggle that you've had in your life?
How did you overcome and fight through this struggle
and what did you learn from it?

Are You an Asset or Liability?

Can you add value to this organization?

How?

Asset

- Adds.
- Makes us money.
- Saves us money.
- Brings invisible assets (knowledge, likeability, energy, passion, chemistry, trust, ambition).
- What can I do for “YOU FIRST” attitude.
- Ability to talk and work with people you don’t know.

Liability

- Subtract.
- Costs us money.
- Costs us time.
- Costs us energy.
- Always taking instead of giving.

As a future employee....

You better be able to do one or more of these (4) things....

1. Fix Something.
2. Solve Problems.
3. Sell Something.
4. Add Value.

Healthy Things Grow....

You cannot grow by yourself!

What does it look like when you win?

Learn to wash off a bad loss (Phil Jackson – Coach of the Chicago Bulls)!

The 24-hour rule.

High Touch Environment

- Put energy into being likeable.
- Lead by example.
- Think people – not events.
- Connect people with other people.
- Value people.
- Focus on their interests – Ask questions and listen with complete attention.
- Get them to know you need them.

Extra's

- What are people attracted to?
- “Hominem te momento”.
- Stay in your strengths.
- “Successful people do daily what unsuccessful people do occasionally.”
- Don't be a human lobster.
-and then some.

References

- Burt, M. (2014, July). *Zebras and cheetahs leadership workshop*. Murfreesboro, TN