

CSCMP's
**ANNUAL GLOBAL
CONFERENCE 2012**

SEPTEMBER 30
- OCTOBER 3 **ATLANTA**

Invest In You Inc!





A True and All Too Common Story

- A Director of Logistics for a good sized company lost his job. Some interesting things to consider.
 - His termination caught him by surprise
 - Received very good evaluations
 - Thought he was doing a great job for the company
 - Now he's in his mid-fifties, on the street looking for a job with very few prospects



What Really Happened?

- He was very loyal, committed to his company, and wanted to see them be successful.
- He believed and they told him he was doing a great job.
- He was passionate about his career.
- But at the end of the day, he gave everything he had to his company and failed to invest in himself.



What Went Wrong?

- Never believing that he would ever be terminated, his professional priorities centered around his job. So...
 - He only belonged to one association.
 - But he had not attended a single event for in several years.
 - Was never engaged in outside activities.
- He had a profound, or sense of regret
 - “I was always too busy doing a great job for my company to invest in and protect my own career.”
 - “I should of taken the time to invest in myself.”



Can We Talk? We Need To Talk About ...

- Priorities. Do you agree or disagree with the following:
 - Will the typical company take as much as you want to give – and more?
 - Are you taking a big risk by focusing on and committing to giving your company 110%?
 - How committed is your company to investing in you?
 - ✓ If they send you for training, is it because of how it benefits you or them?



What Is The Best Investment You Can Make?

- Stocks?
- Commodities?
- Real Estate? Or maybe
- NFL Franchises?



The Best Investment Is An Investment In You Inc. !

- Some thoughts to consider:
 - If you were a company stock, would you invest in that stock?
 - If you were appointed the CEO of You Inc., what changes would you make?
 - If not you then who? Who is going to be willing to invest in You Inc. if the sole owner and CEO isn't willing to invest in the company?

Get Involved: Take Your Swings

It's All About Value

- Years ago a mentor gave me some great advice:
 - Your life will happen by accident or design.
- Practically speaking, how much time are you spending on investing in You Inc.?
- Want to know what is important to a person? Look at their priorities
 - How can I determine your priorities? Look at their checkbook and your calendar
 - Where you spend you time and money defines your priorities?
- How important is you career?
 - Are you committed to building the brand? (Hint: The brand is you!)



Any Good Business Has The Following

- Corporate Statements outlining their:
 - Vision
 - Mission
- A Business Plan that defines:
 - Objectives,
 - Resources that are available to meet those objectives,
 - Time frames for realizing those objectives.
- Financial Statements / Prospectus that describes the business activities and results.
 - Don't be a wondering generality!



Let's Take A Look At You Inc!

- What is your Mission Statement? According to Laurie Beth Jones, who wrote "*The Path*," a Mission Statement should:
 - Reflect your DNA
 - Be repeatable at gunpoint
 - Be understandable by a 12 year old
- How does your You Inc. Mission Statement look?



Let's Look At Your Business Plan

Let's look at the Value Ladder. How would you answer the following questions?

- Who Are You?
- What Do You Do?
- Why Do You Do What You Do?
- How Do You Do What You Do?
- Who Have You Done It For?
- What Makes You Different?
- Why Should I Do Business With You?



Take Control Of You Inc!

Get Engaged! It's All About defining/delivering Value.

- Can you define your value proposition from both a tactical and strategic point of view?
 - ✓ Tactical – This is what I do on a daily basis (granular) that creates sales/reduces expenses/builds the business,
 - ✓ Strategic – This is the contribution I provide (globally) that contributes to the success of the business.
- In answering this question, you need to be:
 - Concise, Specific, and understandable
- Don't expect others to do for You Inc. what you yourself should be doing.
 - Overall, consider the need to be preemptive and proactive.
 - Avoid the urge to be perfect and recognize that the fear of failure can cause you to fail.
 - Remember: Hall of Famers have 300 Plus Batting Averages



What Is You Inc. All About?

Build A Strong Balance Sheet That Has Great Assets

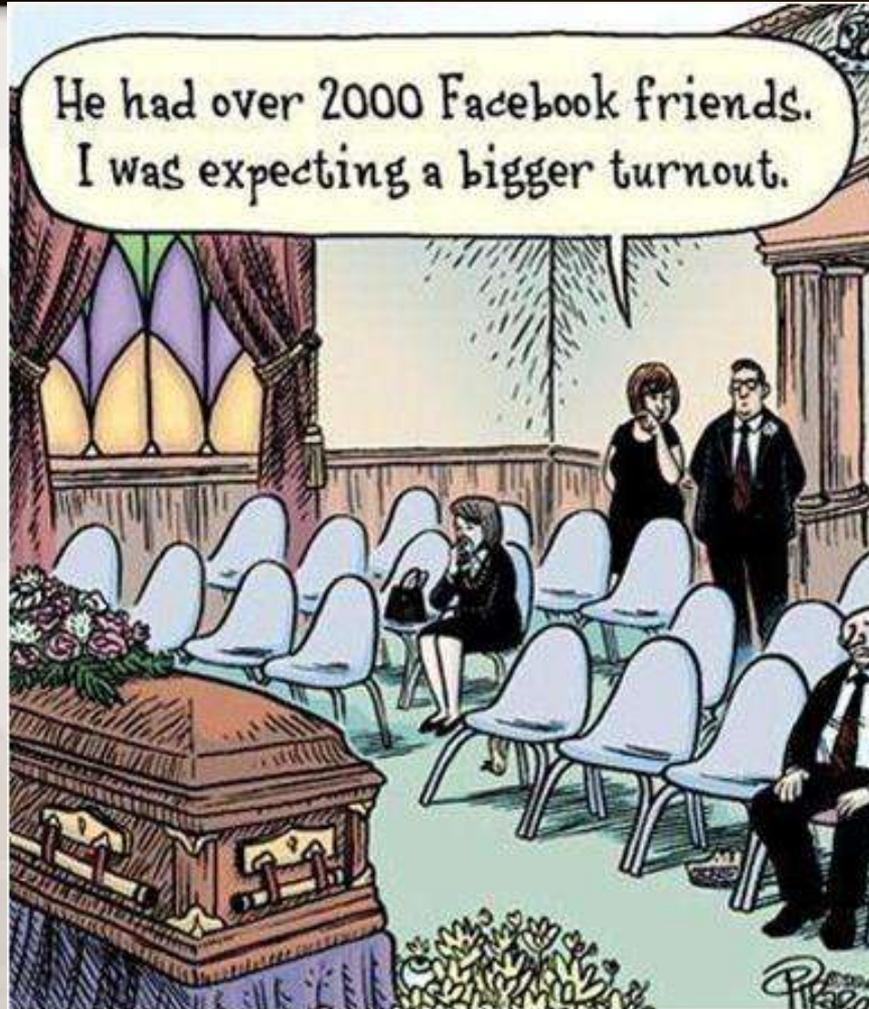
- Focus on people!
 - Relationships matter!
 - How are your interpersonal skills?
 - Will you have a Facebook funeral?
- Build competence!
 - Continuing education is essential
- Emphasize actions and engagement!
 - “Say Yes! Then Suit Up! Show Up! Shut Up!”



People And The Power Of Networking

- Pipelines matter!
 - Expand your network of personal and professional contacts. How do you do that?
 - ✓ Join a worthwhile business organizations, whether it is industry specific, or a general business organization and then get involved!
 - ✓ Get off the sideline and in to the game!
- Practice the Platinum Rule!
 - Do unto others as they would have you do for them.

Can You Pass The Pall Bearer Test?





Great News! Little Competition

- Less than 20% (1 out of 5) of the professionals in our industry belong to at least one of the professional trade associations.
- From that group, the number of individuals who actually show up and get involved is under 10%.
- 1 in 10 industry professionals are actually involved.
 - That means that a whole bunch of people are ignoring the importance of developing a network of contemporaries and associates that can help you out when the unexpected occurs



Seth Godin's advice

The easiest way to thrive as an outlier ...is to avoid being one. At least among your most treasured peers.

Surround yourself with people in at least as much of a hurry, at least as inquisitive, at least as focused as you are. Surround yourself by people who encourage and experience productive failure, and who are driven to make a difference.

What's contagious: standards, ethics, culture, expectations and most of all, the bar for achievement. The crowd has more influence on us than we have on the crowd.... If you need to move, move. At least change how and where you exchange your electrons and your ideas.

We all need leaders who challenge the tribe. We benefit even more when our leaders have peers who push them to be even better.



Why Don't More People Invest In You Inc?

- They say they lack:
 - Time,
 - Capacity, or
 - Skills



Facts & Truths To Objections and Answers

- When I hear people say....“I don’t have time to get informed, get involved or pursue networking opportunities.”
 - I smile and think, “Neither do I, but I still do it
 - Fact: We all have the same amount of time
 - ✓ 24 hours in a day!
 - Truth: We typically spend time on what is important to us
 - You can probably tell me all about what’s happened with your favorite TV show, or sport teams.
 - Simple question: How important is your career?

When It Comes to Capacity/Skills...

Where Do We Go From Here?

- If you would like to build your capacity and increase your skills (which means more fun, more satisfaction and potentially more money), then:
 - Work out! Invest in continuing education.
 - ✓ Given everything that is happening, if you aren't investing at least 300 hours per year in continuing education activities, you'll run the risk of being obsolete in two to three years. Bad things happen to obsolete things. How many hours per year do you invest in pursuit of continuing education activities?
 - Practice! Take what you have learned and put it into action in a proactive, solutions oriented way.
 - Get in the game? Whether it is in your own organization or through your outside networks, stand up, lend a hand and be counted



Objections and Answers

- If you're in a hole, stop digging and ask for a hand to lift you out of the hole? Don't be afraid to ask for help. Don't be afraid to help others because there is tremendous value in serving others.
 - “Whenever I hear of a peer that lost their job I instantly reach out to them and turn over my electronic rolodex and Linked-in connections to them, I have helped 2 great people get re-employed relatively quickly in Detroit...which is no small task!”
- Make sure you're continuing to build your network. It's a full time job!



Your Bio is your Prospectus. Make Your Bio Compelling!

The Prospectus is for people who are interested in hiring/investing in You Inc.!

- WHOM do you specifically help? What kinds of people? What types of businesses?
- WHAT challenges do you help them solve?
- HOW do you help them? What is it you uniquely “bring to the table” to help them solve their challenges?
- WHAT do your specific skills allow them to do? What is the benefit to them? Do you save them time, money or pain, or bring them joy or success?
- HOW have you acquired these skills? Why are you credible? This is the his “story” part of your bio where you can provide your experience and relevant accomplishments.



Make Your Bio Consistent

- Watch Out for Social Networking
 - If someone visits your organization's website and reads your bio and then finds you on a social network with a profile that describes a completely different person, you have created brand confusion!
- Tip: Create one master biography and use it to create your shorter bio and all your profiles instead of doing it the other way around.
 - Google yourself and compare your profiles and bios. Do they send an overall consistent message about what you want to be known for and what distinguishes you from everyone else?



Make Your Bio Clear

- Be Direct:
 - Harry Beckwith, the author of *You Inc., The Art of Selling Yourself*, says, “What convinces people that you excel? Your clearest evidence is just that: clearness.”
- Get to the point.
 - If you cannot articulate your expertise in a concise and clear manner, then how can you be an expert in your field?
 - Attention spans are dwindling. Even your “long bio” should not be much more than half a page



Make Your Bio Productive

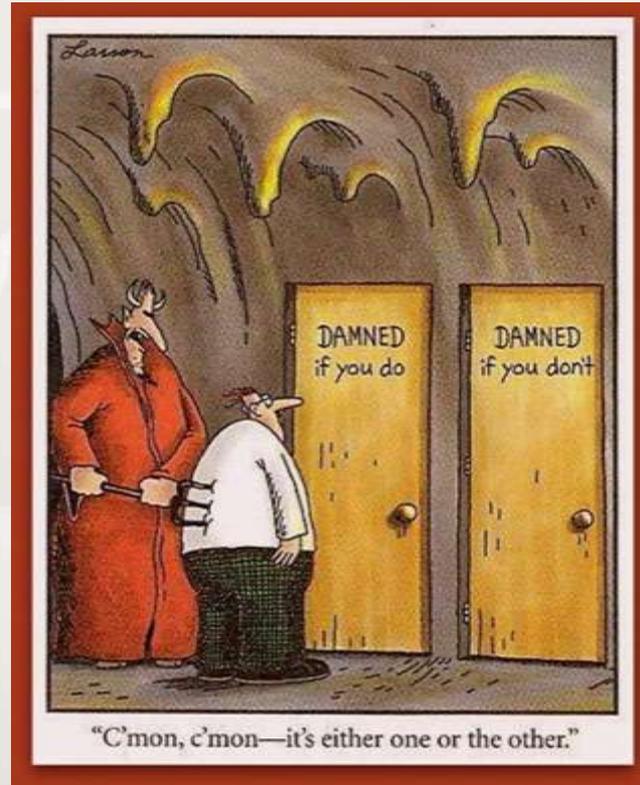
- Consider a call to action:
 - Decide what you want the readers of your bio to do. Is it just to view you as credible or would you like them to take action? If you want them to follow you, such as via a blog or Twitter, ensure that information is in your bio.
- Test it for authenticity
 - What is the most important thing about any item you use to promote your brand? It needs to be authentic. You need to feel it. You need to own it. Read your draft bio out loud to an audience. If it comes from your heart, if it is truly “on-brand,” then your audience will know that when you read it. And you will know it too.



4 Rules To Consider

- What you think about expands. That's the first rule.
- The second rule is that what you think about is already here.
- The third rule is that you must be willing to do what it takes to bring your thought into form.
 - It's not a matter of working hard
 - You don't have to struggle,
 - You don't have to fight, or go out there and make it real tough.
- The key word in making this philosophy of believing is seeing is the word willing. You must be willing.
- The fourth thing is you have to understand that you cannot fail in this process. There's no failure here. Failure is an editorial judgment imposed by others, not you.
- Unclog yourself of judgment. When you judge another person, when anybody judges another person, always remember that you do not define that other person with your judgment. You define yourself only as a person needing to judge. Each one of us is defined by our thoughts and the actions subsequent to those thoughts. Each one of us. That's how we're defined. Not by other people defining us.
 - When my children ask me about their reputation, I say, "Forget your reputation. You have no control over your reputation. Your reputation is in the hands of others."

It's Your Choice





Start Now! Build A Triple A Credit Rating!

- Triple A is Great!
 - Attitude, Associations, Actions!
 - (http://www.youtube.com/watch?v=_7D6fQGoXhg&list=UUo2aYVVD8kWCHB_EG29s1kg&index=1&feature=plcp)
- You don't need anyone else's permission to create. Green-light yourself and get to work."
 - Charlie Todd, American performance artist
- Invest in YOU Inc. so you can look ahead at a future with great possibilities and wonderful opportunities
- But before you run off.....



One Last Piece of Advice...

- Learn how to say ...
 - “Can you help me,” ... and
 - Thank you
- And always remember to say....

The Magic Words



I Love You!



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14