

HOW TO INCREASE YOUR VALUE IN THE WORKPLACE AND MARKETPLACE

In today's tumultuous world of change, complexity and uncertainty, companies can no longer guarantee job security. However, there is a sure-proof way of creating job security in any career. The answer lies in what you do to increase your value in the workplace and marketplace.

The great scientist Albert Einstein said it best: "Try not to become a man of success, but rather try to become a man of value".

Here are five ways that can help you increase your value:

SPEAK WITH CHARISMA

Many people spent years building their knowledge and skills through education and experience but ironically spend very little time to developing their speaking skill. As a consultant, I have the privilege to attend internal client meetings. I observe that often, great ideas are rejected because the person presents them in an uninteresting and unconvincing manner. The art of speaking lies not just in what you say but also in your tone of voice, energy, non-verbal gestures and the approach you take.

I would recommend those who want to speak with charisma to attend a course in effective public speaking. It will improve not just your self-confidence but also your critical thinking and verbal skill, and non-verbal gestures. And, it will certainly increase your visibility and market value.

WRITE POWERFULLY

The pen is indeed more powerful than the sword. Writing can inspire, change minds, transform lives, reinvent a nation and change the world. In the past we have seen how great leaders wielded great influence through their writing, which transformed the thinking of people. For example, the book, 'Civil Disobedience', by Henry David Thoreau, which propounds the need of peacefully resisting an immoral government, so inspired Mahatma Gandhi and Martin Luther King to eventually change the course of history.

In fact, some "wordsmiths" today are richer than goldsmiths. J.K. Rowling, the famed author of Harry Potter series, is worth more than US\$1 billion (RM3.76 billion) and

her writing influences not just the young but the old as well. Her books have been translated into movies in big screen cinemas around the world.

One needs not to be such a famous writer to influence others. You can begin by writing in your company in-house newsletter as a start and proceed to write in your industry magazine. It will be good to focus on the area that you are passionate about and build up your area of expertise. Of course, over time with more knowledge and experience, one can eventually write a book that will stamp you as an authority in that field. That should certainly increase your visibility and personal brand in the marketplace.

VOLUNTEER TO BE A SPOKESPERSON

Many people run away from volunteering to take up additional responsibility outside their scope of work. Often, this turns out to be a great loss of opportunity for self-improvement. However, if there is one additional responsibility that can help you add value significantly, it is to be the spokesperson for your company in your area of expertise. A case in point is Jermaine, a 27-year-old manager who has done interviews with BFM 89.9 radio station six times the last two years. In essence, she has become a significant voice for Leaderonomics, a training company. She is well-known and well-liked in the industry, which is of great value to her, especially when she is marketing her programmes.

DEVELOP A POSITIVE MIND

The great asset of a person is the not the toolset or skillset that one has. It is the

positive mind that he or she possesses. Over the last 30 years, having trained more than 500,000 people from all walks of life, I have come to one very painful conclusion. There are a lot of people who have more education, knowledge, skills and experience but are achieving lesser. The reason: their negative mindset traps them from achieving more. A positive mind is very important and valuable for the following reasons:

- A positive mind is willing to adapt and capitalise on opportunities arising from change;
- A positive mind is committed to do whatever it takes to achieve the goal; no excuses, just results; and
- A positive mind is resourceful and will find creative ways to seek out solutions.

BE OF GOOD CHARACTER

The ultimate value of a person is still one's character — integrity, honesty, kindness and morality. It is important that as we chalk up our achievements, we do not get caught in indulgences that will taint our image. Another important criteria people will assess us is how we treat others and how we inspire and develop others to become better.

Warren Buffett, perhaps the world's most successful investor, knows better about value. He said, "Price is what you pay. Value is what you get". Hence, to increase the value others place on us, let us start paying the price accordingly. Let us put in the effort and time to learn and practise well so that we can speak with charisma, write powerfully, have a positive mind and be of good character.



Books By The Writer



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Dr Victor S.L. Tan is the chief executive officer of KL Strategic Change Consulting Group. He is a man with a passion on fire committed to developing and producing professional speakers and writers. He conducts two of his favourite programmes, *How To Be A Professional Speaker* and *How To Be A Best Selling Author*. For more information, please contact him at victorsitan@klsc.com or Tel: 012 3903168.