

Initiator or Order-taker?

Most people are waiting for someone—usually with a C-Suite title—to tell them what to do. If THEY would just tell us what to do we could proceed. If THEY would just give us direction we could move. There THEY are again.

Is your organization really that short on people who know what to do? Our bet is that you have plenty of people who know what to do.

The true experts in most organizations are in the trenches, at the point of action. They see the waste and redundancy. They understand what turns customers on and off. They know the customers' pressure and pain points. And, they see the opportunity—for improvement, differentiation and growth.

It's the new marketing guy who thinks, "If Starbucks, Google, Amazon, Southwest Airlines or GE ran our business what would they do." And then does it.

It's the receptionist who finds a better way to welcome clients or the call center person who gets to resolution in one call versus three—without sounding scripted or robotic. It's the sales person who sees an opportunity to leverage a core capability in a different industry and then creates a whole new revenue stream.

The problem in most organizations isn't people who don't know what to do; it's a shortage of people who are willing to DSN.

DSN isn't something someone gives you—you take it.

The world doesn't need or want more order takers. It wants people who start things—like you.

If you're waiting for a set of directions, stop waiting and create your own. Yep, you might choose the wrong direction and that won't feel good, but you will most certainly be wrong standing still.

Do you want to build a reputation as a GO-TO person? Stop acting like you don't know what to do and start something. You will STAND OUT immediately.

The true experts in any organization are those at the point of action.