

Summary of Pritchett's 13 Ground Rules for Job Success in the Information Age

Become a quick-change artist

Organizations want people who adapt-fast-not those who resist or psychologically unplug. Mobility, not mourning, makes you a valuable member of the group.

Commit fully to your job

Expect your employer to expect more from you. The market place is demanding far more these days from the organization itself. Clients and customers expect to-notch service. Organizations have to do more faster and better with less.

Speed up

Slow kills companies. The organization must travel light and cover ground quickly. Organizations must accelerate, or they will die.

Accept ambiguity and uncertainty

You are faced with new expectations, shifting priorities, and different reporting relationships. Your role may be vaguely defined, and your assignments may get altered constantly. Usually there are more questions than there are answers. Careers won't be as cut-and-dried as they used to be. Perpetual change will be crucial if the organization is to survive in the years to come.

Behave like you are in business for yourself

One reason why you need to think and behave like you are in business for yourself is because organizations are breaking into bits and getting flatter. We are seeing a lot of self-directed teams. Thinking of yourself as being self-employed is the mind set that serves you best in the years to come. So operate as if you are self employed, and carry personal responsibility for your own career.

Stay in School

We must constantly retool ourselves, become perpetual students, or we risk becoming obsolete. Lifelong learning is the only way to remain competitive in the job market. Also, be sure to develop transferable skills, too, as this gives portability to your career.

Hold yourself accountable for outcomes

Holding yourself personally accountable for outcomes requires that you think broadly. Consider the big picture. Look beyond your own immediate behavior to see if you are doing all you should do to bring about the right results. Streamline your approach. Eliminate unnecessary steps. Get rid of tasks no one can justify.

Add Value

Make sure that you contribute more than you cost. You will be better off if you think in terms of being paid for performance- for the value you add- rather than for your tenure, good intentions, or activity level. Prove your worth to the organization. Make a difference.

“The factory of the future will have only two employees, a man and a dog. The man will be there to feed the dog. The dog will be there to keep the man from touching the equipment.” Warren Bennis

See Yourself as a Service Center

Your job security depends on how valuable you are to your customers. The better you serve them, the better you protect your career. For this you need an in-depth feel for your targeted market. What do your customers need, and how do you fit into the picture? Sharpen your insights into your personal marketplace. In the final analysis, customers are your only source of job security.

Manage your own morale

You are far better off to assign yourself personal responsibility for attitude control. Don't let low morale drain away precious energy, destroy your self-confidence, or damage your attractiveness as a job candidate. Organizations want employees who can cope with change without breaking stride. So take charge of your moods.

Practice Kaizen

A strong organization is in the best position to protect your career. If it's financially successful, your paycheck is more secure. If it keeps getting better and better in the way it does business, your future usually gets better. But an organization can't improve unless its people do. Continuous improvement-- the Japanese call it *Kaizen*. *Kaizen is the relentless quest for a better way, for higher quality craftsmanship.* The continuous

improvement may come bit by bit. But enough of these small, incremental gains will eventually add up to a valuable competitive advantage.

Be a fixer, not a finger-pointer

Organizations need people who can take care of problems, not merely point them out. Too many employees get this confused. They seem to think complaining is a constructive act. In fact, we have gotten unbelievably good at the blame game. So long as we search beyond ourselves for solutions, we disempower ourselves. Let the solution start with you.

Alter your expectations

Don't fall into the trap of assuming that you are automatically entitled to pay increases, promotions, or even your job. Circumstances will keep changing. The best thing you can do is constantly upgrade your skills, stay flexible, and never convince yourself into thinking that your employer is supposed to protect your future. Take personal responsibility for your career.