

DO WHAT COMPANIES DO

Being engaged in your daily work goes hand in hand with being engaged and mindful of your long-term career. To maximize opportunity and minimize risk, be inspired by the actions of big company CEOs and do the following:

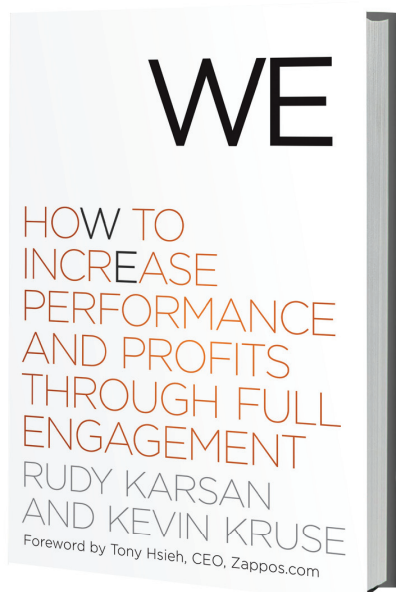
- Assemble a personal career board.
- Invest in personal R & D; be a lifelong learner.
- Market yourself aggressively.
- Think globally.

KEY TAKEAWAYS FOR INDIVIDUALS

Many individuals go with the flow and just assume their jobs are secure, their company is healthy, and their industry will exist forever. These are the people who are surprised when they lose their jobs, and are further surprised when they can't find another. Work hard to develop a deep understanding and self awareness of where your strengths lie and where you will likely find success, and then actively and continuously grow your career.

KEY TAKEAWAYS FOR MANAGERS

Sometimes you can do everything right and your direct reports still won't be engaged. The We approach to workforce engagement acknowledges that the manager and the employee must work equally hard at being engaged at work. Whether you are a manager or an employee, encourage fellow team members to be mindful of their careers and support them as they plan their futures and set long-term work goals.



This chapter summary is from the book, *We: How to Increase Performance and Profits Through Full Engagement*, by Rudy Karsan and Kevin Kruse. Please purchase the book from your favorite book reseller, or for more information, visit www.WeTheBook.com.