

THE GREAT VALUE MIGRATION

why your job isn't safe & why you shouldn't care...

The Great Value Migration (GVM) is happening right now, in your industry, in your town, in your office and across the digital world. GVM represents a massive shift from products and services to action and results. This e-book series will help individuals and organizations prepare for a future unlike anything seen before.

“IT'S COMING FOR YOU...”

Over the last few months, I've noticed a marked increase in emails I don't want. Not junk mail. Not bills. Emails from friends beginning with:

“My position has been eliminated”.

For many years, *restructuring* was code for losing the deadweight. When someone said they *took the package* (a voluntary severance incentive), you invariably wondered if the choice was made from fear or a genuine desire to move on. The real answer was generally revealed when they updated their LinkedIn profile. A move from *global account leader* to *massage therapist* was a pretty good indicator that their transition was the result of a mismatch.



“HIGH PERFORMERS IN THE CROSSHAIRS”

The scary part is the people I'm getting job-elimination emails from are not the *usual suspects*. I'm hearing from *sophisticated, high-caliber producers* and that's why WE ALL need to pay attention.

“SPOTTING THE PATTERN”

Sudden, unanticipated refocusing of organizational resources that ELIMINATE traditional ROCK SOLID, REVENUE-GENERATING positions.

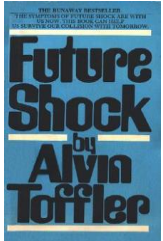
The pattern isn't new. We've seen the pattern before. Think agriculture. Think manufacturing. We've become immune to the story of good-paying factory jobs moving to low-wage markets or being eliminated entirely by technologic innovation. We shake our heads. Politicians seeking to keep constituent jobs in place, make every effort to bolster dying industries, but only succeed in prolonging the inevitable. Over time, we come to accept the fact that the creation of value has shifted away from manual production, a blue-collar problem, until now.

“PREPARE TO UNLEARN”

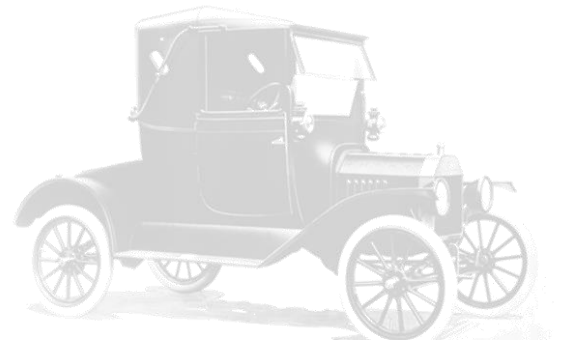
Function-based job structures will morph into positions based on outcomes. New roles transcend function.

How to *unlearn your career* and *relearn* your future:

1. **Reshape Your Value Proposition:** Reposition your technical competencies in terms of the value you create. *The demand for salespeople that know how to help their customers succeed is growing. The demand for transaction-oriented functional sellers is disappearing.*
2. **Rewrite Your Elevator Pitch:** Given 30-seconds, what is it that you offer your organization or potential employer? *IT professionals with technical competence will soon be outpaced by IT pros with the skills to transform technical capabilities into business value; an outcome that requires skills beyond functional know-how.*



1970: Futurist **Alvin Toffler** accurately predicts the future of the world, dominated by one single, dominating characteristic. Ever-present, ever-accelerating **change.**



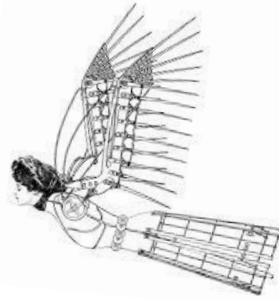
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“WE’VE GOT THIS!”

At least that’s what my generation thought. After all, we were the children of Alvin Toffler. We’d grown up with the sure knowledge that change was coming. Our kids were born digital.

“90% OF JOBS WILL BE ELIMINATED”

What if you knew that 9 out of 10 people you know, were about to lose their job? What happens when traditional white-collar jobs in sales, marketing and operations suddenly start disappearing?



NEW CAREER TRANSITION CALCULUS

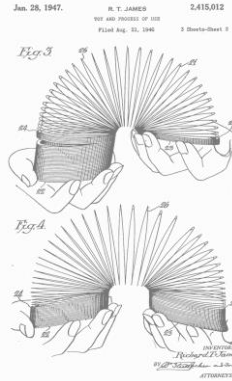
1. Changing jobs is far more common
2. There’s little stigma associated with job moves
3. Job switching is a viable career accelerator
4. Many of today’s top job title searches are for jobs that didn’t exist a decade ago
5. Emphasis on functional roles is giving way to outcomes & engagement capabilities

CAREERS AREN’T WHAT THEY USED TO BE

For my parents, a career meant getting a job out of school and a gold watch 40 years later— five or six jobs over four decades was considered flighty. For young people just starting out, research suggests typical careers traversing a dozen or more jobs won’t be uncommon, but that’s not the problem.

“PREPARE OR PARISH”

There’s little to be done for those that refuse to prepare. For those reading this series and willing to restructure their entire approach to career development, the GVM will provide unimagined opportunity.



“The illiterate of the 21st Century are not those who cannot read and write but those who cannot learn, unlearn and relearn.”

-Alvin Toffler

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3. **Redefine Your Career Goals:** How would our career goals differ if becoming the top-person in our functional area was no longer part of our career journey? *Marketers taking on financial planning support roles and supply-chain managers joining client service teams is already happening.*
4. **Follow Your Passion, Not Your Degree:** What is it you’d do for free if you could? What is it you love so much, that you never tire of doing it? *A finance major that loves working with clients, may be the perfect marketing development coordinator; tasked with translating client needs into financial products and services.*
5. **Say Goodbye to Your Cube and Hello to People:** No matter where the GVM takes you, team collaboration will be a big part of your success. Even if what you do is still produced heads-down at your desk, you’ll need to engage more people, more often than ever before. An author’s dream work means nothing if no one ever reads it.



Repositioning your personal brand around the value you generate will help you weather the GVM storm. Prepare now and you’ll be ready to capitalize on the changes that are coming your way and you avoid ever writing an email that ends by saying: **“please let me know if you come across any opportunities that might fit my skillset”.**

In our next segment, we’ll explore what organizations need to do to avoid the pitfalls many top brands are failing to address – avoidable sinkholes that could dethrone some of today’s rock-solid market leaders.