



5 Tips to Remain Competitive at Work

Competition is fierce, no matter the level or function of your job or the industry in which you work. To stay competitive in the workplace, as well as make a favourable impression to your employer and boost your potential for promotion, consider these practical pointers.

1) Focus on building only "trusted networks"

In your personal or professional life, if you want sustainable and lasting relationships that support you whenever you need them, you must opt for "trusted networks." Without trust, your so-called "network" is simply worthless. To clearly understand the huge difference between these two concepts, think about hosting services as an analogy:

- Hosting service providers typically promote their service redundancy ratios as 99.9% redundant, thereby guaranteeing availability of their services 99.9% of the time. In other words, they take every precaution – such as redundant servers, secure location, and other relevant security protocols – to ensure that every time

you make a request, their servers will respond 99.9% of the time. That's a "trusted network."

- If they did not care about redundancy ratios, they could just link a few cables to any server in any given location and claim that you are connected to their hosting services. However, the response to your requests would not be guaranteed. That is just a "network."

With people on social media today claiming multiple connections to expand their business networks, be mindful with whom you connect. If your networking is relevant to your career in terms of exchanging ideas and expanding business development, be sure to create a network with individuals who are either recommended or whom you know you can trust. After all, you need trustworthy people for honest feedback and dialogue. Network members can offer valuable insight if the relationship is based on true, independent, and authentic communication.

That said, be wary of solely connecting people who "like" you, who share mutual respect and affection, as they are



more likely to only offer positive feedback. Individuals with very different ideas and opinions can provide a decided advantage by prompting you to reconsider your views and any negative perspectives you may have overlooked.

2) Face clients no matter what

From leadership's standpoint, you represent the company to outsiders (clients and customers) who invest in and purchase your products and services. In exchange for their monetary outlay, clients expect quality, reliability, and communication.

Client-centricity should be at the core of any employee's job. It is advantageous for the client, the company, and the employee in the long run. As a matter of perspective, every employee can find a linkage between what one does and how that impacts clients – for example, whether in direct contact as a sales person, or as an employee who manufactures a product that goes to the client, or in another capacity.

Regardless of one's function, it is critical for every employee to think always about clients, get exposed to clients and what they need, service them with quality, and remain in contact with them. If you don't make clients your focus point, you don't have much to contribute either to the company or

to yourself – and, therefore, your position will become more vulnerable in the future. Making clients your focus engenders credibility and trust, with the added bonus of boosting the client's favourable opinion of the company going forward.

3) Know how to articulate ideas

Ideas – and their actualisation – create the foundation for a company's long-term viability and competitiveness. As an employee, the need for you to be creative is essential to career success. Therefore, you should discover and use whatever vehicle allows you to be innovative – quiet time, dialogue or brainstorming, research, industry conferences, and so on. But don't stop there. Having an idea is only the initial step. You must be sufficiently articulate so others can appreciate your idea and fully understand what your concept entails. And that requires you to know your idea inside and out so you can address any questions from colleagues, clients, and leadership.

Going one step further, you also need to know whom you should approach with your ideas. What individual will consider your idea with an open mind? Finding the

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right sponsor can make the right idea a reality – benefiting both parties, as well as the company’s image as a forward-thinking entity.

4) Always consider the future of your actions

Don’t only think short-term because every action leads to something else. When faced with a problem to be resolved, react with logic, not emotion. Consider all potential outcomes and comprehend the implications of what you wish to accomplish. Think carefully about how your plan can potentially affect other individuals in your organisation, not just you alone.

But it is not only the actions or steps you take that have an impact. Taking no action has ramifications, too. In addition, your words, whether positive or negative, can be influential down the road. So, in terms of action, non-action, verbalisation – whatever you choose – always be mindful of the future. As the saying proclaims, “what goes around, comes around.”

5) Never stop learning

Knowledge is power. Not only is continuing your education advantageous for your personal development and satisfaction, leadership will view you as an intelligent

individual with potential and an open mind. Further, more knowledge can lead to career options you might never have considered.

Educational resources, such as conferences and seminars, provide opportunities for networking with like-minded colleagues. Exchanging ideas and bringing new skills back to the workplace can enhance the value you offer the company. Management not only depends on valuable employees who are enthusiastic about honing their skills and talents, they also look favourably on such individuals when it comes to promotions and rewards.



Be Competitive – and Stay Competitive

It's not enough to just be good at your job. You should excel, first of all for your own well-being, and secondly, to acknowledge that there are other talented people who may be just as good – or better – than you. To ensure a long-term, satisfying career path, become a valuable asset, not an unwanted detriment. The right path involves trust, credibility, innovation, insight, and self-development. Show leadership what you can do – for yourself, for your clients, and for your team mates.

About the Author: Ali Kursun is a Managing Partner at sparkChief & Co., a consulting firm that helps clients develop competitive talent management strategies, career development programs, and rewards solutions.

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sparkChief & Co.

25 Route de Lullier
1254 Jussy, GE, Switzerland

Tel +41 22 346 24 05
inquire@sparkchief.com
www.sparkchief.com

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