

# The Development Vessel

## Personal Development

### The Impact of Professionalism and Personal Image

You've been waiting two weeks to come to this conference staged at a hotel. The presenter is someone that has had a reputation for being fantastic and getting her point across with enthusiasm while being effective in her delivery. Sitting down she gives one hell of a presentation, you are motivated by the power of her words travelling on raw emotion. Being inspired, you leave the conference talking to those around you how she's changed your life.

Later on in the evening, you see the inspirational presenter again, but in the lobby stumbling and laughing. You offer to help her reach the elevator but she looks at you and says she doesn't need help and she didn't get to where she is today because she was not self-sufficient. Smelling of alcohol you step back and think "Wow is she ever drunk; whatever, these things happen, besides this is her time to do whatever she pleases."

As you walk away, the last image burned into your mind is how fast someone who influences can be crippled by the average means of society. You think "If I was her, I would have conducted myself in a more appropriate manner."

**Statement:** The image others perceive of you is proportionate to the actions you take in conducting yourself.

**Myth:** "Who cares what others think about me when I am outside my professional job, it shouldn't matter anyway"

**Fact:** Perception is Reality. Unfortunately, it is not up to you of what your image is to the public or if you believe you are a professional or not. The results are decided by those who surround you anytime and all the time.

Your personal and professional image are intertwined whether we like it or not. With the increase in Web 2.0 applications that link our personal and professional lives together like Facebook, LinkedIn and Google, individuals now have more information to decide who you are and what you represent; whether it is good or bad.

What are some ways to control your personal image and help you "influence" those around you instead of "repe!"?

1. Think of yourself in the third person at times when in public. Yes I know, that sounds insane, but if it works and is effective then do it. When around others, pretend you are looking through their eyes at you and adjust your behavior accordingly. Successful businesses look through "the customer lens" in order to improve processes and behaviors, you can do the same with your personal image!

2. Portray a positive attitude. Just came out of a full day meeting in a hotel or conference? Wandering with your head down starts reducing the impact of the most important person in the building: YOU! While with others or walking from point A to B, stand up straight, smile and inject that positive attitude into the atmosphere. I promise you those surrounding you were portray you in a different, and stronger positive light.

3. Interact with those and deliver something of value. Instead of talking about the weather outside and going on with small talk, why not throw in something of value? Maybe you read a fantastic article online or just finished an influential book, use that within the conversation and share knowledge, what makes a bigger WOW impact, talking about how the food you're eating is good or an impactful message and book recommendation.

4. Be receptive to feedback. Wearing a sharp outfit? Did you try something new? Hairstyle different? People will notice, and when they give you feedback whether it is positive or negative, the individual giving you feedback is looking for how you respond to it. Thank them for their comments and be appreciative that they did, and they will walk away with the mindset that you appreciate others (always a positive).

Maintaining and enhancing your personal image is not about playing tricks on people or putting on a fake face; it is a dedication to yourself to be a better individual and have a genuine caring to those around you. Play smart, be effective, you may not like it but success is not based on what we like to do and not like to do; it is based on effective actions to reach a specific goal. Besides, having others be influenced by your behavior in a positive way can have a huge impact on them and on you!

Jorrian Gelink  
Management Architect

### Peter Drucker Quote of the Month:

*"It takes far less energy to move from first-rate performance to excellence than it does to move from incompetence to mediocrity."*

### Web 2.0 Company Profile and Business Benefit

#### Twitter



#### What is it?

Twitter is a micro-blogging service where you can communicate "What you are doing" to others publicly in 140 words or less.

#### Business Tips

"Follow" Individuals that have the same interests as you to maximize messages about you and your business!

Use <http://search.twitter.com> to search for topics that relate to your business (e.g. I search "Drucker")

Use a site such as <http://tinyurl.com/> to shorten your company's web links into a smaller format, and post the link with description into your "tweet" for more traffic to your site!

**Follow me on Twitter: Jorrian**



## Executive Decision - Abandonment

Supply and demand are worked into every organization and if you take some, you must also leave some in order to be as effective as possible. Whereas I wrote on the importance of an organization continuously innovating and generating new ideas, it is equally important for an organization to look at the areas where it is not of particular strength and decide to abandon that section through selling the business or dropping it entirely. The mentality in corporate America and seeping worldwide is the mentality "that more is better, more products show signs of corporate strength". This thought can not only strain a corporation's resources in the present, it can also be a disadvantage the the organization in the long run.

There are three core reasons a CEO needs to continuously look at her business segments and decide which areas she wants to allocate resources to with proper abandonment of weak segments:

\* **Focus on strengths.** Weaknesses must be analyzed and admitted, a business can not be great at everything. What was once great can be tired and worn out within a few years as industries and the economy changes. Procter & Gamble, a successful company that has thrived for over a hundred years in the consumer goods market carefully decides what business sections to invest in. With over forty brands and half of them generating a billion dollars in yearly sales, careful thought is taken on what to promote and improve. P&G could launch twenty more brands if it wanted to, on top of it's successful ones such as Crest, Dawn, Duracell, Gillette, Olay and Pampers, but would it be a leader in it's category? This question is run through a CEO every time a decision needs to be made, and it is the first one to think through.

\* **Proper wealth distribution.** Allocating more knowledge workers, people, advertising, marketing, research and money in general to multiple new business segments can pull away a number one strength for that particular organization. General Motors's strategy in 2004 - 2007 was focused on the development of larger vehicles such as trucks and SUV's along with it's Hummer brand in order to obtain larger profit margins and North American demand. Unfortunately, with this change and allocation of critical resources to this new direction, Toyota continued it's focus on the small car market, and when gasoline prices climbed to over \$120/barrel and the U.S. recession in 2008 came full swing; Toyota surpassed General Motors and the other American manufacturers in the automobile industry while General Motors was working on abandoning and closing plants because heavier, gas-guzzling vehicles were no longer the trend. Due to the business structure focused so deep and wide in the larger car market, to suddenly shift into smaller and energy efficient vehicles is like the Titanic moving away from the iceberg a few feet away.

\* **Less competition that could erode profits and "lower brand image".** In Jack Welch's book Winning, the former CEO of General Electric describes how in 1981, the company initiative was "Be No. 1 or No. 2 in every market, and fix, sell or close to get there." His idea of the company holding onto businesses whether they were performing or not "because it was in their history" was revolutionary at the time to the public and to the employees working at General Electric. The primary strategy of becoming first or second place was due to heavy competition from the Japanese in the 1970's and their commoditization of products within America and worldwide. Jack Welch prided himself and his company on innovation and quality, and "playing defense" in a business that focused on the competitive landscape of consumer goods where GE already was not the strongest was a misallocation of resources. Another disadvantage was General Electric fighting with price, and tarnishing it's brand of being "lower quality" by participating in price wars with Japanese manufacturers. With this change in strategy of abandonment, GE's "average" businesses were cleaned up or sold, and people plus assets began to move into the medical, aircraft and power business; businesses that require technological innovation and a larger scope of work that General Electric was best at.

"Fuelling the fire" - optimizing and allocating resources away from weakness and into strengths is a key strategy not only to be ahead of the competition, but work towards reducing and holding back the competition as the "barrier to entry" increases in that industry. Keep in mind however that in order to do that, the corporation needs to make sure it has the right strategy and plan in place, as working efficiently on the wrong strategy will efficiently bring the organization to bankruptcy or a disadvantaged acquisition. Continuously analyzing the corporations key strengths and weaknesses is a must as what was powerful and performing well today can instantly change tomorrow; and when that change occurs the business must be ready to act.



Jorrian Gelink is leadership coach and "management architect" in the continuous study and analysis of modern management. Providing free resources such as his non-profit management consultancy site, Jorrian.com, Jorrian wishes others to achieve a higher level of excellence and understanding in the field of management within their industry.

Following Peter Drucker's work (the father of management), Jorrian adapts Drucker's ideas and effectively teaches it out to others in a format that is actionable and up to date to current events. Jorrian Gelink wishes to be a thought leader in management and leadership throughout his career and share his wealth of knowledge with everyone!

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