

HOW TO BE A STAR AT WORK

Nine Breakthrough Strategies You Need To Succeed

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MAIN IDEA

Star performers add more value than average workers. They produce more results, earn quicker promotions and generate greater personal wealth. They also attract a great amount of interest and admiration.

While it is relatively easy to attribute star performance to external factors such as a high IQ, driving ambition or willingness to sacrifice personal interests, a ten-year research study found that these external factors actually have little correlation with exceptional levels of performance.

In fact, the research study identified nine key strategies that star producers base their productivity around. None of these strategies are mysterious or hard to identify. Most of them, in fact, are quite straightforward and practical. When utilized effectively, however, the nine strategies can double the rate of productivity and lay the foundation for sustained increases in value-added productive activities.

In essence, the nine strategies are the foundation for delivering sustainable extraordinary performance.

Part 1 - Star Performance Page 2

Most people who admire star producers -- those who perform at levels of efficiency far above others in similar circumstances -- assume it is the result of:

- A high IQ or an ingrown ability to reason better than most people in a similar situation.
- Exceptional personality factors such as self-confidence, driving ambition or willingness to take a risk.
- Highly refined social factors - being able to gather a team of motivated people to provide assistance.

Yet, when an academic study of star performers was carried out, it was found high producers were very similar to their co-workers in terms of IQ, personality and social skills. In fact, the study concluded it wasn't what the star producers had in their heads that set them apart from the masses -- it was how they used what they had, their key work strategies.

The important implication of this finding is that in today's brainpowered economy, ordinary people can learn to do extraordinary work by applying the same key work strategies star performers use.

Part 2 - The Nine Work Strategies of Star Performance Pages 3 - 7

The nine key strategies star producers use to out perform average workers are:

1. Personal initiative - being prepared to blaze new trails in the organizations unspecified white spaces.
2. Networking - nurturing an array of people who can provide expert knowledge in specific applications.
3. Self-Management - staying centered on the organization's critical path to the creation of added value.
4. Perspective - getting and keeping in focus the bigger picture in all areas.
5. Followership - putting personal ego aside and work effectively to help managers and others succeed.
6. Leadership - being able to effectively influence others in the company towards achieving goals.
7. Teamwork - forming and participating in teams which are productive and effective.
8. Organizational savvy - using street smarts to navigate the corporate power zones.
9. Presentation skills - being able to effectively influence the right audience.

Part 3 - Making the Program Work For You Page 8

The general business myth is that star producers are born, not made. The business place reality, however, is that average workers can retool themselves and upgrade personal productivity by applying the work strategies of star performers.

The key lies in not trying to clone what works for someone else, but in filtering those strategies through your own personality and work style to develop what works for you.

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