

Virtual Leadership Is Binary: Be Essential Or Become Extinct

Either you're indispensable or you're invalidated. There is no in-between. The post-covid reality has eliminated ambivalence as an option. No matter who you are, you're confronting an existential threat. You're forming strong opinions about your future. You're making life-changing decisions. Unlike past crises, people are not confused about what they need to do. Their conviction is formed by the preconditions they brought into this reality. Feelings are deep and they're running deeper. Covid is the great magnifier.

Success or failure is happening at breakneck speed. Industries are being brought to their knees or being elevated to impossible heights. Companies are collapsing or catapulting forward. And individuals are thriving or struggling. There is no middle ground.

People are reaching for other people and brands that they consider to be necessities. If you want to be successful in a post-pandemic world, you need to become indispensable to the people who can mobilize resources on your behalf. Whatever your trade, you need to become the only one who can deliver what your key stakeholders need at that moment.

Beware of becoming your own best enemy. Don't underestimate the impact you can make. In fact, all progress depends on it. Now more than ever, people buy people from people they believe in, but first, you need to believe in yourself.

Mike Lipkin's 5 Secrets To Becoming Essential To The People Who Matter Most:

1 Be Your Own Champion



Back yourself against all odds. Become your fiercest supporter. Remember your biggest triumphs and know that they were fuelled by your biggest failures. Covid is your time to shine. Personal conviction is a magnet in a time of rampant uncertainty. Others vicariously experience your confidence and they want in.

2 Differentiate Yourself



Find your voice. Communicate your unique essence. This is not a time to be silent. Tell your story. Sell others on your virtues. Model what you're selling. Get feedback. Keep finessing your narrative. Then bring the heat every time. It's not arrogance or narcissism if your mission is to empower others. Help people articulate what they've just learnt. Ingrain the experience by making it more dramatic through words.

3 Go deep



Make your customers and your colleagues your confidantes. Uncover what they want at the deepest level. Understand what they care about most. Earn their trust by being authentic, consistent and empathetic - Be real. Be reliable. Be responsive. Make it easy and pleasurable for them to communicate with you. Take one more step after you think you've done all you can. That's the step that makes all the difference. First, you'll amaze people. Then you'll become indispensable.

4 Serve with distinction



Deliver the outcome that is most important to the people that are most important to you. Say what you'll do and then do what you say. Your value is directly correlated with the outcome they want to achieve. It could be psychological, emotional or behavioural. Design their goals together with them. Then co-own their goals with them. Show them that their goals are as important to you as they are to them. When they see you, they must see their desired outcome about to happen.

5 Be Prolific



Prolific means doing many things so you can produce abundant results. It means reaching out to many people, experimenting with many approaches, creating many ideas, accessing many sources. In a brave new world, there's no sure fire way of winning anything. Increase your tolerance for failure because the ratio of setbacks to breakthroughs will be greater. More things can go wrong. Toughen up. Go in with another layer of armour. It's ok to be disappointed. It's not ok to be destroyed. All of us will struggle in some way. Struggle well.

This is Mike Lipkin and I hope I've given you an essential insight to becoming indispensable to the most important people in your life. Let's talk about how I can help you coach your team members on becoming essential to their stakeholders. The time is always right to do what's right for others.