

# Session 6: Connecting Talents & Opportunities

## Summary:

Most people that work in business don't understand where value is created. They believe the value is created by the people making the product and "putting in their time." But as it turns out, the value for the business is created by the customer buying the product and paying the money. And there's only a small handful of people who are actually responsible for bringing in this money.

I believe these people fall largely into the 7 key business roles below. These roles are the connectors that bridge the gap between your talents and the opportunities that are out there. Ask yourself which of these roles make the most sense for your personality style and where you want to go in the future....

**Role #1:** The role of Entrepreneur. This person takes materials, capital, and people, and moves them to a higher level of productivity. They're always asking, "How can this be done better?"

**Role #2:** The role of Product Designer. This person is about innovation. My definition of innovation is something different than what came before and that customers prefer over the old thing. These people ask, "What is a new thing that would be so valuable, easy, fast, etc., that people would use it and buy it immediately if one was available?"

**Role #3:** The role of Sales Person. This is someone who talks to individual human beings one on one, and takes them from being a prospect to a paying customer. At higher levels, sales people will set up partnerships between businesses. Professional selling is not about being a "slimy salesperson." It's about matching a prospect's unmet need to the services you offer, if you genuinely believe your service can solve their problem. These people ask, "Who are potential customers, and how can I talk to them about buying our particular service?" Taking a job as a professional salesman will teach you more about business than almost any other thing you can do.

**Role #4:** The role of Marketer. I see marketing as "scalable sales." You send the marketing out to the masses to do what sales people do one on one. Marketing is about understanding psychology, motivation, and behavior. These people tend to have an interest in psychology and an analytical mind. These people ask, "What are the common psychological triggers that customers are using to decide to buy this service, what are the power words they're using that have a ton of emotional value, and how can we incorporate these power words and triggers into our marketing messages?"

**Role #5:** The role of Technology Guru. My friends who run technology companies all say that they need more Technology Gurus. If you have the kind of mind - analytical and logical - that would predispose you to be an IT manager, software developer, etc. - then this would be an excellent opportunity for you, especially inside a growing industry and a growing company. These people ask, "How can I help this company operate more efficiently and effectively using technology?"

**Role #6:** The role of Project Manager. The reason Project Managers are so valuable is because they are the ones who are responsible for delivering results. Most people don't want this responsibility - and this makes Project Managers in demand. Business owners are always looking for people who are willing to drive and push the project forward. These people ask, "What high value project needs an owner? What would make the biggest difference to the growth of our business?" Project management tends to lend itself to detail oriented, organized, and physically interested people.

**Role #7:** The role of Recruiter of Talent. Business always needs talent, and recruiting for growing business can be very lucrative. These people ask, "Who are the next super stars we need to grow the business?" Many of these people tend to be extroverted, emotional, and intuitive.

There's something in common about all 7 of these roles - and that's someone who "owns" a project and its results.

## Exercise:

1. Which of the roles we just discussed is the most likely place inside of a business where you would thrive?
2. What would you like to learn about that particular area? What can you do now to get more experience with that specific role?
3. Who do you know, or could get introduced to, who is a superstar in that area? Think of 3 people. Reach out to them and suggest to grab coffee or lunch, or talk on the phone.