

LINCHPIN: ARE YOU INDISPENSABLE?

How to Drive Your Career and Create a Remarkable Future

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SETH GODIN is the author of ten books including *Meatball Sundaes*, *Unleashing the Ideavirus* and *Permission Marketing*. He writes one of the most widely read marketing blogs in the world. Mr. Godin also is an accomplished public speaker. He previously founded and served as CEO of Yoyodyne, an interactive direct marketing company which was acquired by Yahoo! in late 1998. Mr. Godin stayed on to work as vice president of direct marketing at Yahoo! until he left to pursue other projects. Seth Godin is a graduate of Stanford Business School and Tufts University.

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MAIN IDEA

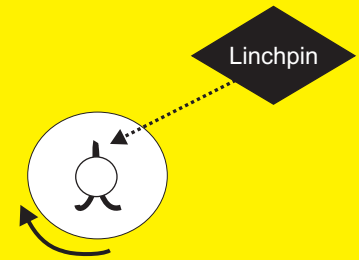
It's time to rethink how you do your job.

For generations, you (and almost everyone else) have been conditioned to view what you do each day as a cog in the wheels of the enterprise you work for – to conform, to follow instructions and give an honest day's work for a day's pay. It's time to break that mold and significantly change your life and your career for the better. The days of working for a corporation who will take care of you for life have gone forever.

Instead of working to become a better cog in the giant industrial machine, it's time to learn how to become a "linchpin" – the vital piece of hardware which holds the wheel onto the axle. You become a linchpin by finding ways to fully utilize all your natural-born talents and to do genuinely great work. Linchpins, like artists, excel because they harness what's within.

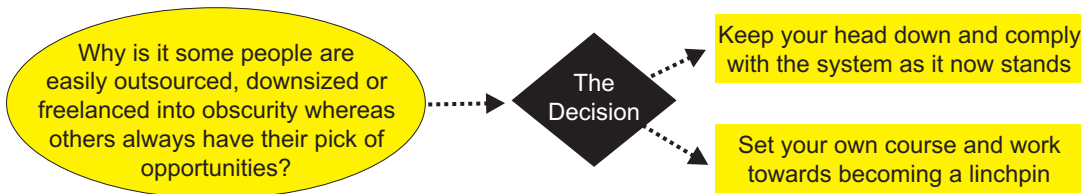
"Every successful organization has at least one linchpin: some have dozens or even thousands. The linchpin is the essential element, the person who holds part of the operation together. Without the linchpin, the thing falls apart. If you want a job where you are treated as indispensable, given massive amounts of responsibility and freedom, expected to expend emotional labor, and rewarded for being a human, not a cog in a machine, then please don't work hard to fit into the square-peg job you found on Craigslist. It's time to stop complying with the system and draw your own map."

– Seth Godin



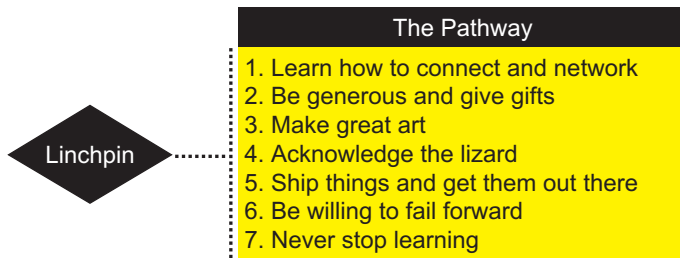
1. The Decision Page 2

It's time to break the mold and forsake all of the elements of the system which suggest all you can ever aspire to is to become a bigger and bigger cog in the system. Take a rational decision to get off the treadmill and orient your career towards becoming a linchpin.



2. How to Become a Linchpin Pages 3 - 6

Becoming a linchpin is never an overnight exercise. It's a skill you can get better at over an extended period of time. To grow into being a linchpin, however, there are a few things you can work at:



3. What Linchpins Do Well Pages 7 - 8

In simple terms linchpins become indispensable because they make vital contributions to their firms. They make the map and then exert the emotional labor required to get people to use that map. Put differently, linchpins excel because they have seven key abilities:

