

# LINCHPIN: ARE YOU INDISPENSABLE?

# How to Drive Your Career and Create a Remarkable Future SETH GODIN

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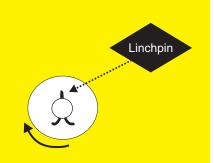


### **MAIN IDEA**

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.

Why is it some people are easily outsourced, downsized or freelanced into obscurity whereas others always have their pick of opportunities?

Linchpin

Linchpin



Keep your head down and comply with the system as it now stands

Set your own course and work 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:

## The Pathway

- 1. Learn how to connect and network
- 2. Be generous and give gifts
- 3. Make great art
- 4. Acknowledge the lizard
- 5. Ship things and get them out there
- 6. Be willing to fail forward. Never stop learning 6. Be willing to fail forward

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:

- 7. Possesses unique talent

Seven Abilities 1. Provides a unique interface 2. Delivers unique creativity 3. Manages a situation of great complexity 4. Leads customers 5. Inspires other staff 6. Provides deep domain knowledge

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