

*By Bill Guertin*

*The 800-Pound Gorilla*

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## *Your New Job Description*

Most people think that their job is something they do based on a set of tasks and responsibilities.

I don't. I look at my work in an entirely different way, and I'd like to share it with you.

Forget your job description, the list of requirements and responsibilities that go along with it. For a moment, I'd like you to consider what you do entirely from the aspect of the customer outcome. Not for what you create, what you physically do every day, but for what customers experience because of you.

As Director of Market Development for Riverside Medical Center, part of my "job" is to help physicians to better understand what's available to them at Riverside, so that when patients are in need of specialized healthcare services, they can refer those services with confidence. If a primary care doctor sees a patient that needs a neurosurgeon, for example, that doctor needs to know who's available for them to see.

What I really am is a Hero Creator.

Often, people look to their physicians as someone who should know everything. That's a lot of pressure on a single human being. What I do helps to take some of the pressure off each physician I work with, so that they're more knowledgeable about the options for their patients, they can refer qualified services that will help their patients feel better, and thus be a hero to their patients.

I provide a valuable service for everyone involved, and I love what I do.

You can do this for your own line of work. Try it.

Ask yourself these questions: What happens as a direct result of your efforts? What benefits result from your work that helps people with what they want or need? And what happens if your job isn't done as effectively as it needs to be?

If you're a stock boy in a grocery store, for example, what happens as a result of your efforts? People can buy the things they want in the places they expect to find them, in plentiful quantities. What happens if some items aren't on the shelf? People don't buy them, the company loses the sale, and the customer may be disappointed enough to shop somewhere else next time.

The way I see it, Mr. Stock Boy, you're a Product Placement Specialist, helping the company to sell as much product as possible by making sure it's where it needs to be at all times. You're also in Customer Satisfaction and Retention, making sure that if it's in the store, the customers will find it, so they'll never have a reason to shop anywhere else.

That sounds a whole lot more important, doesn't it?

Your job hasn't changed. It's the way you look at it that has improved. And because of your new understanding of the impact you have on others, the way you go about it will change as well.

If you're a bank teller, you have a set list of responsibilities and transaction steps to follow. You're supposed to be nice to customers, get along with co-workers, and make sure your cash drawer balances out at the end of the day.

But what are you, really?

Aren't you the face that people put onto the banking experience for most of your customers? Aren't you the one they remember? Won't your attitude and the way you carry yourself reflect directly onto the bank as a whole?

I see you as a Customer Relations and Retention Specialist. Without a great effort from you, people start feeling indifferent about where they do their banking. And then those ads for free checking at Bank X will start to look pretty good, because the customer doesn't feel like they're losing anything by switching.

Once you look at your work as an outcome rather than a series of tasks, you'll look at the work you do much differently.

If more people felt like their efforts at work had serious positive impact on others' lives, job satisfaction would soar, work quality would increase, turnover rates and their associated costs would plummet, and profitability would be at its peak.

Do I have your attention, Mr. Business Owner?

For those in the workforce, here's your homework: Take your occupation, no matter what industry you're in, apply these questions to it, and create your new job title based on your answers. You may see your "job" in an entirely different light.

And if your manager or supervisor needs to see the light, cut this out and bring it to him or her... and be sure to attach your new job title along with it.

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