Ep 126: How to Leave a Legacy in your Career at any Level

The tools you need to bring your brand to life

- Take the time to teach, coach and mentor.
  - When we hear stories of people recounting impactful moments in their careers, they almost always include someone who made a difference in their journey. These are generally moments of authentic transparency and wisdom from experience that come from a genuine desire to help the person be the best they can.
  - When you make emotional impact, not only does it serve the person, it also imprints a way of being and behaving that the person begins to recognize as truth. And what happens when that person takes the opportunity to teach, coach and mentor? It lives on in how they translate their truth to that person. This is how culture develops.
- Set the new standard.
  - The people who leave a legacy don't just see what they do as a transactional job. They see it as a sand box full of opportunity to build and create something new. They have a growth mindset that isn't satisfied with status quo. They want to create new products, features, services, processes, tools that improves the company's ability to do quality work. This becomes the new way people do work.
  - Keep in mind, those who are blazing a trail must be ready for the treacherous conditions, gaining support, acquiring budget, dealing with the doubters. It is not for the weak.
  - The point here is that you can't just do your job and expect to leave a legacy. Legacy leavers are always trying to go beyond the status quo to set the new standard.
- Create culture.
  - This is especially important if you are a leader but anyone can do this at any level just by being intentional with how you show-up. In other words, this can be in a team you lead or the team you are a part of. We all know those people who we work with where we say "Their personality is so infectious. When I am with them, I can't help being positive."
  - This requires you to take a look at your Personal Brand and decide what attributes of your PB you want to instill into your culture. How do you want to be? How do you want to show-up? And in so doing, how do you want people to feel? How do you want THEM to be as a result?
  - Then you need to make sure you show-up consistently in this way. This means in your behaviors AND actions. Your actions being what choices you make in your engagements with others as well as with regards to your business.
  - The most telegraphic example of this is Truitt Cathy and how he established what he calls Christian values into Chick-Fil-A. Go back and listen to our episode with Steve Robinson, the former CMO, to hear more about how this was established. Even to this day, Chick-Fil-A upholds these Ideals. Why? Because the culture has become such an inherent part of the brand.
  - This is big scale, but you can do this on a small scale with your team, your organization, your function, however you want to define it.
- Intentionally plan your succession.
  - This is not just for CEO's and execs, this is for everyone no matter your level. Many believe succession planning is part of a process that is done around them. But in actuality, you can have a very big influence on who takes over after you leave. This holds true even if you are just leaving one role and going to another.
    - Recruit with intention: carefully cultivte your team such that you create a pull of like-minded (through diverse) talent ready to step-in when you step out.
    - Pull people up: As you climb the ladder, bring your successors along with you. Make sure these people get the exposure they need to the right people at the right time.
    - Nominate or provide a list of successors to the hiring manager. Provide your reco for who you think would be the best person to take your role. And then leave a comprehensive transistion plan for them. It is a bonus if you can overlap in the transition.
    - Offer to be part of the recruiting process or provide criteria for the hiring team on what would make a qualified candidate.
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www.forthright-people.com

april@forthright-people.com

anne@forthright-people.com