

2012

The New A-Players

By Rick Lewis



It's 2012, and we are all aware that requirements for the American worker have changed dramatically. The landscape for business has become global, and the workers that are excelling in this economy are employees that can help their organizations compete globally. Maybe you feel that this doesn't apply to your organization. Perhaps you only do business in the United States. That no longer matters. Whoever you are and whatever service or widget your company puts out – you are probably competing with companies that work globally.

How does this affect you? You have to differentiate yourself. You must have constant innovation, always be aware of your competition's offerings, and perpetually move forward. You must set yourself apart from all competitors and you *have to change*. Constantly. Innovation will have to be a part of your core processes from this point forward. Think about it. How many major companies in the last fifteen to twenty years have missed the mark...or disappeared entirely? I can think of at least three without hesitation.

How can your company consistently and continually set itself apart in a knowledge economy? The answer seems simple, but the solution is complex. You must hire employees that will help your organization stand out. Employees that are flexible, able to work effectively in a team environment, open to change, and apt to bring innovative thought to the table are the employees that you need to bring to your team in the future. Once you have acquired this talent, then the real work begins. You will need to support them and retain them.

As the Executive Vice President for Delta Dallas ProTech, I have witnessed the requirement shift for the American worker. Workers today must compete with a high skill level, deep knowledge of their specialty, and possess the ability to reach beyond their core skills to promote overall company objectives. These are the new "A-players." These are the employees that will bring innovation and differentiation to your organization.

It will take a different kind of structure and a fresh style of management to support this kind of worker. In the long run, though, investing in this kind of employee will be worth the effort. Eventually, you will have a team of creative, innovative and skilled individuals that can create solutions that resonate across your organization to reach your clients.



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