



What are employers looking for in their employees? How can you make sure that you are indispensable to your employer?

I work with CFOs and Presidents of companies to help them hire and retain top talent. In my recent conversations with my clients, one theme prevails. Employers are streamlining their processes, making dollars stretch further, and focusing on higher levels of productivity. In this economy, they have to do more with less. Hiring decisions are crucial as positions that were eliminated are now being replaced. **They expect current employees not just to do their jobs and crank out work product, but also to be invested in the goals and mission of the company.**

They aim to do 2 things: 1) retain their top performers and 2) hire key players in new positions. In this post recession economy, there is no shortage of top talent. The market is full of highly educated, talented people who are looking for work. What is harder to find are people who “make it happen”. In 2010, top grading will be a focus for employers — replacing B and C players with A players who are creative, resourceful and committed to making an impact.

As Seth Godin conveys in his book, *Linchpin*, the economy has changed corporate America. We have moved from an industrial age to the digital age. We are in a “contribution economy” where the people behind the business are its equity. There are trends that will mark this digital age. One is businesses built on interchangeable parts and people. The other is businesses searching for those who generate value. They are looking for “Linchpins”. Linchpins are people who are on a quest to find the best that can be done, people who create order from chaos.

In 2010 and for the coming years, it is no longer enough to show up every day, do your job and collect a paycheck. If you are not adding value on a daily basis, then you are on your way to becoming dispensable. Employers are looking for people who will contribute valuable insight and opinions and produce quality work.

For example, a CFO does not look to the Accounting Manager to simply manage the accounting team, handle month end close and prepare financial statements.

Today’s CFO needs an Accounting Manager who will do all of those things while looking at the big picture. The Accounting Manager will need to assess systems and processes, implement improvements, motivate the team, and get the work done more quickly and efficiently.

These expectations will be felt at all levels within organizations. Employers are not looking for people who simply do what they are asked and what is dictated by their job description. Executives are encouraging managers and team leaders to produce more and be more efficient. This gives every employee within the organization the chance to shine.

We all have the chance to take on an extra project, give our opinions on how processes can be refined, or come up with a better way to accomplish daily tasks. We should all resist the urge to check Facebook during the day, tweet about every daily occurrence, and other things that take us away from the task at hand. Instead, we should focus on ways to contribute and produce quality work on time. We should take a true interest in the mission of our company. When you focus on these things as an employee in this economy, you can be sure of one thing. Your efforts will not go unnoticed, but will likely be rewarded. It is crucial that our Employers view us as indispensable.

How can you be indispensable?

1. Sharpen your skills (ex. read, take continuing education courses)
2. Focus on professional development (learn **new** skill-sets, take on new projects)
3. Be invested in your company’s mission
4. Strive to work more efficiently
5. Encourage others. Build morale. Be a team player who contributes quality work and meets deadlines

In summary, employers want you to be invested and give more of who you are. They want you to do your daily job with a focus on excellence. Employees should find creative ways to do things better, more efficiently. In other words, be the “Linchpin” or the glue that holds it all together

Andra Zwick, CPC, CTS
Executive Recruiter
972-788-2300
azwick@deltadallas.com

