



Sometimes while the rest of us are scrambling to make sure we get everything done in a day – we are halted by the observations of sheer genius. Seth Godin is a revelatory *machine*. He is one of the rare individuals who can smell an up-and-coming trend and give us the prophetic nuts and bolts of what is to come and what is already upon us. Like the clever mind-readers of the stage, he takes cues from subtle changes in our corporate facial expressions, makes keen observations about the direction of business . . . and he breaks those semiotic indicators down for the rest of us. I admire him for that. He's a really brave guy.

[Linchpin](#), Mr. Godin's most recent book is no exception. The basic premise of this book is similar to [Purple Cow](#). This time, however, *you* are the product. You must be remarkable, indispensable at your work – or you can be replaced by anyone at any time. The problem, he says, is that we have been conditioned by society to operate as cogs in a wheel – and that paradigm won't cut it in the days to come. Now, Godin says, employers need true creative contributors. They need linchpins.

Are you a linchpin?

A linchpin, in the literal sense, is a pin inserted through the axletree of a wheel in order to keep a wheel on. In other words, a linchpin is a vital piece of an operational puzzle. If you are a linchpin, you are essential to your company. You are creative. You are unique. You are a contributor to the overall mission of your organization, and you are indispensable.

The reality is, for most of our lives we have been taught to put in a day's work for a day's wages, and go on our merry way. We were taught that if we show up and "do the thing", and get paid for "doing the thing" – that we would be safe. As Godin says, "We exchanged genius for stability." Boy, did we.

Well, there's great news. We don't have to do that anymore. This particular time in history has forced employers to search for people who refuse to be automatons. Larger organizations may not be onto this yet, but smaller organizations are starting to hire people who are indispensable . . . and why not? They may not be cheap or easily replaceable – but they make a *difference*.

The good news is that whoever you are, and whatever your role, you are creative. Your creativity may be safely tucked under a mask of mindless cooperation and "yes man" gestures, but it's there, ready to question the status quo and bring forward -thinking change to your organization, your work, and frankly, your personal life. If you give yourself the opportunity to create, you will find that you have contributions unique to you that can only be brought to the table *by you*. It's time to bring those contributions to the forefront.

I could ramble on for days about this book – but I think you should just read it. If you have a pulse, you will find it inspiring. If you find it threatening – read it anyway – and find a good therapist to help you through it. If you take action on what Godin says, be prepared to meet resistance from others – and from your own fear. If you move past all of that garbage, though, the path ahead of you could just be the most satisfying journey of your career.

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