

Branding Your Career Like Apple

Lessons from Steve Jobs' Former Boss



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Prof. Ni is available as a presenter, workshop instructor, course designer, and private coach. For more information, write to commsuccess@nipreston.com, or visit www.nipreston.com.

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Branding Your Career Like Apple (Excerpt)

3. Be selective – what you don't do brands you as much as what you do

"I'm as proud of what we don't do as I am of what we do."

- Steve Jobs

Some professionals never volunteer to be note-takers at meetings. Some refuse to answer non-essential work e-mails. Some do not attend unproductive meetings. Certain top of the line products and services rarely offer discounts. While you may agree or disagree with these strategies, branding-savvy professionals are often highly conscious of projecting what their brand is *not* about. Consider the following, arguable points:

- A. It's more important to be respected than to be liked. There's truth to the saying "nice guys finish last". You want people to take you seriously, and not see you as a softy.
- B. It's more important to set limits and standards than to cheapen your brand. Ways of cheapening one's brand can range from allowing others to waste your time, to making a major concession without strategic payoff. Once your professional brand is cheapened, it's hard to win back the respect.
- C. It's more important to be a producer than a compliant team player. Being an amenable team player is suitable in some situations. However, being a strong producer (with excellent people skills) will ultimately earn you your highest recognitions and promotions. Even when you're part of a team, be sure what you do as a member will bring you due recognition, instead of allowing someone else to shine at your expense. Those who are consistently overshadowed in groups are only contributing to their colleagues' success.

4. Be irreplaceable - brand yourself with a hard-to-substitute niche

"A lot of times, people don't know what they want until you show it to them."

- Steve Jobs

Many years ago in business school, one of my professors told me the following two keys to success in any organization:

There's more to this excerpt!
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