

# Branding Your Career Like Steve Jobs

7 Essential Lessons in Work Success



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## Branding Your Career Like Steve Jobs (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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