CHAPTER 13

Follow-up and Persistence: The Dynamics of Effectively Marketing What You Can Do to Make a Difference in an Organization

Change is a process that really is beyond the domain of a simple descriptive analysis; which is why change is so challenging. The process of moving toward change begins with one’s ability to understand the situation from a holistic perspective in concert with understanding how we internally respond to challenge (Robinson-Easley, 2012, p. 51), which means we should first understand the concept of holistic analyses.

Finding your “niche” can be accomplished, albeit it won’t always be easy. Transitioning to new opportunities requires you working harder than ever before. In 2008, Stern reported how one career coach who worked for an outplacement and job-counseling firm stated that even if you were mid-career, people were getting jobs—they just had to work harder for them (Stern, 2008). Four years after that reported perspective, we still see even in bad job markets, industries, and professions struggling to attract talent. The difference from the “old” days is the now-mandatory competencies and skills required of their talent.

Even if you are looking for interim work while you implement your strategy, you may have to take the skills you learned in a less-productive or shrinking industry and look at how to translate them into a growing one (Stern, 2008) in terms recruiters understand . . . achievable steps
if approached from the correct mindset. Your ability to stay focused on your vision, mission, and strategy is not only critical but also life empowering. Yet, we have to understand that daily there are people and/or situations designed to take us off our path. Your professional as well as personal expectations should never suffer because people are working to move you off the path to which you have committed. There is far too much at stake.

Being proactive is about taking control to make things happen rather than watching things happen, which incorporates you aspiring and striving to bring about change in the environment and/or self to achieve a different future (Parker, Bindl, and Strauss, 2010). Personal initiative has been defined as a constellation of behaviors. From an organizational perspective, these behaviors should be consistent with the organization’s mission. However, from the venue of self, personal initiative also incorporates long-term focus, goal direction, action orientation, persistence in the face of barriers and setbacks, self-starting tendencies, and pro-activeness (Kring, Soose, and Zempel, 1996, p. 38 as cited in Parker, Bindl, and Strauss, 2010).

A key criterion for identifying proactive behavior is when the employee anticipates, plans for, and attempts to create a future outcome that has an impact on the self or environment (Grant and Ashford, 2008, p. 9 as cited in Parker, Bindl, and Strauss, 2010). So what does this really mean? Your visioning and mission processes are critical to your staying focused. “See” the criticality of this new future in your life and believe in it so strongly that under no circumstances will you allow yourself to be moved off the path. Believe in the greatness your Creator has invoked in you. Equally important, you understand that effectively self-regulating “you” is critical when enacting your goals versus being distracted by off-task demands (2010). In other words, never lose site of the relationship between your personal vision and your respective strategic goals. If you fail to accomplish or remodulate those goals (remodulate if necessary because of environmental and/or personal changes), you will not accomplish your vision—which means you ultimately fail YOU!

You also have to understand and follow the sequencing processes necessary to stay on task. More specifically, goal generation, ergo your strategic planning, has to occur before task engagement, otherwise you will get lost in the tasks, thus failing to create an effective road map for action (Chen and Kanfer, 2006 as cited in Parker, Bindl, and Strauss, 2010). It often becomes hard to follow through when we lose site of the reason for the actions. Utilize whatever project management strategies work for you to insure that you stay on task. Personally, I prefer to