

Note: This talk is aimed at a general audience, perhaps as part of a town hall or other regularly scheduled event, and is meant to introduce the topic of working out loud.

Insert any introduction you're comfortable with. I vary mine depending on who's in the audience and how well they know me and my work. After a personal introduction, I'll say something like this:

I describe my job as bringing tools and trends we see on the Internet inside the company, to make work more effective & fulfilling. In doing that, I learned a lot about why people do what they do. And today, I wanted to share something with you that can make you feel better about every day while giving you access to more opportunities. A way to make your own luck. A way that's good for you and good for the firm.

You see...



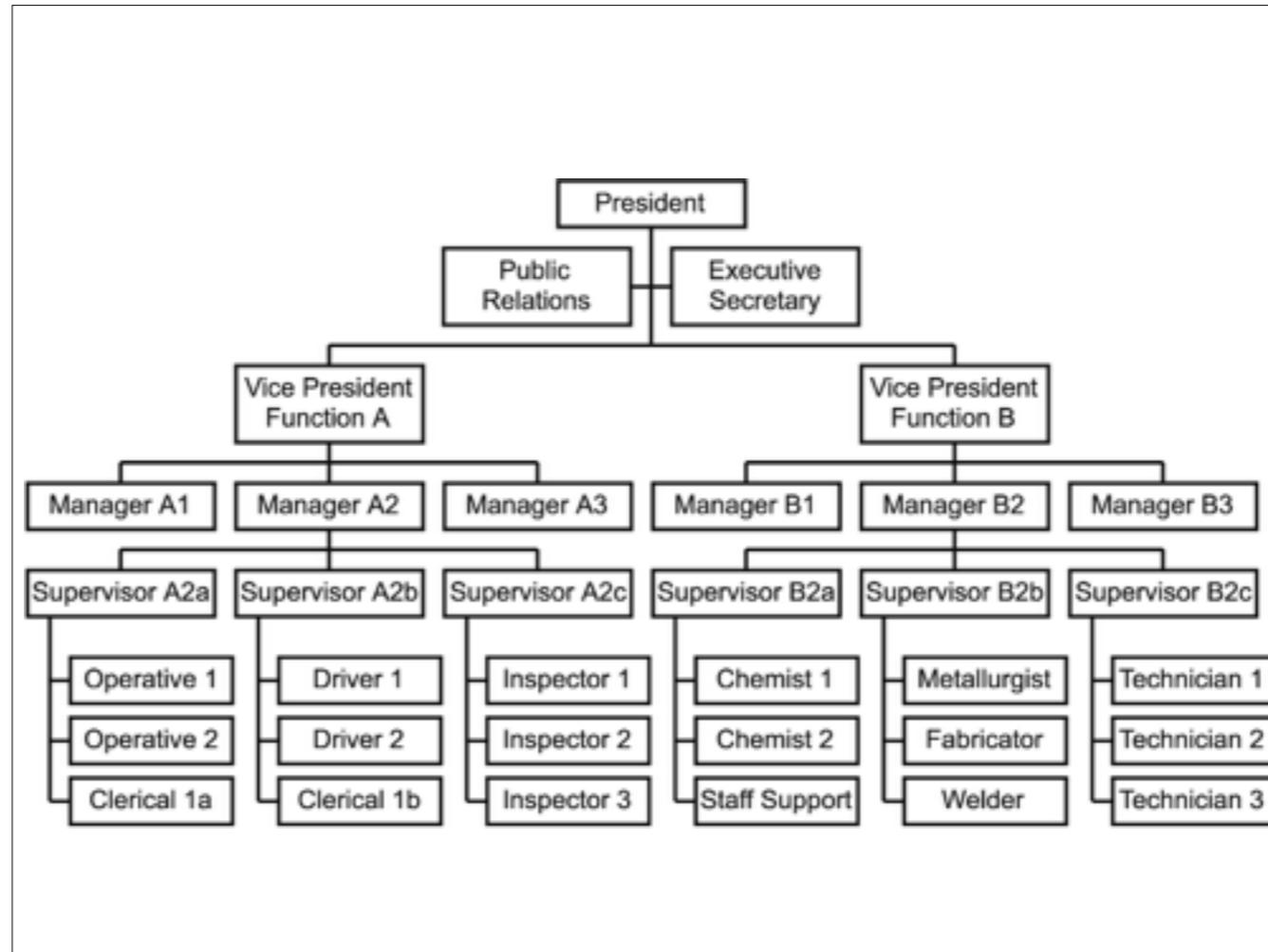
...most of us play a kind of career roulette.

It starts at university. Maybe a certain company was on campus when you had time to visit the career office. Maybe they had an open slot.

Maybe you get assigned a good boss and a good project. Maybe someone on the promotion committee knows you and likes you.

Maybe. Maybe not.

All these external factors shape your career and shape your life.



For example, this is what most of us are used to. And one of the problems with this is that your relationship with the firm is inordinately influenced by a single line. Your access to learning, to opportunities, even what each and every day feels like.

I'm not anti-management or suggesting the hierarchy is going away any time soon. I'm just saying that an awful lot depends on that one line. It's why they say "you don't quit your firm, you quit your manager."

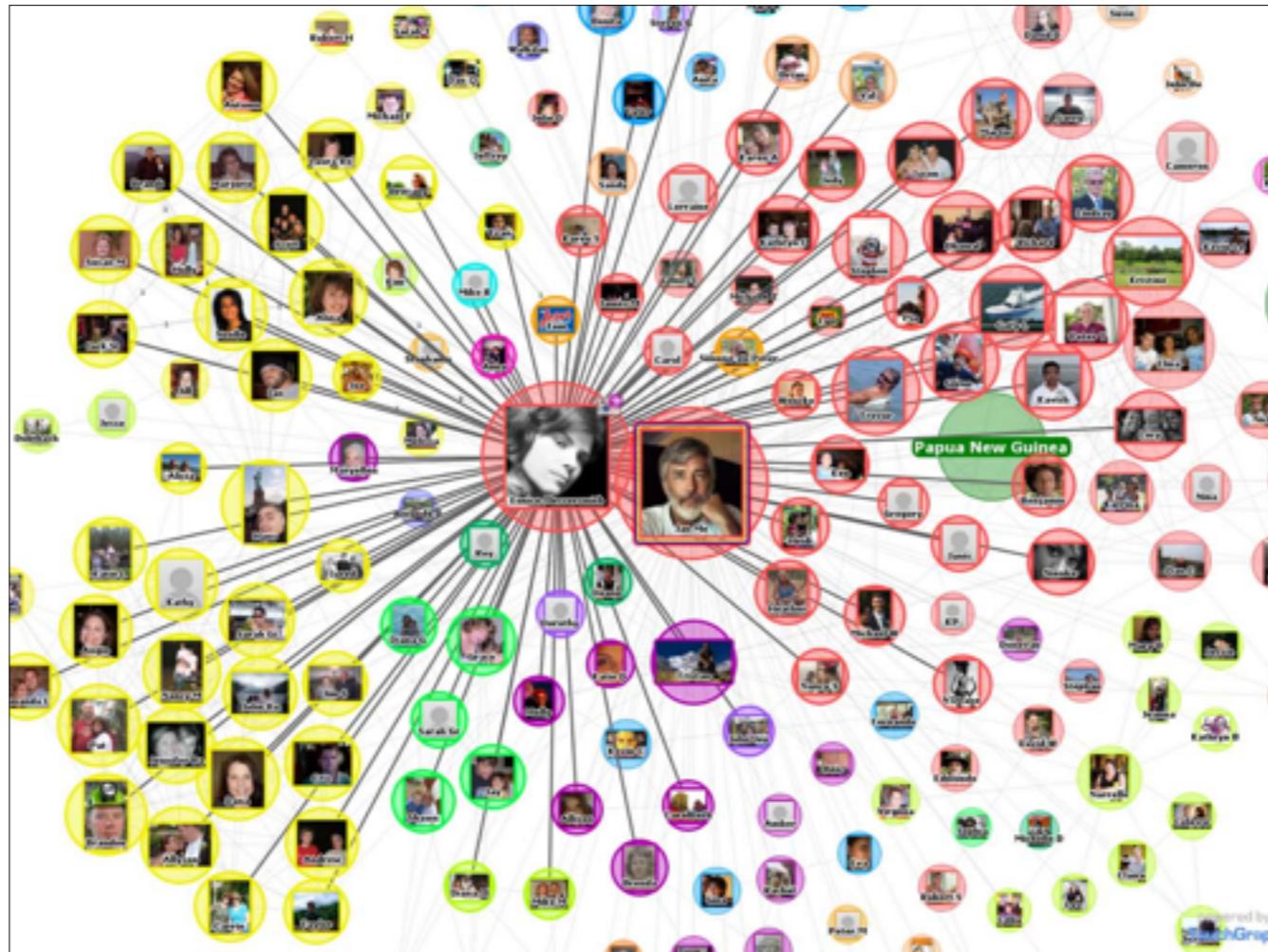
Having so much of your relationship to the firm based on a single line is bad for you and bad for the organization.

**“70% of the workforce
is checked out”**

It's one reason why the Gallup survey, the people who conduct comprehensive employee engagement studies, report that 70% of the workforce is checked out.

**It doesn't have to be
that way.**

But it doesn't have to be that way.



Because what the firm wants you to have - and what you want to have - is a broad, diverse set of connections across the firm.

The bigger and more diverse your network, the greater your access to different kinds of knowledge; the more opportunities you'll see and the greater the chances you can connect with one you'll find fulfilling; the more connected you'll feel every day.

Now, if your particular boss or project isn't <ahem> optimal, you'll be resilient. You'll have a web you can fall back on.

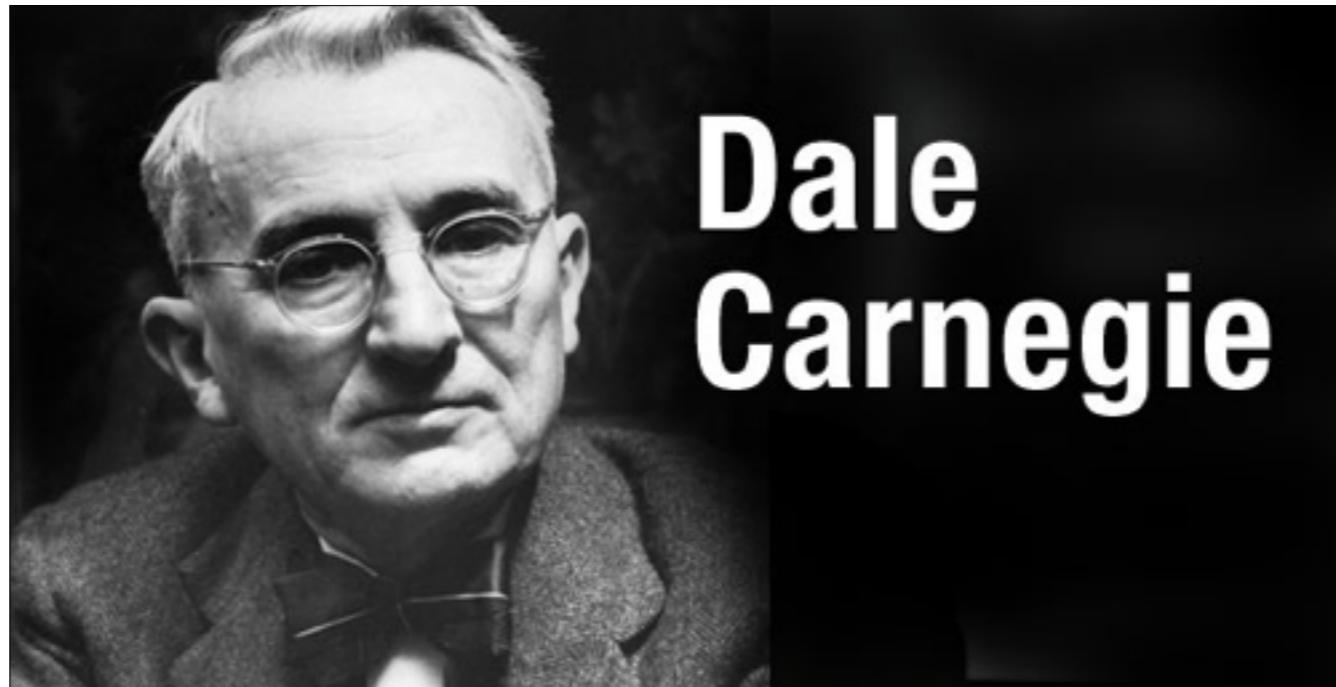
And your organization gets someone who's better-connected, better-informed, more engaged, and who's better able to collaborate and innovate.

Better for you.
Better for the firm.

Building a broad and diverse network is better for you and better for the firm. And the best way to build that network is...

Working Out Loud

Working out loud.



The Internet

In short, you can think of Working Out Loud as “Dale Carnegie meets the Internet.” It combines the conventional wisdom about relationships with the convenience and power of tools and practices we see every day on the Internet.

Elements of Working Out Loud

5

Relationships
Generosity
Visible work
Purposeful discovery
A growth mindset

The core of working out loud, the essence, is relationships. We've known for a long time that the way to access knowledge and opportunity is via other people. And we've also known the way to build and deepen meaningful relationships is through generosity. We understood this even before Dale Carnegie wrote *How to Win Friends & Influence People* in 1936.

Making your work visible isn't mandatory. You can use email and coffee and still build your network. But making your work visible amplifies who you are and what you do; it greatly extends your reach; expands the set of contributions you can make and how you can offer them. If this is about making your own luck, making your work visible greatly increases the odds.

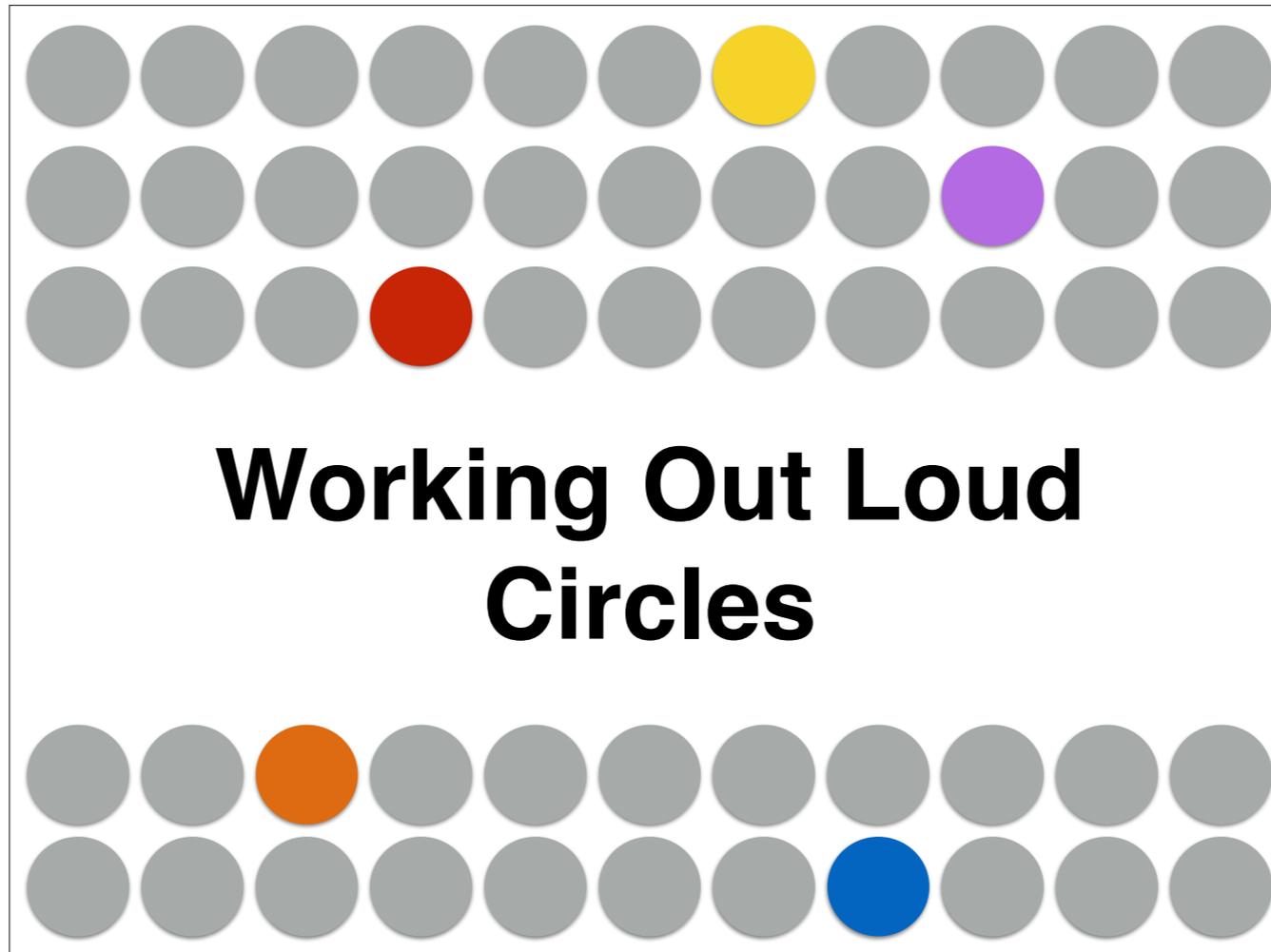
The final two elements are about your approach. Purposeful discovery is about having a goal in mind. Not your One Special Purpose. Perhaps your goal is getting more recognition at work, or getting better at a skill, or simply exploring a new area. You pick a goal that's enough to orient your activities and make them thematic.

Last is a growth mindset. That's a mindset that you're not innately good or bad at something, you're just not good at it yet. That, with effort and practice, you can learn and do almost anything.

**Small steps,
practiced over time,
with feedback
& peer support**

And we see time and time and time again that anyone can build a broad, diverse network. But it's like diet & exercise. The tough part isn't knowing what to do, it's getting started and making it a habit.

And the best way to build a habit is with small steps, practiced over time, with feedback and peer support. To help people do this, we formed...



Working Out Loud circles.

A Working Out Loud circle is a peer support group of 4-5 people in which you pick a goal and build a network of relationships that can help you with that goal.

Groups meet for an hour a week for 12 weeks. By the end of your 12 weeks in a circle, you'll have developed a larger, more diverse network and a set of habits you can apply toward any goal.

“What am I trying to do?”

“Who can help me?”

“How can I contribute to them to deepen our relationships?”

You ask yourself 3 questions.

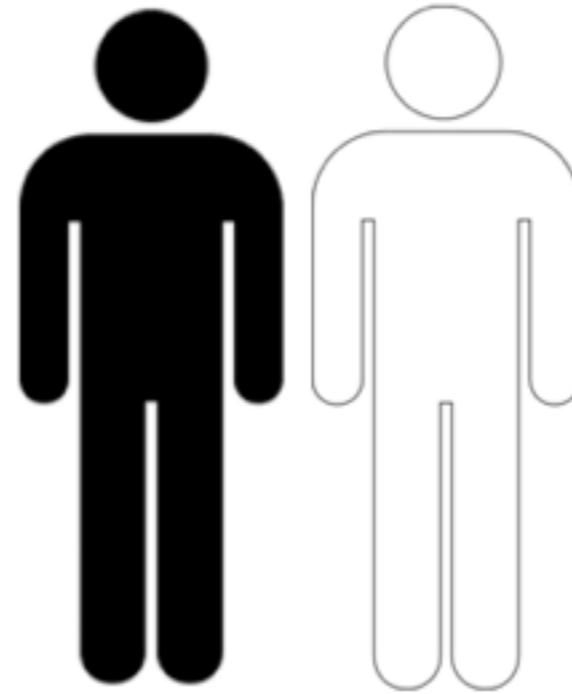
What am I trying to do?

Who can help me?

How can I contribute to them to deepen our relationships?

It's all confidential. You could choose a work-related goal, want to get better at a hobby, or choose some other goal you care about. And it doesn't matter what your performance rating is or your corporate title. All you need is the desire for a little something more out of work or life.

72%
~~50%~~ of the
audience
joins a
WOL circle



When we do these events, over half the audience signs up to form a circle. In a recent event, it was 72% or 180 people.

In an era when it's hard to get someone to respond to an email or click on a link, a huge portion of the audience signs up.

Why? Because they're *hungry* for something. More control over their work and life. To get better at what they do. To feel connected. To have a better shot at enjoying every day and accessing opportunities.

**“After just one WOL Circle meeting,
I was already feeling
more connected with my colleagues and
more encouraged about my career.”**

Note: This is a quote from an Amazon review of *Working Out Loud*.

Here's some public feedback on the process. Even after a single hour of investing in yourself, you can feel more connected and encouraged. A single hour thinking about a goal you care about and who can help you.

**“I honestly feel empowered
to own my success
and not wait for it to come knocking.”**

Note: This is a quote from an Amazon review of Working Out Loud.

Or this. Instead of hoping the roulette ball lands on your number, you're empowered to do something about it.

Join a Working Out Loud circle.

Make work better.

Note: It's important to make the sign-up process as easy and immediate as possible. That means multiple sign-up sheets throughout the room and at the door on the way out. In this shorter talk, I end with "Make work better" as that is a message that appeals to managers as well as all employees. The longer talk is typically aimed at people who are already looking for something more and so I end with "Make your own luck."

The single best thing you can do is form a peer support group.

There are sign-up sheets for Working Out Loud circles throughout the room. Sign up to join one, and make work better. Make your own luck.

Thank you very much.

Note: After Q&A, I'll refer to sign-up sheets again and have them positioned at the exits so people have to pass them on the way out. It's also a good idea to send a follow-up email to attendees, encouraging them yet again to sign up.