

# 8-10-22-Innovative Leadership-Becoming an Irreplaceable Asset

Hey everyone, welcome to another episode of legendary leaders. I am Katrina Jamison, I'm your host, and the founder of legend leaders, where we arm business leaders with the strategies they need to master the one rule and live life on their terms. A legend life? Did you step into your new identity? Did you do your homework? Do you consider yourself an innovative leader at this point? You've been listening to the episodes thus far, you know that last week, we talked about making the mental shift, really shifting the definition that we have had previously, when it comes to innovation, and the ability to classify ourselves as innovative leaders, we did the mental shift. And now we consider ourselves innovative leaders. Because we know that innovation is simply just a little fine tune, it's a little adjustment, it's just taking something around us and making it just a little bit better. That is a true definition of innovation. And once we embrace that definition, we now can call ourselves innovative leaders. And now that we have that in our brains, we can step forward and take action, and really do the next couple of steps that we have laid out here in the next column in the upcoming episodes. Now, before I dive into that, I want to answer a question that I get quite commonly, when I teach innovative leadership. And being an innovative leader, I will inevitably at least once get the question. And I'm just going to call it out here maybe really direct, most people don't ask it this directly. But ultimately what they're getting at is this. They say, why do I care? I'm not part of the strategic team. Right? I'm not the Chief Strategy Officer, I'm not any of those things in my organization. Why do I need to care about innovation? That's a fair question. Well, my challenge and what I've proven through working with countless business owners and leaders, is the fact that we all must be innovative leaders. It's the way that we add value. Now, why do we care about adding value? The bottom line is this, we all must become irreplaceable assets in the marketplace. Now, depending upon your role, the marketplace is going to vary. If you're an employee, the marketplace is the internal customer, the customer that you typically serve as an executive, in a corporation. If you're a business owner, then the marketplace is truly the economic marketplace, right? Where you're trading money for the service or product that you provide right to your customer. But either way, we live in a marketplace. And we have to be an asset in the marketplace, when we're not seen as an asset. We're expendable. And when we're when we're expendable, we don't have security. Now, remember, if you've listened in any of the other trainings that I've done, about the six human needs, one of those needs is certainty, right? Well, what is certainty, certainty is security. It's feeling safe, it's something that I can count on. Well, the majority of us pretty much anyone I've ever met, we as human beings want to live a life of freedom and personal fulfillment. At some point in our lives, we realize that the life we want to live is a balance of achieving, and fulfillment. By the time we figure that out, though, we've typically built this amazing career and we've achieved hugely, I mean, we have this high level of achievement. But then we start to have to build the muscle of personal fulfillment. And the fear sets in that if I shift my eyes away from focusing on my career, I'm not going to be able to really and truly create the life of personal fulfillment, because I'm going to be worried. And then I can't shift my eyes away from my career, because I can't lose that I've worked too hard for it. My family depends on it. The lifestyle that I've created depends on it. And there's

a personal pride point as well, right, this life that I've created, I want to keep it I want my achievement and mock fulfillment. Well, how do you get both? Well, you have to have career security. How do you get career security, you become an irreplaceable asset. How do you become an irreplaceable asset, you add daily value. And there's a handful of things that you do on a regular basis to add daily value. Being an innovative leader is one of those things. That is why you must be an innovative leader. Now let's take it a step further. Why does that make you valuable to the company? Why do companies value innovation? And how does this one thing in combination with some others, make you an irreplaceable asset and give you career security and success? How does that work? What does that look like? Well,

the company needs you to look at Markets, economies, look at the new tools and resources that are being created out there, look at the industry that you're in, look at the changes that are happening with the customers that you serve. And they need you to take that knowledge that you are and through the information you already have in your brain, the lens that you already use, whether it's a marketing or finance, operations, strategy, HR doesn't matter. Your goal was to take the knowledge that you learn about the marketplace. And use it to innovate, use that knowledge that you gain the knowledge and experience that you already have. Combine it in a way that only you can do and make the business better make the way that you serve the internal customer better make the product better the overall service that you serve out into the external marketplace better. Companies need that when we innovate. As an organization, we either become or stay the leader in that part of the world in that industry. Why? Because if we're looking at the customer constantly, and we're constantly engaging with that customer, the customer that that hands us money, okay? Well, we're talking with them. And we're saying, Tell us what you need. Tell us how you need it, tell us how often you need it. And we just simply do what they ask. And we're a couple of steps ahead, we can hear what they're saying, we're like, oh, you need this today. But tomorrow, you're gonna need these three or four things, you just don't see it yet. But because I know you so well, I know, that's what you're gonna want. And I know the economy shifting, because I see that because I'm studying and I'm aware. And I see these new tools coming out from a technology perspective. And I'm gonna take all this information, and I'm gonna do what I do best, I'm gonna take my team and what I'm responsible for, and I'm going to use all this information, I'm going to innovate, I'm going to take what we do, and we're raise the bar just a little bit. Because when I raise the bar just a little bit, it's going to help the rest of the company, deliver and exceed those customers expectations. Innovation helps you stay ahead of your competitor, and helps you deliver and just exceed the expectation of your customer, which is amazing. And, and we just constantly give to our customers in a way that like oh my gosh, I have to go purchase from this company, they're the only one that I will ever purchase from, you know, we talked last week about the fact that innovation isn't the creation of something brand new. It really isn't. But one of the individuals that I constantly think of as Steve Jobs. Now, we don't have to be Steve Jobs. Don't worry about that. We already know that. That's the case. But when you think about Steve Jobs, and I think about Steve Jobs, I think about his second time around at Apple, where he came up with these amazing tool like it blew your mind, it was so innovative and fun. And you couldn't say no to those things. Now, I'm not saying again, that you have to create the iPod or the iPad, or the iPhone, right, you have to be involved in that level of innovation. But realize too, that when you raise the bar just a little bit and whatever portion of the business you're responsible for, or whatever marketplace you serve, the customer is going to be equally as excited. Because you solve a problem for your customer, whomever you serve, you solve a problem for them. That's why you exist. And when you solve that problem just a little bit better. They want to work with

you that much more. That is why that makes you an irreplaceable asset. And that is why innovation is so valuable to companies. It gives them the edge, it keeps them on the forefront, it keeps them from becoming stagnant. It helps them thrive, not just survive. And you actively, regularly innovating helps the organization stay on the forefront stay with that extra edge,

you helped create that. That's why it's so important. So this week, you have an action, a challenge, a little bit of homework, what I want you to do is I want you to look around the organization that you work for, if you're an employee, look at the company that you work for, and really, truly assess, why does this company need innovation? What is it that we do, that we that we provide the individuals that we serve? What is it that therefore we must stay on the edge? Right? We've got to continue to lead in the industry. Why does that company need it? If it's the company that you own? You already know the answer, you've got to stay in front, you've got to keep your customers happy. You got to keep them coming back. So that's why you need it. But understand exactly why the customers need you understand the marketplace a little bit more. So again, why does the organization need innovation? And then what does that innovation look like in your role? What does innovation look like? For you just observe, journal a little bit, write down some answers. That's your challenge.

Why does your organization need it? And what does innovation look like from you? Right? Awesome. Go have an amazing week and as always go and be legendary.