

## Why 'Doers' Come Last

By Rebecca Wells

In this world, there are **Doers** and there are **Strategists**.

The **Doers** are obsessed with doing the best possible job they can. They seek perfection in much of what they do. They stay late at work. They arrive early. They miss lunch breaks.

**Doers** are the absolute foundation of business: we need **Doers** to make things happen. To iron out the details. To ensure deadlines are met.

The fact is most companies are full of **Doers**. And that is imperative because without them, nothing would (quite obviously) get done.

But there's a hitch.

**Doers** are *not* the people who *run* companies. They are *not* the visionaries who *build* companies. They are, quite simply, *not* the people who achieve their full potential and excel up the career ladder.

Let me share a story. Donna is a manager who works very hard. She is diligent and highly organised. She has files documenting every project she is working on and is proud of her organised desktop and inbox. Donna gets to work an hour early every day to apply some focus and structure; knowing she'll be in back-to-back meetings from 9am until 6pm this is the only way she can stay on top of things. Concerned that she is the only person who can 'get things done' to the 'right standard' Donna shies away from delegating, believing if she just does it herself it will get done more quickly.

Susan is different. Every month she sits down and reviews her career plan. She considers where she wants to be in 6 months time and questions whether she is on track. Susan has a deliberate approach to building relationships with people around her and every decision she makes falls out of her bigger plan. At work Susan delegates a great deal of her work and gets things done so that she can make space for more thinking time and move onto the next big thing.

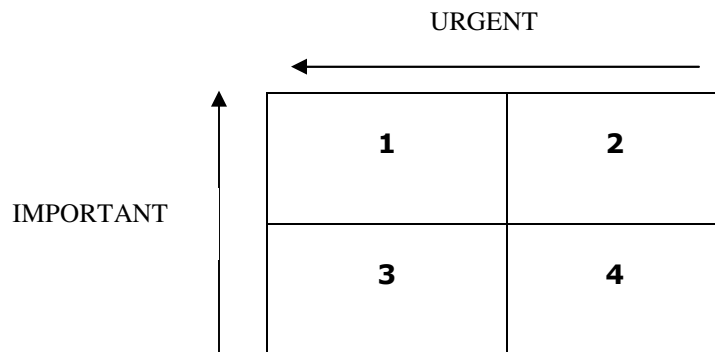
Donna is a **Doer** who, although highly diligent, stays still.

Susan is a **Strategist** who, knows what's important to get ahead and does everything she can to get there.

It's not to say there is anything wrong with being a **Doer**; far from it.

But... if you want to take your career to the next level it is vital that you invest serious time to plan where you want your career to go and ask yourself hard and honest questions about your progress as you move forwards.

Stephen Covey, the world-reknowned author of the outstanding book, '**7 Habits of Highly Successful People**', talks about the quadrants below:



What Donna (and other **Doers**) do very well are Quadrant 1, 3 and 4 activities. She gets bogged down doing urgent tasks – whether important or not – and then has to seek some respite by indulging in mindless jobs, like clearing out her 'spam' box (classic Quadrant 4 tasks).

Susan (and the few other **Strategists**) spends a great deal of her time in Quadrant 2. These are important but *non*-urgent tasks such as thinking and planning. She considers what she wants in her short and longer term future and decides on the steps required to get her there, rather than being wholly focused on the 'now'.

## If you want to learn to become more of a Strategist, here are some tips to help:

1. Take a good half day off to think purely about what you want from your life and career in the next 6-12 months. Here are some questions to help:
  - a) Where do I want to be in 12 months time?
  - b) Who do I know who can help me get there?
  - c) What knowledge or skills do I need to acquire?
  - d) What new activities do I need to get involved in (networking; socialising at work; etc)
  - e) Who needs to know about me and the value I am adding to the company?
  - f) How can I let them know, in a way that I am comfortable with?
  
2. Get into the habit of investing *at least* 2 hours a week into thinking much more about where you are currently and where you want to get to.
  
3. With daily activities ask yourself how much of it you can delegate. If you can delegate, do it!
  
4. Avoid perfectionism in your work. It wastes time... time you could much better invest in your planning activities.

## About The Author – Rebecca Wells



Rebecca Wells is a Career Coach and Strategist passionate about arming her clients with practical tools and strategies to help them lead their most fulfilling lives and careers.

Her specialties lie in the areas of 'self-promotion in the workplace' and 'strategic career advancement'.

She is a Certified Personal and Corporate Coach and NLP Master Practitioner and has been coaching since 2005.

Prior to establishing Clear Horizon Coaching, Rebecca worked for many years in London's advertising industry, as an Account Director managing global and regional Marketing Directors and projects for the likes of HSBC; Cadbury Schweppes; Kimberley Clark; and Pfizer and is fully aware of the stresses, strains and satisfaction associated with getting ahead in the corporate world.

## Clear Horizon Coaching

The Clear Horizon Coaching team runs workshops and executive coaching on a selection of topics including:

- How to Raise Your Profile in the Workplace To Get Ahead
- Building Presence: Effective Meeting & Presenting Skills
- The Vital Steps to Success: 12 Strategies To Elevate Your Career This Year

We also offer 1-1 private coaching to individuals looking to raise their profiles in the workplace; gain promotions and pay rises; and move into more fulfilling roles.

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