

# Developing Your Value-Added Brand

“STOP Sabotaging Your Career: 8 Proven Strategies to SUCCEED – in Spite of Yourself”  
by Lois P. Frankel, PhD

---

## Common Complaints About People Perceived as Not Adding Value To Their Organizations:

1. Works to rule
2. Not a self-starter
3. Resistant to new ideas
4. Not a team player
5. Lacks enthusiasm
6. Uncooperative
7. Unmotivated
8. Bad attitude
9. Unpredictable

## Tips for Developing a Value-Added Brand and Can-Do Attitude

1. Develop Self-Confidence
2. Create Win-Win Situations
3. Deliver What You Promise – And More
4. Anticipate Requirements
5. Offer Help Freely – Don't Wait to Be Asked
6. Always Offer a Solution or Request Assistance in Finding a Solution
7. Do What You Love – Not Only What You're Good At

## Coaching Tips to Develop a Value-Added Brand

- Think about your role in and contribution to your organization broadly instead of limiting yourself to a job description or title.
- Never miss a deadline – and when it's possible to do so without sacrificing quality, beat it.
- Replace resistance with creative problem solving.
- Always accompany a complaint with a proposed solution or a request for assistance with finding a solution.
- Actively search for ways to better serve the customer or client.
- Volunteer for unusual or nonroutine assignments.
- Return all phone calls and emails, regardless of whom they are from, in a timely manner.
- Respond to requests with a time frame for completion.
- Realistically assess what you can or can't do, and don't promise more than you can deliver.
- Strive to create win-win situations.