

Job Crafting

To be successful personally or professionally, everyone needs to have a good strategy coupled with execution. A good strategy helps in building sustainable competitive advantage by leveraging strengths and opportunities which are emerging as well as overcoming weaknesses and gearing up to meet the threats. Very few people can clearly articulate the strategy. There are different approaches for developing strategy, where the framework for development of strategy belongs to various schools of thought propounded by different management gurus.

Top 3 questions for different schools of strategy are given below:

Classic Strategic Planning School:-

- What is your goal?
- What is your plan to reach the goal?
- Is your strategy flexible enough to act upon the emerging opportunities/risks?

The Learning Organization:-

- Is everyone in the team working together?
- Are there right people at right roles?
- How do we replicate successes?

Competitive Strategy:-

- Have we done analysis of the economic situation of the industry?
- Have we analyzed the position of competitors in the entire value chain?
- How do we increase our Sustainable Competitive Advantage?

All the above questions have some commonality. In simple words,

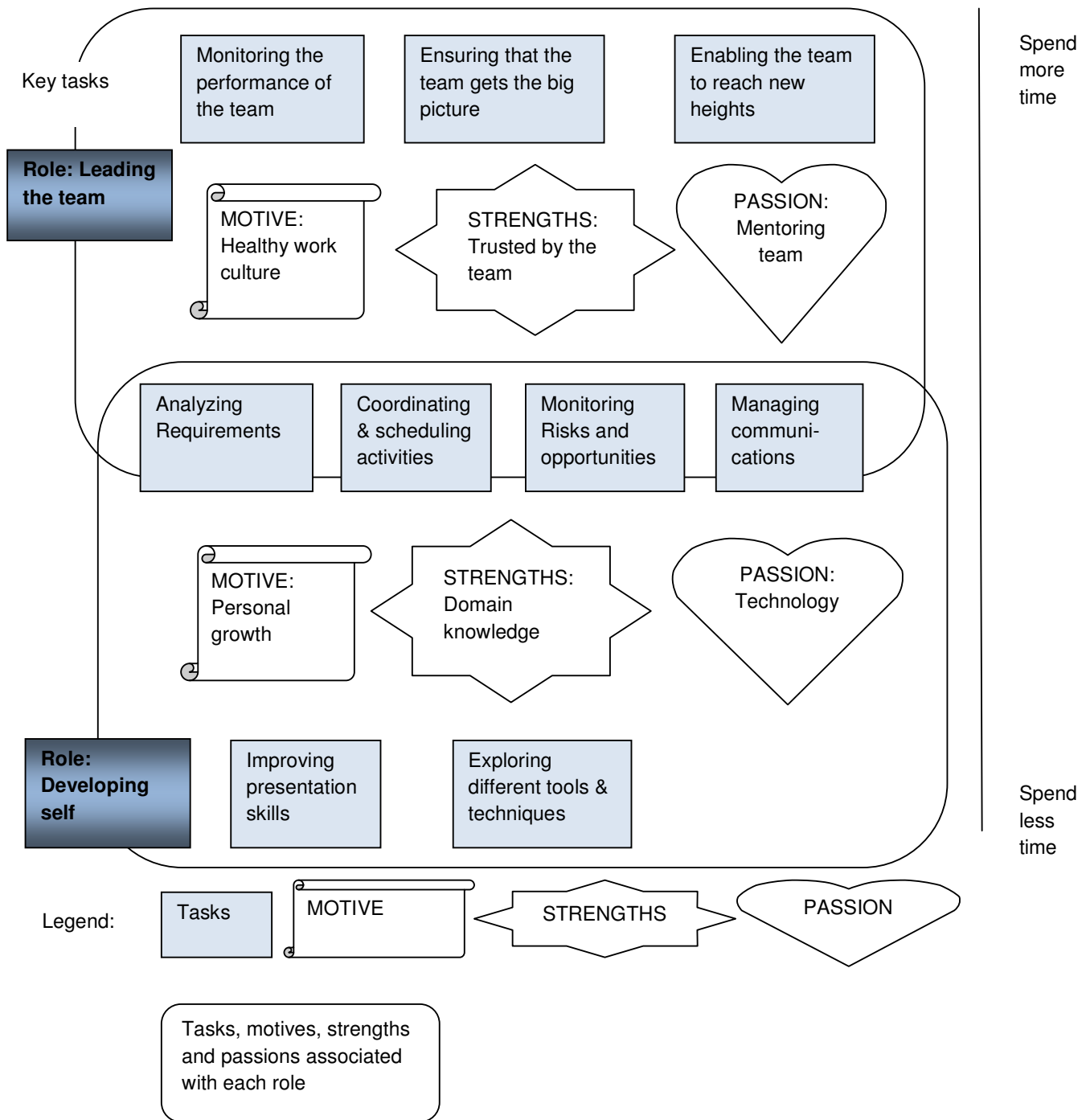
- Identify what works well
- Identify what further value additions can be done easily
- Leverage on what works well

Good strategy requires efficient execution. This also requires alignment of resources. How you spend your time gives an idea about how efficient you are in your planning and how you are avoiding situations of fire fighting and minimizing time spent on non-productive activities.

In the article 'Managing Yourself: Turn the job you have into the job you want' which was published in Harvard Business Review June 2010, Amy Wrzesniewski suggests to use technique of Job Crafting.

Job crafting can be a powerful tool for reengineering and reimagining your work life. It involves redefining your job to incorporate your motives, strengths and passions.

This exercise prompts you to visualize the job, map its elements, and reorganize them to better suit you.



In this way, you can put personal touches on how you see and do your job, and you'll gain a greater sense of control at work - which is especially critical at a time when you're probably working longer and harder and expecting to retire later.

This exercise involves assessing and then altering one or more of the following core aspects of work: Tasks, relationships, perceptions.

To win support for your job crafting, focus on creating value for others, building trust, and identifying people who will accommodate you.