

LINCHPIN

Are You Indispensable?



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Linchpin - Are You Indispensable?



THE NEW WORLD OF WORK

BECOMING A LINCHPIN

THE ARTIST

THE RESISTANCE

MAKING THE CHOICE

THE CULTURE OF CONNECTION



The New World of Work



INDOCTRINATION

- Do not internalize the industrial model. You are not one of the myriad of interchangeable pieces, but a unique human being.
- For our entire lives, the push has been to produce, to conform, and to consume.
- In the factory era, the goal was to have the highest percentage of easily replaceable labors (PEARL). If you can easily replace all of your workers, you can pay them less. The less you pay them, the more money you make.
- Having a factory job is not the natural state. We have been culturally brainwashed to believe that accepting the hierarchy and the lack of responsibility that comes with a factory job is the one way, the only way, and the best way.
- The sign in front of your local public school could say: “We train the factory workers of tomorrow, our graduates are very good at following instructions, and we teach the power of consumption as an aid for social approval.”
- What if it said: “We teach people to take initiative and become remarkable artists to question the status quo and interact with transparency, and our graduates understand that consumption is not the answer to social problems.”

THE FUTURE

- What the boss really wants is someone who changes everything, someone who makes dreams come true, someone who can see the reality of today and make a better tomorrow. If he can't have that, he will settle for a cheap drone.
- We have reached the end of attendance-based compensation. People are being paid for their ability to make a difference not merely show up.
- A genius looks at something that others are stuck on and gets the world unstuck.
- The only way to get what you are worth is to stand out, to exert emotional labor, to be seen as indispensable, and to produce interactions that organizations and people care deeply about.

Becoming a Linchpin



BE INDISPENSABLE

- A linchpin is an unassuming piece of hardware, it's not glamorous but it's essential. It holds the wheel on the wagon. Without the linchpin, the thing falls apart.
- Every organization needs a linchpin: the one person who can bring it together and make a difference.
- The indispensable employee brings humanity and connection and art to the organization. They are the key player. The one who is difficult to live without. The person you can build something around.
- If you give your boss a gift of art, insight, initiative, or connection they are less likely to shop around every day to replace the commodity work you do because the work you do is not a commodity.
- Linchpins are so valuable during times of complexity because they make their own map and invent, allowing the organization to navigate much more quickly than it ever could if it had to wait for the paralyzed crowd to figure out what to do next.

SEVEN ABILITIES OF A LINCHPIN

1. Providing a unique interface between members of the organization
2. Delivering unique creativity
3. Managing a situation or organization of great complexity.
4. Leading customers
5. Inspiring staff
6. Providing deep domain knowledge
7. Possessing a unique talent



The Artist



WOULD VAN GOUGH BE A PAINTER TODAY??

- Art is about intent and communication, not the medium you work in. An artist is someone who uses bravery, insight, creativity, and boldness to challenge the status quo.
- It is art when a great customer service person uses a conversation to convert an angry person into a raving fan.
- Art is a personal gift that changes the recipient. The more you change people the more effective your art is.
- Art is not craft except in that the craft helps deliver the change.
- Technical skills might be helpful in making art, but it's certainly not required. If no one experiences it there can be no change. Without change there is no art.
- The chef: new way of cooking, new dish, is a prize, joy, pleasure for the person created for vs following a guide.
- Art must be a gift. It cannot be made solely to receive money. That is work, not art.
- The passion isn't in making money. It's in making a difference. Solving a problem. Creating a change that will help people.
- Art is a human connection that causes one to change their mind. The art of interaction.
- Art is the product of labor. The emotional labor of doing something difficult.
- Art is the ability to change things and people with your work, to see things as they are and then create stories, images, and interactions that change the marketplace.
- Art is the intentional act of love using your humanity to create a change in another person.
- Lots of people can lift; a few people can sell; almost no one creates and invents.



The Resistance



DISCOMFORT BRINGS ENGAGEMENT AND CHANGE

- The road to comfort is crowded and it rarely gets you there. Those who seek out discomfort are the ones make a difference and find their footing.
- When our responses turn into reactions and we set out to teach people a lesson, we lose. We lose because the act of teaching someone a lesson rarely succeeds at changing them and always fails at making our day better or making our work more useful.
- How we respond to the challenges and opportunities of the outside world now determines how much the outside world values us.
- Discerning the difference between feedback that helps and criticism that degrades, takes time but is key to improving and spreading your art.

THE LIZARD BRAIN

- Anxiety is practicing failure in advance. It is needless and imaginary. It is fear about fear. It does not keep you safe, it keeps you from doing great things.
- Nobody wants to be around people who are in a constant state of fear and pain.
- A timid trapeze artist is a dead trapeze artist.
- You could spend your time on stage trying to please the heckler in the back or you can devote it to the audience that came to hear you perform.
- A well-defined back up plan is sabotage waiting to happen. Why push through the dip? Why take the risk? Why try at all? When there is a comfortable alternative instead. A plan-B becomes plan-A.



Making the Choice



THERE IS NO MAP

- Stop complying with the system and start drawing your own map. Stop settling for what's good enough and start creating art that matters. Stop asking what's in it for you and start giving gifts that change people. Then and only then will you achieve your potential.
- Train people how to live without a map. It is far better to have a team that figures out what to do instead.
- Linchpins embrace the lack of structure and find a new path.
- One way to discipline yourself to become creative is to generate bad ideas. The worse, the better, and do it a lot. You'll discover that some good ideas slip through.

LINCHPINS ARE THE DRIVING FORCE OF OUR FUTURES

- If every corporation, in every country in the world, people are waiting to be told what to do. We give up our freedoms and responsibilities in exchange for the certainty that comes from being told what to do.
- You must become indispensable to thrive in the new economy. The best ways to do that are to be remarkable, insightful, an artist, a gift giver, to lead, and not become a cog in a giant system.
- The greatest shortage in our society is an instinct to produce, to create solutions. This is what a Linchpin does.
- No one has a transparent view of the world. We all carry around a personal lens with our world view, experiences, biases and expectations that color the way we perceive the world.
- Abandoning your world view, in order to try on someone else's, is the first step in being able to see things as they are.
- Transferring your passion to your job is far easier than finding a job that happens to match your passion.

The Culture of Connection



IT'S NOT WHAT YOU ARE BORN WITH, IT'S WHAT YOU DO

- When you develop the habit of contributing, your coworkers become more open, your boss more flexible, and your customers more loyal.
- If you accept that human beings are difficult to change and embrace (rather than curse) uniqueness that everyone brings to the table, you navigate the world with more bliss and effectiveness and make better decisions.
- It is the investment that you make in your interactions that will pay the greatest reward.
- The result of getting back in touch with our pre-commercial selves will create a post-commercial world that feeds us, enriches us, and gives us the stability that we have been seeking for so long.
- The most successful people in the world are the those who don't do it for the money.

GIVING

- The people you work with won't change if you don't believe. The communication of enthusiasm, connection, and leadership starts with the gift you give, not with manipulation.
- Gifts signal the world that we have plenty more to share.
- "The gift is to the giver and always comes back to him." - Walt Whitman
- Art is scarce. Scarcity creates value. Gifts make tribes stronger. Generous artists aren't easily replaceable.
- The more you have in your cup the more people will want to drink.
- As you give more and more, the list of people willing to pay you for your work always grows.
- Three ways people view gifts: 1) Give me a gift! 2) Here's a gift, now you owe me. 3) Here's a gift. I love you.
- The individual in the organization that collects, connects, and nurtures relationships is indispensable.