

THE SURVIVAL CODE

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INTRODUCTION

Life can be tough. And sometimes it can feel as if you're out there alone.

The Survival Code should help you make some sense of the daily jungle and assist you in navigating your way through.

Take what you want, use it and check to see that it's working for you.

Enjoy.

YOU

Know yourself well.

It's possible to pretend in your head
but you'll not fool yourself for long.
And rarely others.

Know how you are seen and why.

Decide if you are happy about that.
If not, do something about it.

Always be honest with yourself.

But don't share everything with others. Your closest friends today may be your bitterest foes tomorrow.

YOU

Know your shareholders.

Who invests in your reputation and why? Keep your shareholders on board. And check your market price regularly.

Manage defining moments.

Learn to shake hands well, listen when others speak and add value. Understand the key ways and crucial moments others use to judge success. Never rush in unprepared.

And if everything fails...

Know how to complete this sentence but make sure that doing so doesn't rely on many favours.

OFFICE POLITICS

Know whose opinion matters and stay close to them.

Ensure that they think well of you.

Remember the little things.

People will read a lot from the detail in your actions. Leaving a dirty coffee cup will speak volumes. Or always walking in late.

OFFICE POLITICS

Never comment on rumour.

Comment amounts to confirmation in many people's eyes. And your comment will become usable text.

OFFICE POLITICS

Create synergies.

Look for ways of adding value to your colleagues' work. Pass on credit and talk up enemies.

Invest in people cautiously.

People will judge you as much by your personal investments as they will by your actions.

OFFICE POLITICS

Understand the futures market.

Tomorrow's leaders are in today's offices. Know how they think, what they want and how they'll get it.

MEETINGS

Learn meeting behaviour

by watching strong performers.
Learn how to get and keep
attention.

Sit opposite the Chair -

eye contact makes it easier to grab
air space. And read the sense of the
meeting through other people's
behaviour.

MEETINGS

Know distraction vocabulary -
strategically located chocolate
biscuits can smooth the path to
quick decisions.

MEETINGS

Pre-sell your ideas -

get people on board before the meeting and use their nods to create consensus.

Know why people say no.

Understand objections to your ideas and build compromises into what you present.

MEETINGS

Understand gains and losses.

Know why people are at the meeting, what they will gain and what they think they could lose.

MORE THAN WORDS

Understand and be able to speak in jargon if required.

The ability to move with ease around different ways of speaking will help you greatly. Your ability to *talk the talk* will be a key indicator of your perceived ability.

MORE THAN WORDS

Listen intently -

others' words are important to them. Hear them and use them. It builds rapport.

Remember outcomes -

words are a means to an end. Choose words that help you to create results.

MORE THAN WORDS

Learn to package -

attention is life's most precious commodity. Shape your communication to get and keep attention. But know when to let go.

Anticipate trends.

Think about where tomorrow's language will come from and learn it now.

HOW YOU SEEM TO OTHERS

Keep your CV fluid.

See it as a series of assets that can be managed and shaped to meet the job specification of the post you're aiming for.

HOW YOU SEEM TO OTHERS

Stay in touch with success.

Talk to people who are achieving success and look for lessons to learn.

Set personal goals -

and write them down. Work systematically towards them. Be opportunistic if you see a quick route but otherwise remember that achievement is usually a long hard slog.

HOW YOU SEEM TO OTHERS

Keep reality in the room.

Don't allow your ambitions to be shaped by unachievable dreams. Dreams without time, will, energy, drive, resolve and resources are hardly worth having.

HOW YOU SEEM TO OTHERS

Define yourself by your intellectual assets rather than by your job.

It will help you to remain flexible and to keep in mind the fact that assets left untended will lose value.

PERSONAL SURVIVAL

Know your enemies.

Think about and anticipate where and how they might attack you.

Know where you are weak.

Put your weaknesses in context and ensure that they are easily overshadowed by your strengths.

PERSONAL SURVIVAL

Remember the first rule of skeletons.

Always know what's in *your* cupboard.

Trust with care.

Today's passing remark may be tomorrow's talking point.

Know when to put up a fight.

As Sun Tzu puts it, the best battles are those you don't have to fight.

PERSONAL SURVIVAL

Remember that life often boils down to anecdote.

Think about which anecdotes you appear in and what that says about you. Lots of people pass through life without comment or remark.

PERSONAL SURVIVAL

Know the people who shape the way others see things.

Get close to them. Understand what they need and want.

Before you do battle think about the impact it will have on your reputation shareholders.

Support can quickly ebb away if you become an embarrassment.

PERSONAL IMPACT

Confidence is critical.

We all smell fear and turn on it like pack animals. But the *appearance* of confidence *is* confidence to most of us.

Know what impact you have on people.

Select and develop the traits that deliver the impact you want to have.

PERSONAL IMPACT

Remember that everyone who walks into a room full of new people feels the same.

Most people will be uneasy. Provided you know that your feelings don't show, they won't.

Don't wait for others to define you.

Decide yourself and make your actions say everything that needs to be said.

WAYS OF WORKING

Learn to add value to others' lives by the moment.

One comment can shift someone else's thinking light years. Look back on each day and think of the difference you've made.

WAYS OF WORKING

Invest in others' success.

Don't look for immediate payback.
Work over a longer term to help
others realize their goals.

Never take the credit for success.

It's enough to know the outcomes
you've created. Passed on credit will
create value for other people.

WAYS OF WORKING

Manage your downtime.

Think about how each minute can be used to take you closer to your goals. You will increase your daily yield if you learn to use every spare minute. Never forget - you can't buy more time.

Learn to speed-write.

Set yourself targets for increasing your output. Use this to clip time out for use elsewhere.

GROWING YOURSELF

Look for personal development opportunities in all areas of activity.

Dealing with queue jumpers at the supermarket will give you the chance to try out persuasion and conflict management skills.

Put yourself in the discomfort zone.

Examine yourself dispassionately and look for ways to deal with things you don't like.

GROWING YOURSELF

Savour awkward moments.

Work on handling embarrassment and managing unease. It'll give you a valuable edge.

WORK

Know what excellence looks like.

Develop your own brand of excellence and make sure that everything you produce meets your own standard.

Remember that you may produce excellent results for years

but you can still be condemned on the strength of a single mistake.

Watch out for hostages to fortune.

Try not to hitch your fate to things
over which you have no control.

WORK

Find enjoyment in work.

If you hate it, leave. The mortgage is too high a price to pay for a wasted life.

People will remember you for what you have done for *them*.

Unless you explicitly deliver for others, years of long hours and stressed nights will amount to little.

reputation

what people say about you matters