



Marketing is About Who You Have On Staff

Who would you layoff?

Person #1

A person who is a cultural fit and will get along well with your current employees. He is considered “nice” and will do good work for the organization. However, he is not remarkable and doesn’t bring anything special to the table. He will be able to work well within the organization and will deliver for years to come.

Person #2

A person who is not necessarily a cultural fit because he clashes with some people in the organization. He is considered a “nice” person and will do good work for the organization. However, he is also seen as a “cowboy” and likes to try new things. He doesn’t like to be on projects although will do them to appease the company. He is a leader in the community and frequently gives presentations to thousands of people all around North America.

Most people when reading this will say, “I can see some of the downsides with person 2 but with all that he brings to the table I will definitely keep him.” Although, when put into practice most organizations will probably hire person 1 and may even lay off person 2. Why? Because most organizations don’t like to upset the apple cart by bringing someone on board who will challenge the status quo. Most organizations won’t recognize the benefits of person 2 and will probably let them go first. Why? Because a human resources professional will make the decision not a marketer. They don’t understand the benefits of someone like person 2. They want to play it safe and they don’t want to upset the apple cart.

While many people will say that they want to build these leaders, it’s often hard to do. Candidate such as person 2 often aren’t molded by the organization they work with. They are built through their own passion and drive. The only thing an organization can do is nurture and support them. Otherwise this person will most likely leave because they are far too valuable to the marketplace OR they will do their own thing apart from the organization and use their time with the company only as a job to pay the bills. What a shame.

As an emotional marketing professional it’s important to always be on the lookout for leaders like this in the community and to refer them to your human resources professional or even better, your CEO. Tell them why this person is so valuable and build plans around this kind of leader. This person can act as a leader in your organization to motivate others to take a certain position in the community and can be a great promoter for the company. These people are emotional marketing geniuses at heart. Remember to nurture them and support them in their drive to succeed or else you risk sucking the life out of them and losing all the benefits they can bring to your company.