

“How To Ensure You Keep Your Job In These Tough Economic Times!”

By Adam Khoo

**Specially Extracted From
The Secrets Of Self-Made Millionaires Program**



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From: Adam Khoo

Re: How To Ensure You Keep Your Job In These Tough Economic Times!

Dear Friend,

We read about it almost everyday – how the current economic climate is forcing companies, in a bid to cut costs, to announce job cuts and retrenchments.

Get this...

- **Citigroup is cutting 52,000 jobs worldwide (and their stock is in freefall).**
- AIG, General Motors, Boeing, Bank Of New York Mellon, Washington Mutual, etc are all cutting jobs worldwide as their companies take hit after hit from the economic storm.
- **In Singapore, DBS Bank is cutting 6% of its workforce.**
- Not to mention that everyone at Lehmann Brothers had their careers wiped out in an instant!

And this is all just front page news about the big boys; there are tons of smaller companies we never hear about that are cutting jobs left, right, and center just to survive! **In fact, according to the US Department of Labor, a whopping 1 million jobs have already been cut this year!**

Now if all of this doesn't make you sweat about your job security, I don't know what will! **But the reality is this – your job is not safe.** BUT there are ways to make sure that if that next round of job cuts come around, you can escape the dreaded chop.

How? It's very simple.

I mentioned this more than two years ago in *Secrets Of Self-Made Millionaires* - you see, I discovered there are three categories of people in life...

The 1st Group: The Value Reducers

The first category of people is people who always do less than expected. That's their habit, that's their pattern.

These are the people where you ask them to hit the target of \$100,000 in sales, they will just hit \$70,000 in sales and they give an excuse on why they couldn't achieve it. These are the people you tell them to do A, B, C, D, they'll do A, B and C and forget to do D or they will screw it up.

These are the people who do less than expected. And we say in any organization, they reduce the value of the company. Now, let me ask you a question, when a company pays this person a salary, to the company is it a revenue or an expense? Yes, their salary is an expense.

Now, let me ask you this question, as the boss of the company, would you like to increase this person's salary? Of course not! Because by increasing his salary, you're increasing the expenses of the company and reducing the profits.

Remember that every company is in the business to do one thing, to make more money every single year, to increase earnings. So these are the people where they can work in the company for five, six, seven or eight years and never get a promotion. They never get an increment. Why? Because they are a liability to the company. So you got to make sure that you don't have the pattern of to doing less than expected.

Now in times of economic recession and the company needs to cut costs – do you think this group of people will ever hold on their jobs?

I think you know the answer.

The 2nd Group: The Value Sustainers

Then you have the second category of people. These are people where in life they do exactly as they are expected. These are the people you ask them to go to at least ten people and they go to at least ten people and said, 'You know, I did my job'.

These are the people you ask them to do A, B, C, D and they will do A, B, C, and D and they'll stop and they will say I did my job. These are the people who come in at 9 am every morning and leave at 5 pm on the dot. They do exactly as expected. You ask them to hit a \$100,000 dollars in sales, they will hit exactly \$100,000 dollars in sales. Now, let me ask you this question. Do they add value to the company? Well, no.

What happens is we say they *sustain* the value of the company. Because of them the company continues to be able to do what it's doing effectively. Now, to the company, are they an asset or are they a liability? The answer is they are an asset but you know what we say – **they are dispensable assets.** You see these people, will they get promoted? Of course they will! Because they are responsible people, They get the job done.

So as the company grows bigger, bigger and bigger, and their portfolio grow bigger, bigger and bigger, they get more and more job and responsibilities. They get promoted and they get more money.

But they will go up the corporate ladder in a very slow way. But these people will always hit a ceiling. Above which they will never be able to breakthrough and normally this is the ceiling of a manager. Why they will not become anything more than managers? Because they can just follow orders. They just get things done. They're just responsible.

Like I said, they are dispensable assets. Why? Because the moment the hit past a certain age, the moment they hit past forty, forty-five years old, they tend to get retrenched. Why? Because the company can hire someone half their age, half their pay, double their energy, double their ideas and still get the job done. So these people are VERY dispensable people. And the trouble is this. In the time of recession, who goes first?

That's right. These people go first. In times of pay cut, who gets cut first? **These people get cut first. Make sure you DO NOT get in that category.** Make sure you do not have the habit of being in that category.

The 3rd Group: The Value Creators

If you want to be wealthy, if you want to be the BEST, you must adopt the habits of the final category. **And these are people who do a lot more than expected.** These are the people, where it's just their habit, it's just their pattern in life.

These are the people who you tell them, hey, you know it's your responsibility to hit \$100,000 dollars in sales but through their own innovation and pro-activeness, they will create \$300,000 dollars in sales. These are the people you ask them to do A, B,C,D, they will do A,B,C,D,E,F,G. **They will do a lot more than expected.**

So as a result, these people are ASSETS. **But not only are they assets, we say they are indispensable assets because they *create value* for an organization.** Because of them the company makes more and more money every single year. So these are the people despite being young, sometimes get promoted extremely fast up the corporate ladder and the people who reach senior management, director, CEO.

Now, in times of retrenchment, in times of recession, people all get pay-cuts. **But they will always be a group of people in any industry who will never ever get retrenched, they will never get a pay-cut. In fact they will get MORE money.** Why? Because the company is afraid of losing them. Because if they lose, guess what? The company will lose even more money. And the company is even willing to pay them more to stay behind.

And we say they are indispensable assets. They do more than expected. They never have to worry about job cuts because they are always in demand!

Now, have you ever heard of Michael Jordan?

He was the greatest basketball player of our time. Now, let me ask you this question. Was he just born with the talent? No. In fact, when he was playing basketball back in high school, he was not a very good player. He was cut from the high school basketball team. But he sworn that he was committed to do so well, that one day he would join the ranks of the best in NBA.

And he did eventually as you know. He joined the Chicago Bulls and led them to something like five to six NBA victories. Now before he retired, someone asked him this question – ‘Jordan, what makes you the best in what you do? What makes you number one?’ And his answer was this.

He said, “**I expect more from myself. More than anyone would ever dare to expect from me.** When my coach expects me to train two times a week, I’ll train four times a week. When my coach expects me to train three hours a time, I will train five hours a time by myself. When my coach expects me to score sixteen points in a basketball game, I will score thirty-six points. That’s why I am the best in the world.”

I want you to ask yourself this question right now...

Now people have expectations of you right? Like your boss, maybe your friends, maybe your family members. **Do you have higher expectations of yourself?** Because if you don’t, you will never be successful.

If you’re working for your boss, exceed your boss’s expectations. When he asks you to do something, do ten times more. You know what I heard a saying that ‘If you’re paid \$2,000 a month, work as if you’re being paid \$5,000 and eventually you’ll be paid \$5,000 dollars.

If you’re being paid \$5,000 today, work as if you’re creating \$10,000 worth of value and work as if you’re being paid \$10,000. And eventually you’ll be paid \$10,000.’

The trouble is, for most people is that they are paid five thousand dollars and they work as if they are being paid five thousand dollars of worth. Or worse, they work as if they are paid three thousand dollars as in they never get their promotion, they’ll never get their more money.

So, if you want to be certain of your job, your income and your future success... Remember this – ***always do a lot more than expected.*** I hope this really sinks in.

All the best,

Adam Khoo

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