

ELEVATE YOUR WORK

Make art. Make a difference.
Be professional doing it.



INTRODUCTION



ELEVATE THE BLOCK



Frank Lloyd Wright wanted to change the narrative about the concrete block

“The concrete block? The cheapest (and ugliest) thing in the building world. It lived mostly in the architectural gutter as an imitation of ‘rock face’ stone. Why not see what could be done with that gutter-rat? ...It might be permanent, noble, and beautiful.”

-Frank Lloyd Wright



Let's change the narrative about work

Everyday work, it's not glamorous or often given a spot in the limelight, and typically it is relegated to the world of professional average. Why not change the narrative and see what can really be done? I know it can be engaging, noble, and beautiful.



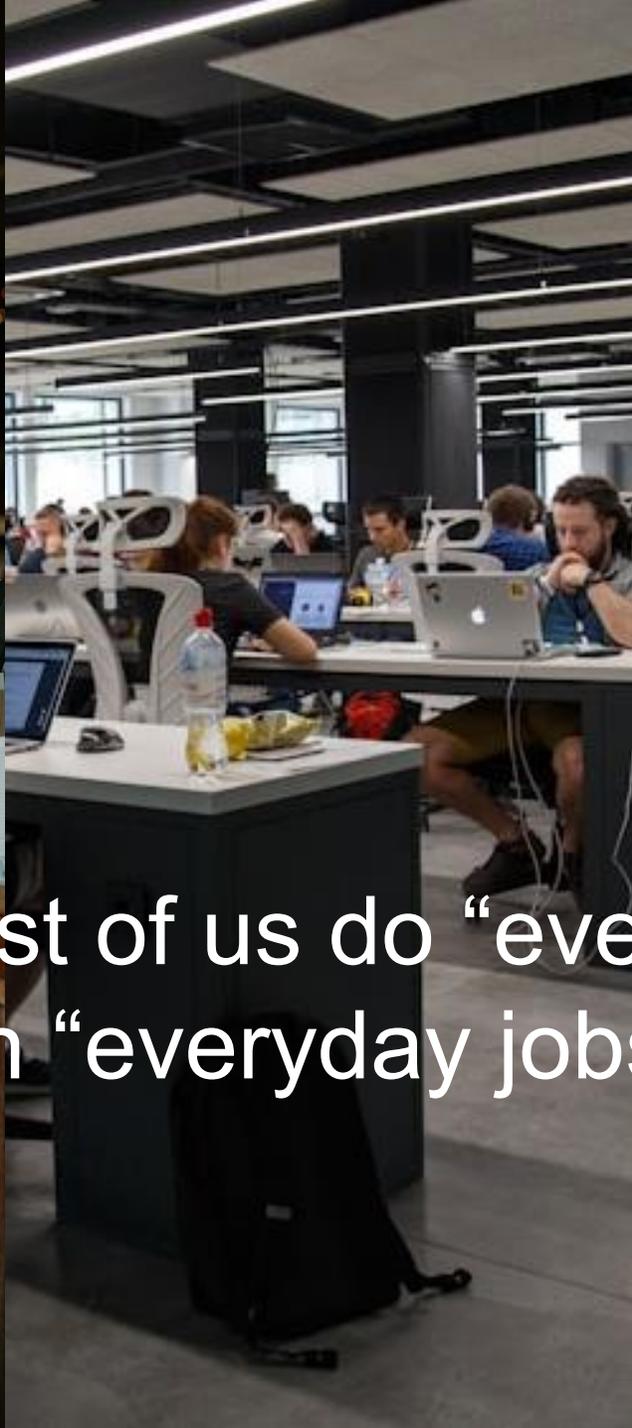
PRELUDE



A photograph of surgeons in an operating room, wearing blue scrubs and masks, focused on a surgical procedure. The scene is dimly lit, with the primary light source being the surgical lamps, creating a professional and intense atmosphere. The surgeons are huddled over the patient, their hands and instruments visible in the center of the frame.

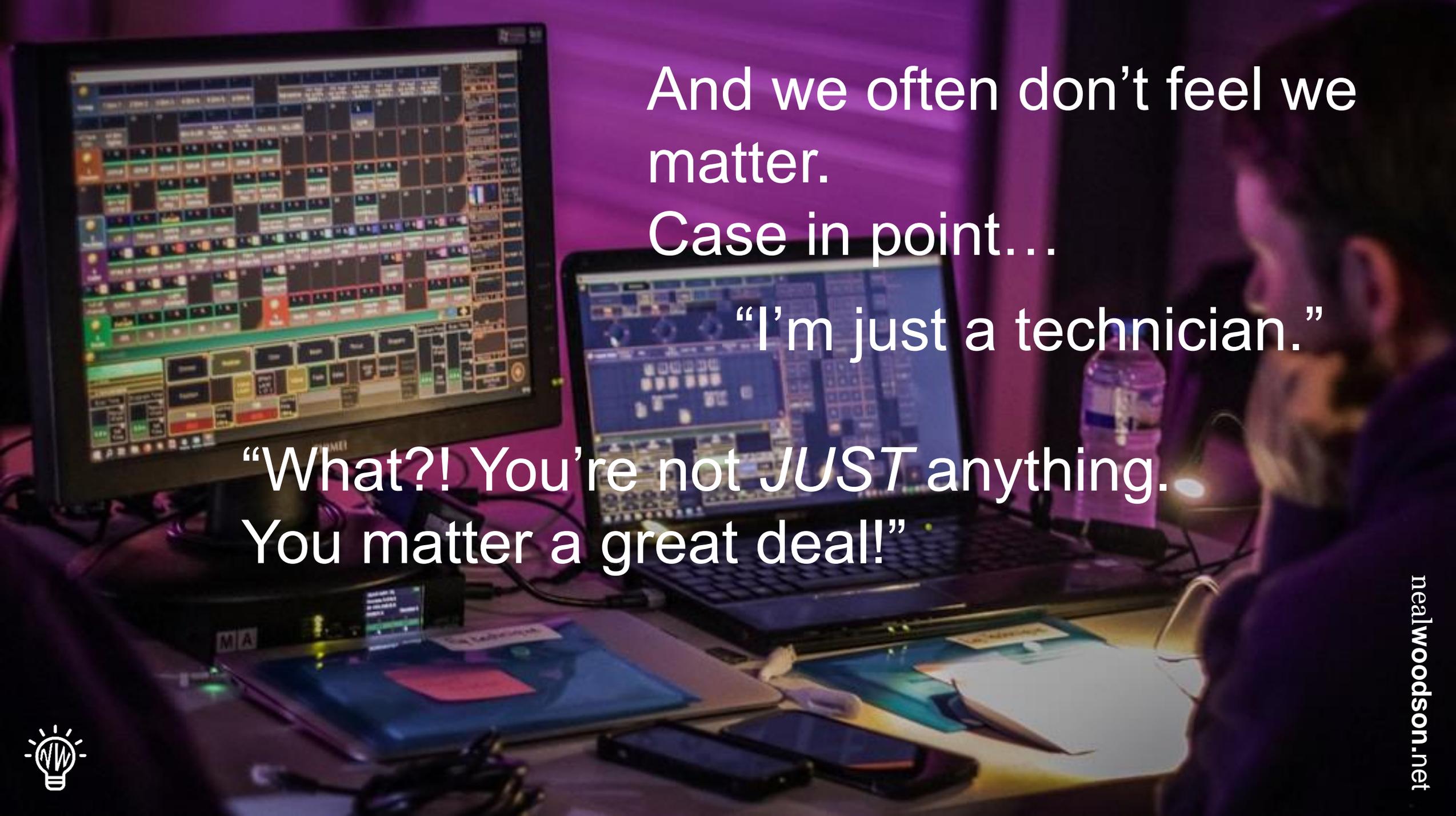
Some people do big, “important” work.





But most of us do “everyday work” in “everyday jobs.”



A person is seen from the side, sitting at a desk in a dimly lit room with purple ambient lighting. They are looking at a laptop screen. To their left is a large monitor displaying a complex data dashboard with many small charts and tables. On the desk, there are several papers, a water bottle, and a smartphone. The overall scene suggests a technical or data analysis environment.

And we often don't feel we matter.

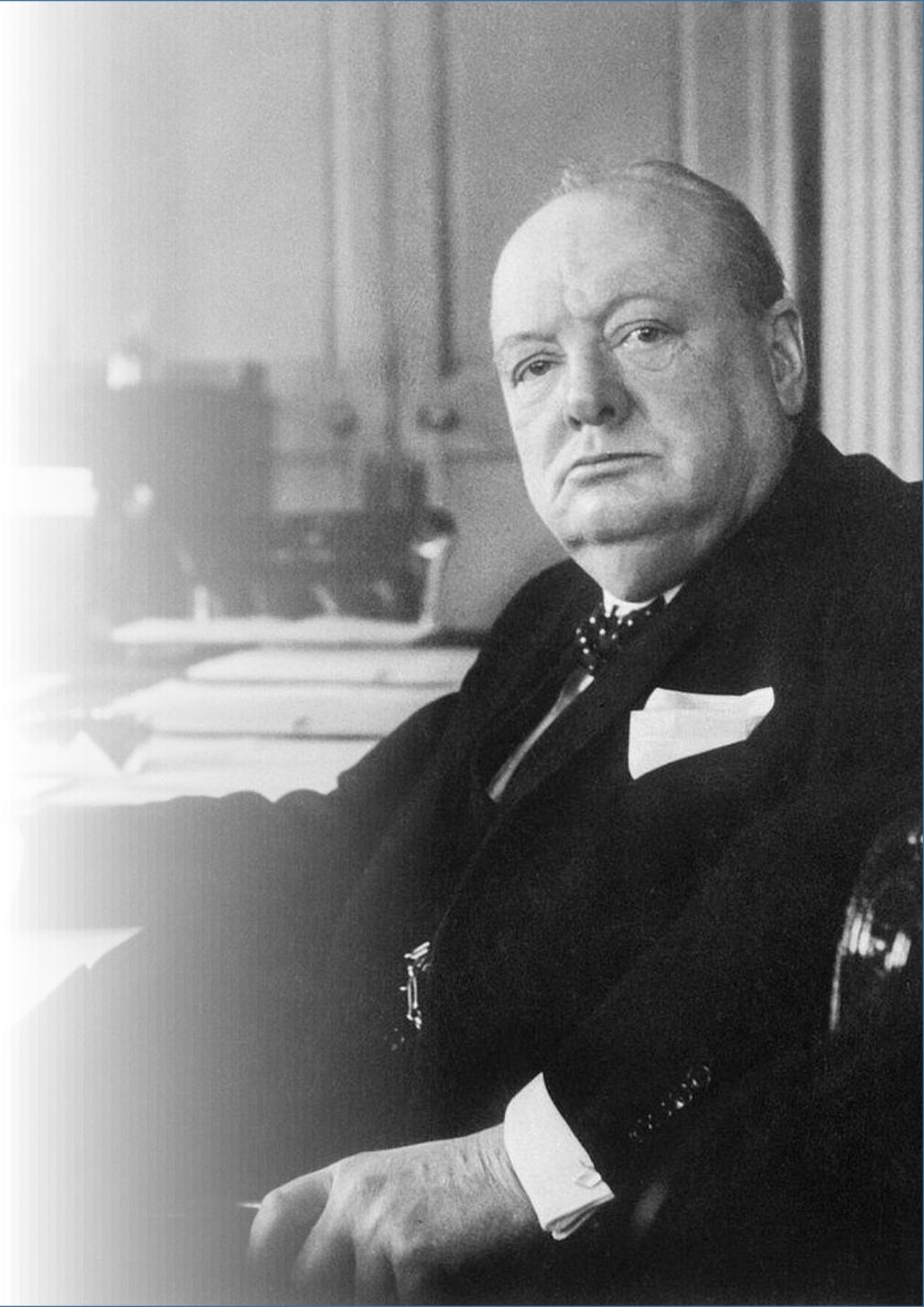
Case in point...

“I'm just a technician.”

“What?! You're not *JUST* anything. You matter a great deal!”



1942.
Churchill had a problem.

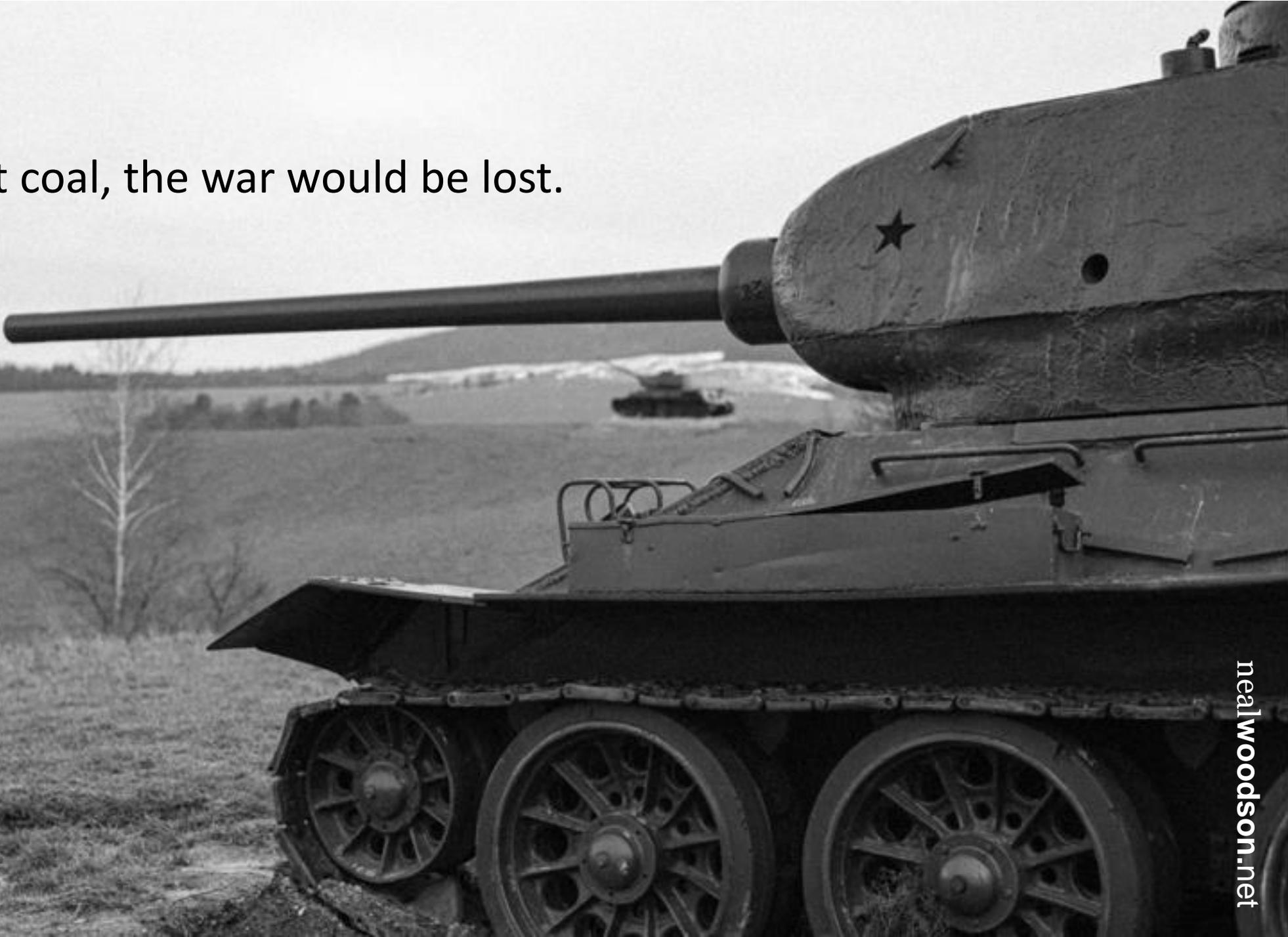




“We want to do something important and join the war effort.”



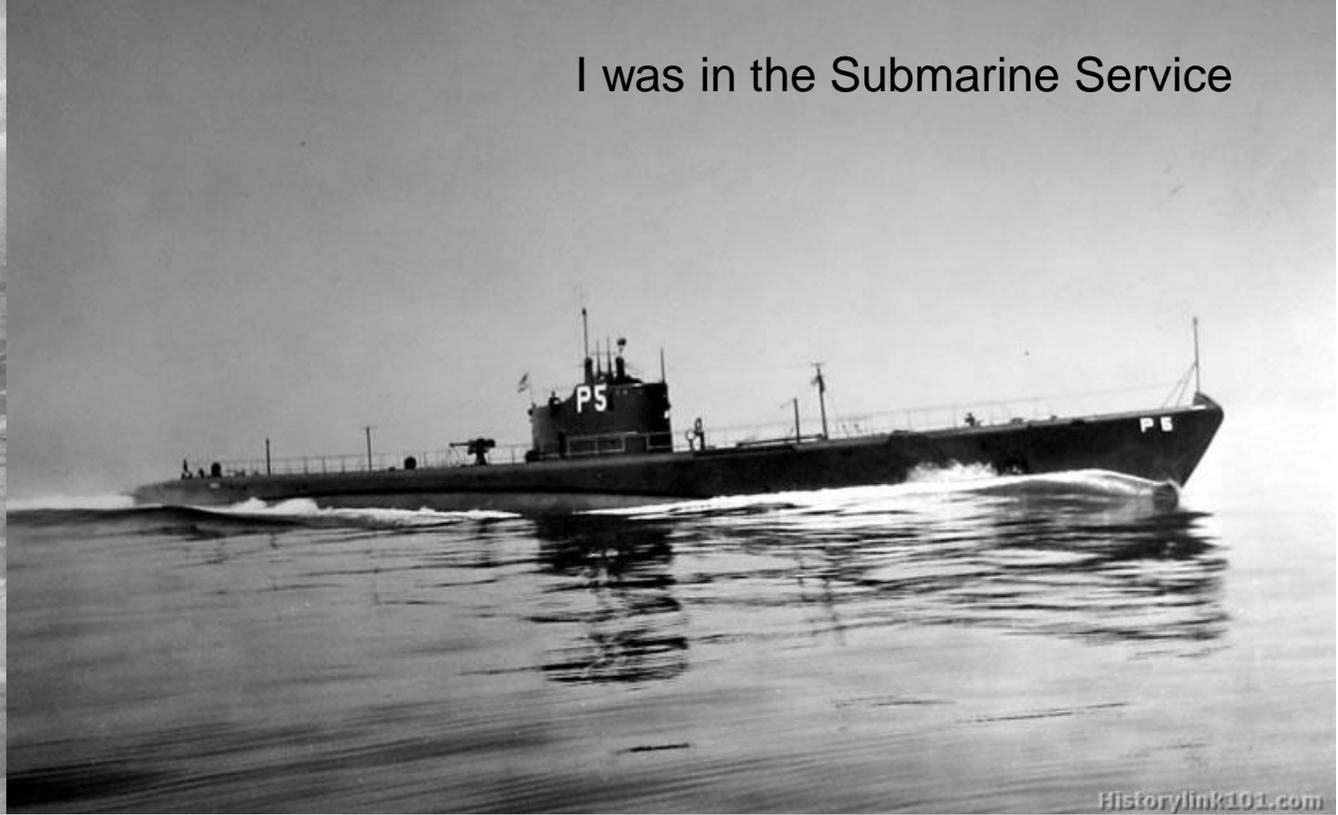
But without coal, the war would be lost.



I was a fighter pilot



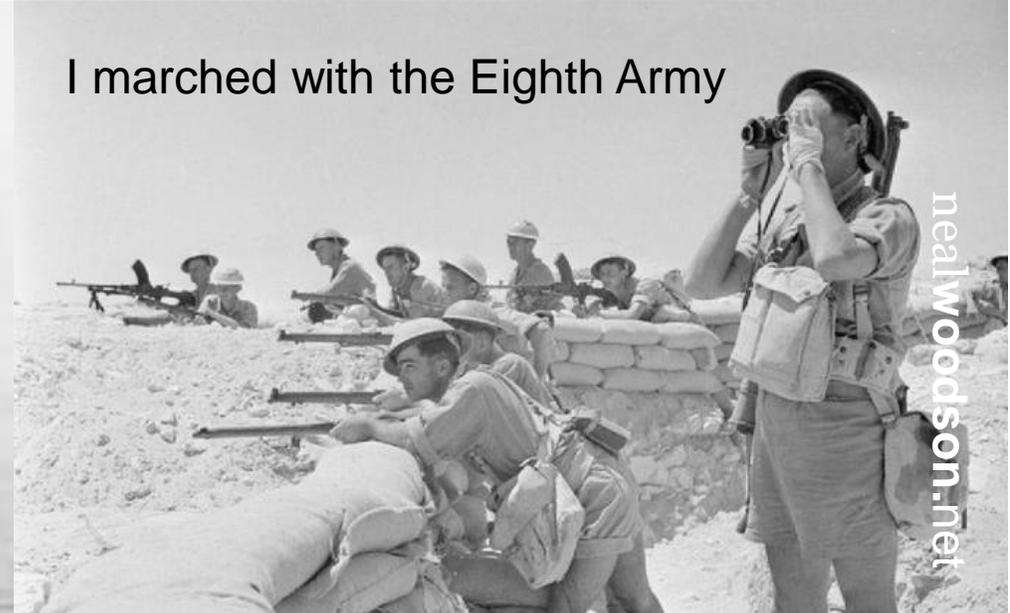
I was in the Submarine Service



I was a Merchant seamen



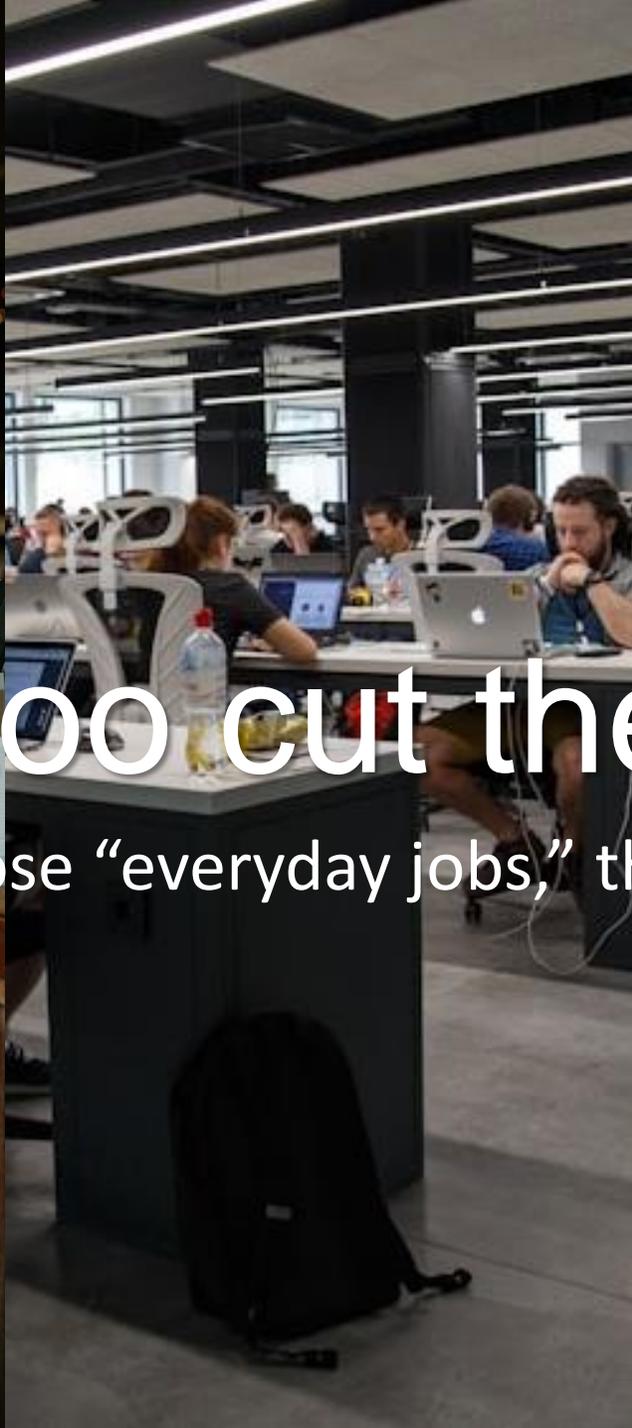
I marched with the Eighth Army





Say, with equal pride
and with equal right:
“We cut the coal!”





You too cut the coal.
Without those “everyday jobs,” things grind to a halt.



But we need to overcome a couple of things...



#1 It's someone else's responsibility

People want to be valued, respected, trusted, and seen as special,
and they expect their workplace to make that happen.



But those things are not just given,
they must be earned.

What are you doing...

...to be valued?

...to be respected?

...to be trusted?

...to be special?



Everyone who works has a minimum **RESPONSIBILITY**

to fulfill an
obligation to get
the work done



But they/you also have an
OPPORTUNITY

Go up and never stop

to become valuable, respectable,
trustworthy, and special



#2 It must be your calling

Everyone says do what you love



We would all like to be the next great writer, movie star, music star, etc. doing that thing we love to do.

Ventura

SEE YOU WHEN IM FAMOUS !



DO WHAT YOU

LOVE



But that is rarely a practical possibility for most of us.



LOVE

However, everyone can do this.



WHAT YOU DO



Be clear though...

Love is a verb



It requires...

Doing



So... Do It



Care for your work like
you care for a loved one.



OPEN YOUR WOW BOX



WOW?



WOW

- to make someone feel great excitement or admiration
- to impress, surprise, amaze, or please
- to gain an enthusiastic response from; to thrill



“The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.”
-Michelangelo





do you do it?



#1. MAKE ART



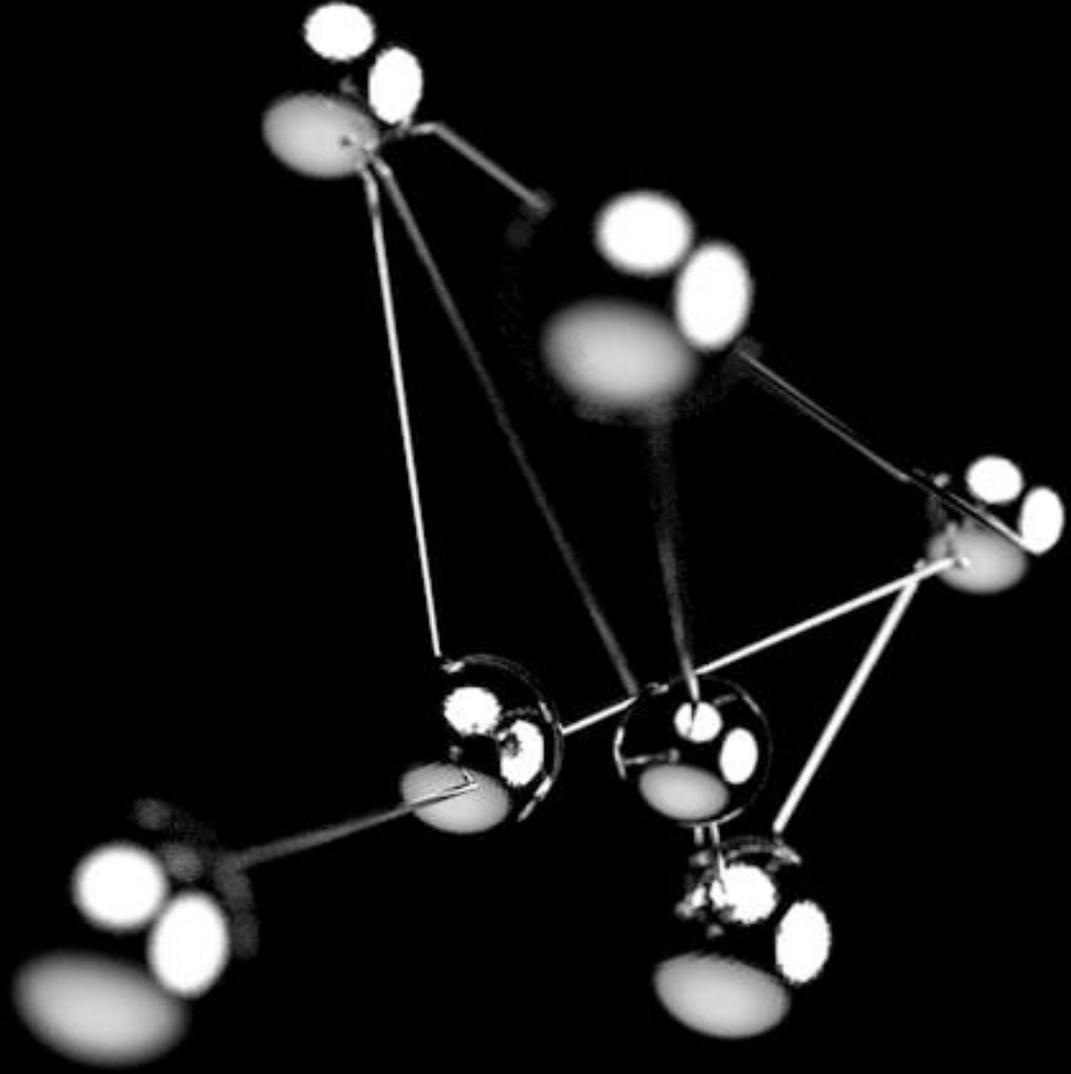
“No one ever made a difference
by being like everyone else.”

-P.T. Barnum



BE CREATIVE

Innovate



BE CREATIVE

Solve problems



BE CREATIVE

Use your unique voice



#2. MAKE A DIFFERENCE

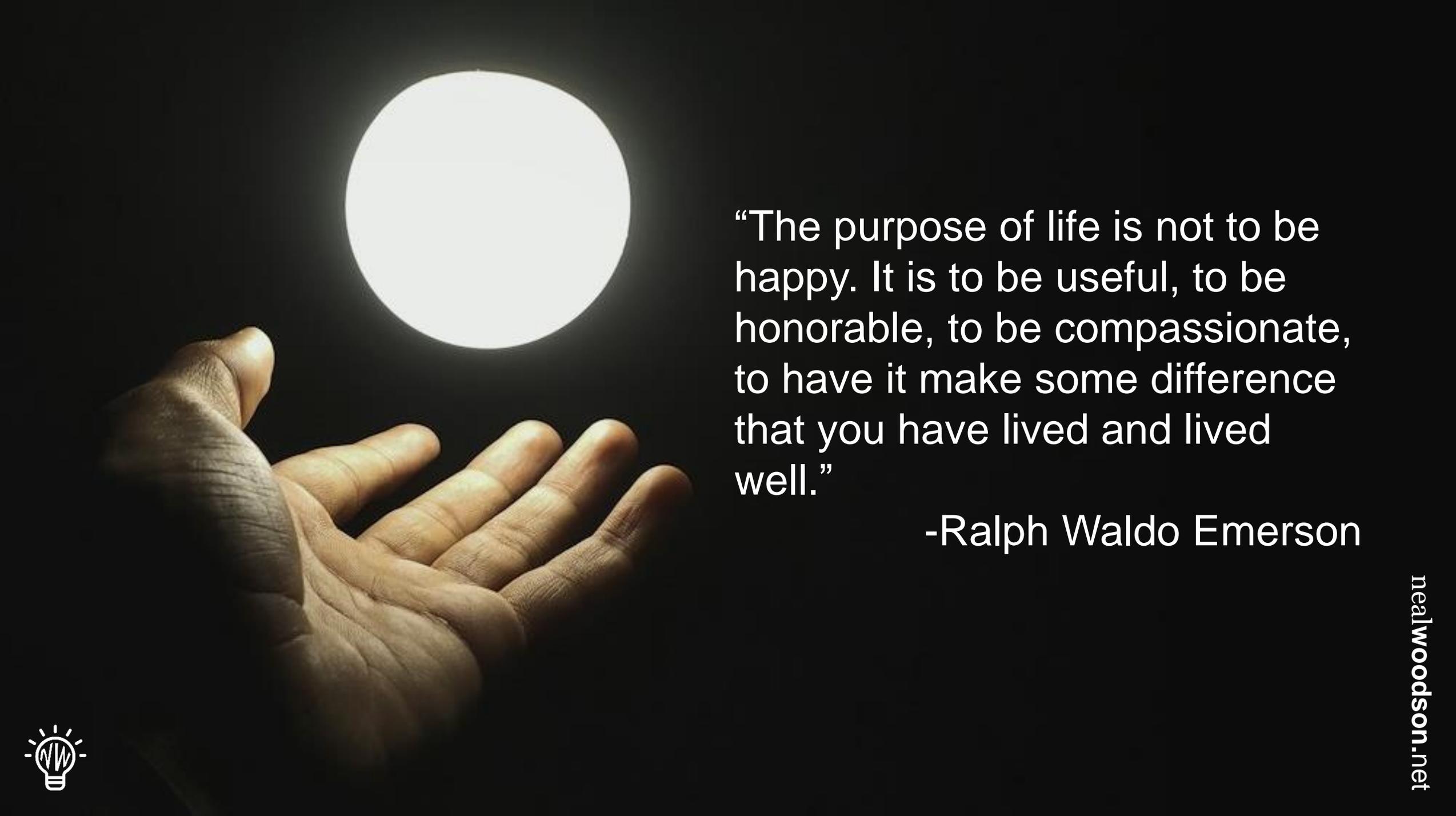




HAVE A HELPING MINDSET

Why do you do what you do?
Is it just for you or something
greater than you?



A hand is shown from the bottom left, reaching upwards towards a large, glowing white circle in the upper center of the frame. The background is solid black, creating a high-contrast scene. The hand is lit from below, highlighting its texture and the palm side. The white circle has a soft, ethereal glow.

“The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well.”

-Ralph Waldo Emerson



A person wearing a hat and a jacket stands on a wet, reflective surface, looking out over a large body of water. The person's reflection is visible in the water below them. The scene is captured in a high-angle, slightly desaturated perspective.

HAVE A HELPING MINDSET

Making a difference
is not about you



HAVE A HELPING MINDSET

It's about being of service
(a.k.a. creating and providing value)



#3. BE PROFESSIONAL





COMPETENCE

Knowledge: Knowing what you know and what you don't.





COMPETENCE

Excellence: Practice
makes ~~perfect~~ better.



COMPETENCE

Detail Obsession: The little things add up to big things.



CHARACTER

The moral compass



CHARACTER

Reliability



I will do the job



CHARACTER

Accountability

I stand behind my work



CHARACTER

Integrity

I will not cut corners



CHARACTER

Grace

I will take care of you





CONSISTENCY

Competence and character all the time with everyone



THE WOW BOX IN ACTION



Make Art
Make a Difference
Be Professional



Jason Grosboll is THE Popcorn Guy



Make Art

Make a Difference

Be Professional





He does the job with a style
and flair that is uniquely his



Make Art

Make a Difference

Be Professional





He makes people happy



Make Art
Make a Difference
Be Professional





He follows the prescribed recipe
to company standards



POSTLUDE



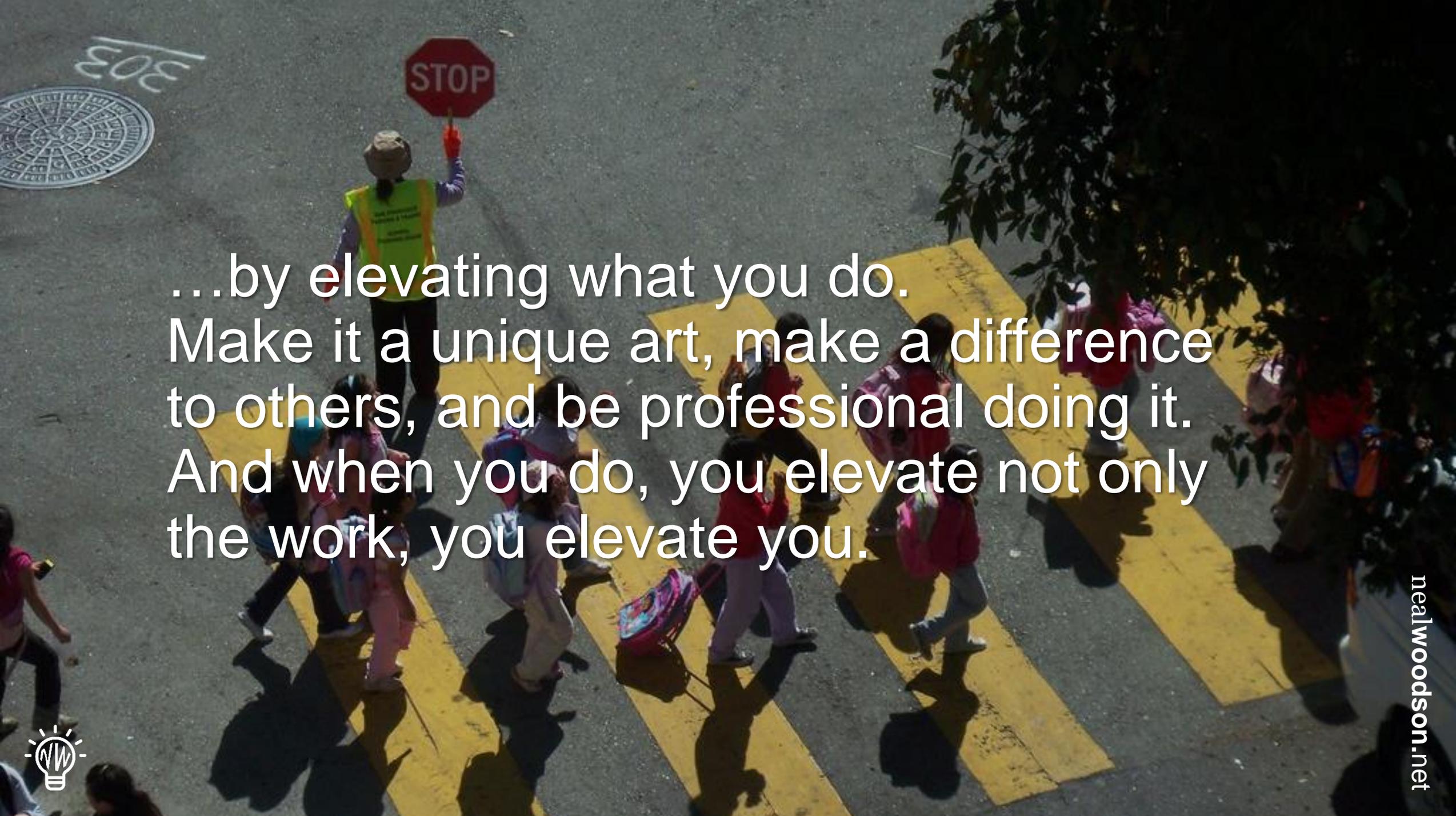
ELEVATE





You can make an impact...





...by elevating what you do.
Make it a unique art, make a difference
to others, and be professional doing it.
And when you do, you elevate not only
the work, you elevate you.



Get the book
and learn more.

