



The Advisory Alliance 60-Second Email™

Why Are You Still Running On Your Hamster Wheel?

August 30, 2011

This month's issue formed from the convergence of several recent events:

- I read the August McKinsey Quarterly Report "[The US Employment Challenge](#)" (You may have to register, but it's free.)
- Steve Jobs [resigned as Apple CEO](#).
- I watched Jobs' [2005 Stanford commencement address](#) (here's the [text version](#) as well).

Here's how they fit together:

In the McKinsey Report, Kelly Services CEO, Carl Camden, writes:

"So jobs aren't permanent, locations aren't permanent, and workers are returning back to what I would call a free-agent type of work style. Independent contractors, part-time employees who move in and out of the workforce, temporary employees, consultants who move in and out of the workforce - that group of individuals in most of the industrialized world is already 25 to 35 percent of the workforce, on its way to becoming 50 percent of the workforce, I think, over the next decade."

In his resignation letter, Steve Jobs states:

"I have always said if there ever came a day when I could no longer meet my duties and expectations as Apple's CEO, I would be the first to let you know. Unfortunately, that day has come."

Jobs was diagnosed in 2003 with a pancreatic neuroendocrine tumor, had a liver transplant in 2009, and is currently battling pancreatic neuroendocrine disease. It is apparent he faces a very difficult, uphill climb.

In his 2005 Stanford commencement address, Jobs, in referring to his 2003 diagnosis, emphasizes:



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"Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything - all external expectations, all pride, all fear of embarrassment or failure - these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart...."

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

So the McKinsey article reminds us that if we stand still, we run the risk of stagnating. We need to be flexible, continue to develop our skills and capabilities, and see the ongoing change as challenging opportunity.

Jobs' letter reminds us that how things play out or end may not always be our preferred choice, or even our choice.

His commencement address underscores what we all know but infrequently honor or live to the fullest extent: that while we have the time, freedom, and opportunity to choose how we live and lead, we continually run the risk of staying on our running wheel, convinced that if we run faster or longer, we'll be happier or wiser.

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What changes have you made in how you live and lead? Share your examples and your thoughts with other readers on our [blog](#). We also welcome your comments on this month's issue.

You can access all of our 60-Second Emails™, including the most recent issue, *When Can You Smack Me Upside the Head?*, via this [link](#).



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Thanks for reading, and I always welcome your feedback and ideas.

Best regards,

*David*

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