

## The Twelve Protean Principles

*For Unlimited Success & Achievement*

Note: The following is an outgrowth of a collaborative effort of members of the **LinkedIn Protean Careers Group**, spearheaded by [Jay Block](#) during March and April 2011, to build upon pioneering work by [Dr. Douglas \(Tim\) Hall](#). Participants in this initiative included Jay, [Eugenia Kaneshige](#), [Lenore Newton](#), [Tara Orchard](#), [Matt Berndt](#), and [Jonathan S. Ross](#). While there is collective agreement on the actual principles themselves, readers may encounter slight variances in the expression of sub-principles associated with each major principle.

- **Establish high standards of personal responsibility**
  - Awareness: The greatest power you have
  - Identify, clarify and respect your core values
  - Recognize ambition plays a significant role
  - Know that you always have choices and new opportunities
  - Set your own bar for personal / professional expectations and goal achievement
  - Appreciate all that you have in pursuit of what you desire
  
- **Anticipate trends and future opportunities**
  - Pay attention; remain observant and aware at all times
  - Ask high quality questions... This will lead to quality answers (breakthroughs)
  - Think, assess, research, and analyze; be a lifelong student
  - Create a vision; envision the possibilities for you
  - Anticipate and prepare for unexpected change
  - Honor and learn from the past
  
- **Embrace Curiosity**
  - Be inquisitive; ideas and imagination “turn nothing into something”
  - Explore; seek opportunities to gather information and gain new experiences
  - Wonder; think differently and become self-inspired; value the power of dreams
  - Listen to both your head and your heart
  - Be curious, but don’t miss the obvious
  - *If you could see the future, what would it look like, and what would you do differently today to make it happen?*

- **Be adaptable and diversify**

- Understand the forces of change and the importance of proactively changing yourself
- Become multifaceted; stay relevant and indispensable
- Embrace and master technology; you can't drive a horse on the highway
- Question your own thoughts and beliefs; imagine how much more you can become
- Appreciate other people's opinions and points of view, but think independently
- Stay grounded even in the midst of change and diversification

- **Build and maintain a positive circle of influence**

- Assess the people you surround yourself with (especially family / friends)
- Assess the environment you place yourself in
- Behold and beware of the "voices of influence" (what you pay attention to)
- Embrace and nurture a positive relationship with yourself
- Include "silent" mentors (books, audiobooks, seminars, online study, thought leaders, etc.)
- Four important words... *"Let's do it together"*

- **Forge beneficial and reciprocal relationships**

- Be a person of influence; seek first to understand, then to be understood
- Help others get what they want so you can get all that you want
- Create relationships in your community, industry, and profession
- Establish relationships outside your current sphere of influence
- Stretch and forge relationships that seem "out-of-reach"
- Recognize when relationships are no longer mutually beneficial and when to "trust but verify."

- **Assess, manage, and increase your market value**

- Assess & benchmark your value to your target marketplace; don't neglect the big picture
- Clarify the results you can / will produce and the contributions you can / will make
- Identify and leverage your unique selling proposition; commit to proactive perception management
- The "Differential Factor" - *Why you and not a competitor?*
- The "Wow Factor" - *What is your star quality?*
- Prepare for perpetual improvement and re-invention (via both formal and informal education)

- **Generate financial sustainability**
  - Live within your means
  - What to do with a dollar; the 70-25-5 Formula
  - Recognize the power of compound interest and savings
  - Embody the entrepreneurial spirit and seek to create multiple income streams
  - Five years from now you will arrive somewhere; the big question is, “where?”
  - Create a long-term financial plan to arrive where you want to arrive
  
- **Create, sustain, and display vibrant energy**
  - Manage and nurture your emotions (energy creates like energy)
  - Safeguard and preserve your physical health
  - Defend and cultivate your “self” and your spirit
  - Do your own research and develop your own health philosophy
  - Nurture and cultivate a sense of adventure
  - Beware of neglect and the consequences to yourself and your family
  
- **Leverage your time advantageously**
  - The greatest secret of the rich - Use time wisely
  - Safeguard your time; “*time is money*” is a myth
  - You can’t control time; but you can manage what you do in the time you are allotted
  - Balance time and energy
  - The 6-8 Principle; don’t “major in minor things”
  - The definition of discipline: *Doing what you DON’T want to do in pursuit of what you do want*
  
- **Compose and execute strategic achievement plans**
  - Successful execution of realistic plans lead to success and achievement
  - Achievement plans must be in writing
  - Set worthy goals and appropriate (aggressive but realistic) timetables
  - Optimize resources of time, energy, and finances / capital
  - When you have the “right reasons” to achieve, planning is an exciting process
  - Know what you want, and what you are prepared to sacrifice to achieve it

- **Act deliberately; react appropriately; Don't rest on your laurels**
  - Implement your strategic achievement plans with precision, confidence, and mastery
  - Beware of and conquer procrastination, stagnation, and indecision
  - Be productive (It's not the hours expended but what goes into them)
  - Take calculated risks while mitigating potential liabilities
  - Learn from failure (fail forward); turn adversity into opportunity
  - Measure and evaluate results; re-adjust and re-calibrate when necessary

*If you would like to learn more about implementation of these Protean Principles for your business planning needs, please visit [Black Rock Consulting](#), a boutique management and communications consultancy based in Los Angeles offering strategic planning, project management, marketing and writing services for entrepreneurs, start-up and early stage businesses.*

*Initial consultations are **FREE OF CHARGE** and **WITHOUT FURTHER OBLIGATION**. [Email](#) now to schedule a confidential discussion of your requirements and for us to mutually determine if we are the right solution for you.*