



# WHITE PAPER

## Career Success: Individual or Blitz Approach?

BY  
Todd Rhoad, MSEE, MBA  
Author, *Blitz The Ladder*

**A comparison of the individual method of climbing the corporate ladder to the team-based approach**

*“Finally, a realistic approach to meeting the requirements and obtaining the necessary recognition for promotion.”*

*-- Jim Coates, Dean of Business and Technology, South Suburban College, Chicago*

Trying to find a lot of success in your career is getting to be like finding a needle in a haystack. We work longer and harder. We attend training and acquire certifications and college degrees. We put it all to work and accomplish great things. Yet, our efforts just don't seem to be paying off.

The Economic Policy Institute, based in Washington, DC, reported that US productivity increased 79 percent from 1979 to 2005, while the median hourly wage, adjusted for inflation, gained 8.9 percent during the same period.

According to Eric Rauch (Massachusetts Institute of Technology), our productivity has been increasing by half an hour per year since the mid-1970's.

As the above statistics show, you'll have to work a lot harder and longer to really stand out from the competition. Do you really want to live at work to impress managers in hopes of gaining recognition and reward? There is an easier way. It's called the Blitz Approach. In this paper, we'll compare this approach to an individual climbing the corporate ladder alone. You'll be able to see the real benefit from a team-based approach.



Individual



Blitz

Your work is limited by individual creativity	Team members ignite creativity and innovation
Small field of view in envisioning solutions	Multiple perspectives highlight numerous possibilities
Focus easily lost due to distractions or fire fighting	Team memory keeps actions on track
Productivity reduced due to need to develop skill set	Members help assess and build new skill sets
Performance reduced due to low morale	Supports each other through encouragement and understanding
Output declines when overtasked	Members support your efforts whenever possible
Avoid risk due to possible failure	Take more risk due to support of team
Work is self-paced	Members push to be more productive
View of individual performance narrow	Team shows you the big picture
Don't complete task in time	Prioritizes tasks to ensure completion and best impact on reputation



# WHITE PAPER



## Individual



## Blitz

Small network of contacts

Network size becomes a factor of the team size and grows faster

Struggle to capture management's impression of your performance

Team members discover and help manage this perception

Networkers don't trust you because they don't know you

The team paints you as a person people want to know

You aren't aware of organizational changes

Team members tap all informal networks to keep you abreast of changes

You have problems fitting into company informal networks

Team members promote you to key members to gain inclusion

Seen as braggart when promoting your skills

Your promoters are your team members

Your career mobility suffers from committing a political faux-pas

The team downplays the incident and performs disaster recovery

Your ideas fail to perform to standard

Members act as a sounding board for new ideas



## Individual



## Blitz

Your unhappiness at work impacts your attitude so much everyone sees it

You team members all like you so they help resolve issues so they don't impact your image

Struggle to capture management's impression of your performance

Team members discover and help manage this perception

Networkers don't trust you because they don't know you

The team paints you as a person people want to know

You aren't aware of organizational changes

Team members tap all informal networks to keep you abreast of changes

You have problems fitting into company informal networks

Team members promote you to key members to gain inclusion

Seen as braggart when promoting your skills

Your promoters are your team members

Your career mobility suffers from committing a political faux-pas

The team downplays the incident and performs disaster recovery

Your ideas fail to perform to standard

Members act as a sounding board for new ideas