

Missing from your job description

By Seth Godin: April 23, 2018

If you're working in an office, here are some of the checklist items that might have been omitted:

- Add energy to every conversation
- Ask why
- Find obsolete things on your task list and remove them
- Treat customers better than they expect
- Offer to help co-workers before they ask
- Feed the plants
- Leave things more organized than you found them
- Invent a moment of silliness
- Highlight good work from your peers
- Find other great employees to join the team
- Cut costs
- Help invent a new product or service that people really want
- Get smarter at your job through training or books
- Encourage curiosity
- Surface and highlight difficult decisions
- Figure out what didn't work
- Organize the bookshelf
- Start a club
- Tell a joke at no one's expense
- Smile a lot.

Now that it's easier than ever to outsource a job to someone cheaper (or a robot) there needs to be a really good reason for someone to be in the office. Here's to finding several.

[Heads up: Today's the early priority deadline for the summer session of the [altMBA](#).

Also! Tonight, just after 6 pm ET, the one and only Simon Sinek is joining me for a [Facebook Live](#) conversation, on location.]



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