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The ABC's of Work & Life

G: The Fight for Greatness



Katie Mehnert gets all Geared up for G.

Here are three things that will keep you visionaries on your toes in your quest to live your dreams. (My thanks to Gaping Void for this artwork.) Visit www.gapingvoid.com for more information.

1. Comfort

We love our warm blankets, hot coffee, and comfort food. I love pizza and cupcakes. What's yours?

However, greatness isn't about maintaining the status quo. It's about changing it. People love using the red pen to mark up and talk about how bad something is, but they don't have the courage to make it better. Create. Be an artist or an actor/actress. **Be the one who has the courage to push and live on the edge. That's greatness.**

2. Group Think

Diverse thinking and views drive difference and helps the creative process. In fact, crowdsourcing is great. However, use it for idea generation and data collection, *but not for decision-making*. Remember, you aren't going to make everyone happy. Birds of a feather flock together – boring! At the end of the day, designing to the lowest common denominator never gets you greatness. Be the purple penguin. **The decision is yours.**

3. Ignorance

"That's how it's always been done." No, that's how it's been done because people don't know any better. They possess a blind ignorance instead of

curiosity. They say things are "good enough" because they don't know any better.

Have you ever heard that before?

Have you ever said to yourself: "That's what I'm supposed to be." No, that's how you had planned it to be, but life happened. You thought you were supposed to do one thing and learned you were better or became something you needed to become by taking a detour. **Greatness is about making the invisible visible and driving new ways to see things. It's also about life's detours.**

Anything worth it is worth fighting for, including greatness.

So, my friends, push aside the warm

Facebook strat:

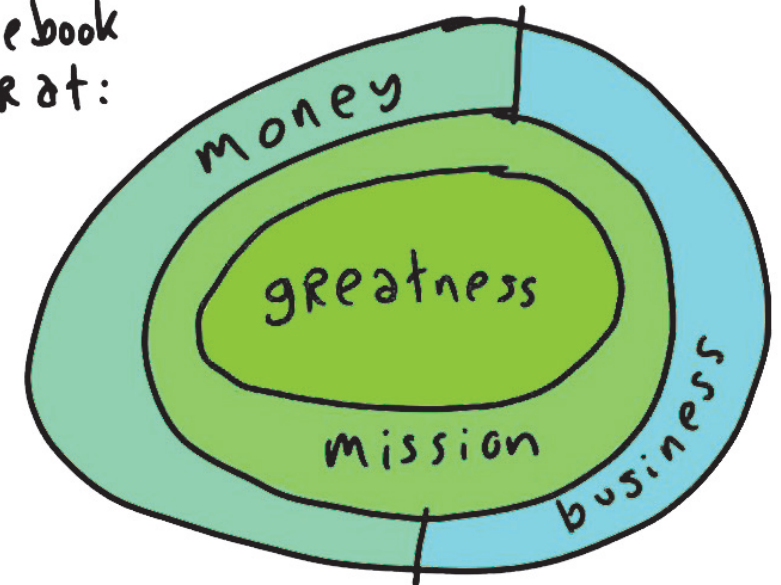


Photo: Gapingvoid

This image was drawn for Mark Zuckerberg in connection with his talk at Techcrunch Disrupt, San Francisco August 2012.

@gapingvoid

blanket, become the purple penguin, and open your mind to a curious world of learning. **Anything else is just mediocre. Know what I'm sayin'?**

What are the other things we need to know about in our fight to be great?

About Katie Mehnert

Katie Mehnert (pictured) is a global talent development and change executive with 17 years of helping people and companies get curious, connect, share, grow and perform better. She has recently been appointed CEO of Pink Petro; www.pinkpetro.com, a platform to connect women and men in the energy industry and advance females in her industry. Prior to her latest venture, Katie was a Director with BP, joining after the Deepwater Horizon incident and worked in various leadership roles worldwide with Shell. She's a dynamic

speaker and author having been featured in LinkedIn, CEO.com, Business Insider, and Yahoo. As a work-in-progress marathon runner, wife and working mom, you can follow her musings on balancing it all on her blog at www.katiemehnert.com, or email her at katie@katiemehnert.com

About Gapingvoid

Gapingvoid transforms business through art. Using neuroscience and gold standard management science, Gapingvoid creates visual tools for leadership and change, particularly around internal culture, communication and areas like mission, values and purpose. Gapingvoid are thought leaders in employment UX, branding and leadership strategy. Clients include companies like Microsoft, Zappos (Amazon) Roche, and HP. For more information, go to www.gapingvoid.com/corporate-culture.