

# Managing Oneself

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## What Should I Contribute?

In the past, people had clear roles and tasks assigned to them, eliminating the need to ponder their contributions. The 1950s and 1960s witnessed a shift as knowledge workers relied on their companies for career direction. However, the late 1960s marked a cultural shift towards individualism, with the notion of "doing your own thing" taking root, often leading to unfulfilled aspirations.

Today, the challenge lies in finding a balance between blindly following orders and pursuing unfocused individualism. Knowledge workers must now ask, "What should my contribution be?" This involves considering the situation's demands, leveraging one's strengths, values, and methods effectively, and focusing on measurable results achievable within an 18-month horizon.

The key is to set challenging yet attainable goals that are meaningful, visible, and measurable, fostering productive action and meaningful change.