

# Launch and Lead from Where You Are

By Joni Wheeler, EVP of Talent and Enterprise Solutions, Blue Cross and Blue Shield of Nebraska

---

*What can you do right from where you are? Whether you are a leader of people or an individual contributor, you can influence positive change in your team or organization.*

*If you're an individual contributor:*

*Even if you don't lead people, you are a leader. Take action!*

## 1. Invest in yourself.

- Ask yourself these questions. If at least one answer is “no,” reflect on whether you're in the right place: *Do I believe in the company's vision and the path forward? Do I believe I can make a difference?*
- Set your expectations/non-negotiables by identifying what is most important to you and commit to seeking those things. *Is it a people-focused boss? An environment of empowerment and support? Compensation and benefits specifics?*
- Decide if you are in the right place and then either commit to showing up every day with an “all-in” and “what's possible” mindset or find a place better suited to you.
- Invest in building relationships through internal and external networking.
- Ask your boss, your colleagues and your customers, “How can I make your job easier?”
- Look at your span of influence and identify opportunities where you can help your customers (internal and/or external) have a better business experience.

## 2. Follow through!

- Bring colleagues along for the ride when identifying opportunities for improvement.
- Check in with key stakeholders regularly to ensure buy-in and alignment along the way.
- Get very good at listening for what is said and not said.
- Recognize that your value to the organization is not measured by your title, but by your ability to influence.
- Understand your impact is in how you can help others align to the enterprise goals and achieve optimal results.

**Result: Commitment to action and follow through lead to a sense of purpose, being valued and an understanding of how to make an impact.**

- Engaging in regular self-reflection will help you gauge commitment to company vision.
- Understanding that culture is everyone's responsibility will foster self-accountability in showing up every day with a “what's possible” mindset.
- Leaning into opportunity when it presents itself will enable self-growth and enhance ability to influence.
- Having an enterprise focus and helping others understand enterprise goals will drive team unity on the path forward.

Read both of Joni's articles on LinkedIn:

[“Launch” is the New Layoff](#)

[Leaders, prepare for launch](#)