

# DO GOOD WORK



## Useful Trumps Impressive

Today, I read about the connected world we now live in.

It is quite something to be able to see so much. Anywhere. Any time. Ideas, businesses, projects, opinions, success stories, mistakes, arguments and advice all arrive in front of us before we have finished our first cup of coffee.

That can be exciting.

It can also be strangely discouraging.

When we see the scale of what others are doing, it is easy to look at our own work and think it is too small to matter. Someone else has already built the bigger version. Someone else has gone further, faster, louder, and probably with a better logo.

But most useful work does not start by trying to impress the whole world.

It starts with helping the person in front of us. The athlete trying to improve. The colleague who needs a little clarity. The organisation trying to take one sensible step forward. The young person who needs someone to show them where the door is, and perhaps hold it open for a moment.

Local work can look small from a distance, but it almost never feels small to the person who benefits from it.

That is worth remembering.

Doing good work does not have to mean changing everything. Sometimes it means improving something for someone.

That may be enough.

It is certainly enough to begin with.

### **A Moment To Reflect**

Useful work does not always announce itself loudly. Sometimes its value is found in the quiet difference it makes to one person, one team, or one small corner of the world.

What work are you doing that has value? Perhaps it was expected. Perhaps it is unseen. Perhaps it will be claimed as someone else's.

In any case can you be proud of the contribution you have made?

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