

Home > Real Estate Issues® > Beyond the Job Description: Why Great Leaders Do More Than What's Expected

The Everyday Leader

## Beyond the Job Description: Why Great Leaders Do More Than What's Expected

Leadership

Volume 49, Number 6 - March 18, 2025 • Written by: Ms. Jenny Massey, CRE



@Natalya Kosarevich/Shutterstock.com

## Introduction

In today's world, where demands on time and energy seem endless, it's easy to narrow our focus and stick to what's outlined in our job descriptions. But some of the most rewarding and impactful moments in leadership happen when we take on tasks that aren't technically "ours to do." Stepping outside of your core responsibilities



## Ms. Jenny Massey, CRE

is the director of site selection and incentives at Sikich, a leading professional services firm that helps clients achieve their goals across various industries and sectors. She holds the prestigious Counselor of Real Estate (CRE) credential, which recognizes her as one of the top experts in real estate consulting and advisory. With over 20 years of experience in site selection and incentives, Jenny helps companies of all sizes and stages find the best locations and secure the most beneficial incentives for their relocation and expansion projects. She has a proven track record of delivering successful outcomes for clients across technology, aerospace, logistics, life sciences, professional services, advanced manufacturing and agriculture industries. She also contributes to Forbes Business Council as a member and author of articles on site selection and incentives topics. Jenny is passionate about innovation, sustainability, and intercultural communication. She has completed studies in entrepreneurship, psychology, and crowdfunding at the Wharton School and HEC Paris, and has lived and worked in Japan for seven years and is classically trained as an archaeologist. S

can feel like extra work, but it can also be a strategic investment—building goodwill, creating impact, and opening doors for innovation.

Taking on responsibilities outside of your core role may not always come with immediate recognition, but their value often becomes apparent over time. Whether it's contributing to cross-department initiatives, mentoring colleagues, or supporting strategic proposals that benefit the entire firm, these actions drive progress and innovation.

Leaders who embrace a bias for action know that waiting for direction can mean missed opportunities. When you proactively offer solutions or support projects beyond your scope, you show the kind of initiative that organizations need to stay competitive. But none of this works without a firm culture that rewards this mindset—where leadership actively listens, responds, and values contributions from all levels.

A firm that genuinely listens to its people and supports action-oriented leadership is rare—and priceless. When executives read emails in real time, respond promptly, and take immediate action on good ideas, it signals a culture of trust, agility, and responsiveness. This isn't just about having an open-door policy; it's about senior leaders showing that they value their teams' voices and contributions.

When C-level leaders model responsiveness, it trickles down through the organization, creating an environment where people aren't afraid to speak up or take initiative. This is leadership in action—not just top-down decision—making, but fostering a collaborative, action-driven culture.

One of the challenges of taking on "bonus" work is figuring out how to balance it with your core job responsibilities. It's not about saying yes to everything, it's about knowing what's worth your time and what aligns with both personal and organizational goals.

Here's how to approach it:

- Evaluate the Long-Term Impact: Ask yourself: Could this project open doors for future growth or partnerships? If the answer is yes, it's worth pursuing.
- Delegate When Possible: For complex projects with multiple moving parts, delegating specific tasks and tracking progress ensures you're not carrying the entire load.
- Set Boundaries: While it's tempting to jump into every opportunity, prioritize tasks that support long-term strategic goals. Saying no to smaller, less impactful projects helps maintain focus.

Leadership is contagious. When team members see you rolling up your sleeves for tasks that aren't technically "yours," it sets a tone of collaboration and commitment. Encouraging this mindset requires recognition and reinforcement. When others step up to help, highlight their contributions and show appreciation.

But this can only thrive in a culture where leadership at every level embrace and reward proactive contributions. When employees know their ideas will be heard and acted upon—not buried under layers of approval—they're more likely to take initiative and drive positive change.

Stepping outside of your job description may not always deliver immediate rewards, but over time, the benefits can be significant. Leaders who take initiative often find themselves at the center of important conversations, key projects, and strategic decisions. Organizations benefit too—as agility, innovation, and responsiveness become part of the company's DNA.

For individuals, these extra efforts lead to stronger relationships, opportunities for growth, and long-term career development. For firms, they foster a high performing, engaged workforce that knows it can contribute meaningfully.

In conclusion, leadership isn't just about completing what's assigned to you. It's about identifying where you can make a difference and taking action, even if it means extra time and effort. In a firm that values responsiveness and action, these contributions don't go unnoticed—they help shape the organization's future.

So, the next time an opportunity arises to do something outside of your core job, ask yourself: What could this lead to? In a firm that listens and responds, the answer might just surprise you.

enjoys beekeeping, sailing and traveling in her spare time.





