

EP 031 Who Do You Actually Work For with Esther Ifrah https://www.linkedin.com/in/estherifrah/

(Un) Professionalism

Professionalism is the training that rewards humans for becoming machine-like in service of the bottom line. Unprofessionalism restores the human element — pushing back, sharing, showing yourself — and trusts that better work follows.

Unprofessional Advice

Don't wait to be distinctive: be yourself on day one.

"The corporation will feed itself first. Always."

Wisdom Nugget

The pressure to succeed can turn even well-intentioned managers into taskmasters. When we lead from fear, we push our people; when we have less to prove, we can protect them. And protected teams repay it with trust, honesty, and better work.

"I created the busy for myself."

Wisdom Nugget

The hardest part of slowing down is confronting who we are when there is nothing left to prove. An empty calendar reveals how much of our identity hangs on looking productive. Performing busy keeps the harder question at a safe distance: what do we truly want next?

Try It Out

Next time extra work lands on your team, negotiate something in return: one task off the plate, or a Friday afternoon off. Small asks won't break the corporation, and they tell your people someone has their back.