



Reputation, Your Value

- Trust
- Relations & Networks
- Exposure & Air Time
- References & Inbound Traffic
- New Job Offers, Projects, Sales
- Personal Brand



Today's differentiators are
tomorrow's qualifiers

Reputation, Your Effort

- Specialize
- Daily Behavior
- Maintain Relationships
- Personal Qualities
- Project/Job Selection
- Organize Support & Contribution
- Communicate
- Accountable



Built over years,
destroyed in seconds

Reputation, Personal

- Listen
- Integer, Respectful, Relentless
- Honest, Truthful, fair
- Accountable, Non-judgmental
- Professional communication
- Consistent, keep your promises



Nothing endures
but Personal Qualities

Reputation, Checklist

- Your Passion
- Your Expertise
- Your Influence
- Your Communication
- Your Presence



Reputation means
permission to be contacted

Passion

- Know and Live it!
- Energize
- Be Authentic
- Speak with Passion
- Inspire People
- Vision



Do it with passion
or not at all

Expert

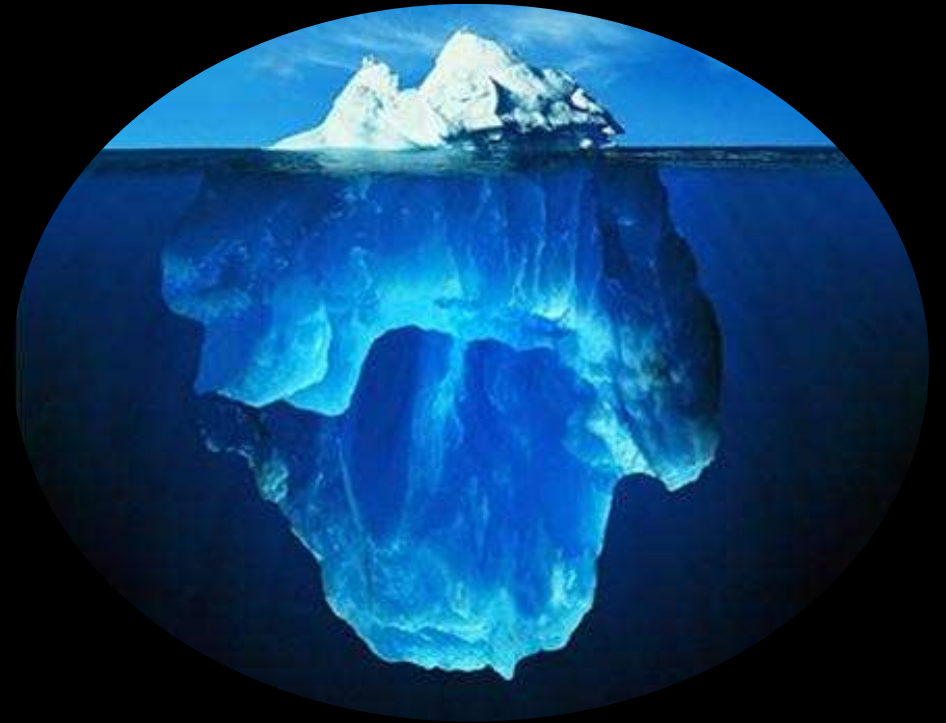
- Specialize
- Confidence
- Consistent
- Experience
- Results
- Differentiate



Experts decide
for the right reasons

Influence

- Inspire
- Decide
- Compete(nt) = Knowledge + Skills + Behavior + Success
- Integrity and Sound Judgment
- Never stop Learning
- Communicate & Share



Behavior is what the environment experiences

Communicate

- Social Media
- Speak & Write
- Relate and Share
- Walk the Talk, Trustworthy
- Specific & Consistent
- Behaviors, Signals, Networks
- Give Credit, Integrity



The single biggest problem in communication is the illusion that it has taken place.

Presence

- Public Content
- eBooks
- Contacts and Networks
- Role & Responsibility
- Timing
- Non-verbal
- Referred to



More than just being there

Re-invent your reputation

HRD*inside*

Inspiring *Ideas*

