



— HOW TO BUILD A — GREAT REPUTATION

Protect your reputation like it's the most valuable asset you own. Because it is! Here are eight actions that you can take right now to build and defend your reputation:

Do what's right. Values matter. Operate with integrity at all times. Period. That way, you'll never have to look over your shoulder to see who's watching.

Stand for something. Maintain the strength of your ideas and principles.

Be consistent. When your behavior is steady and reliable, your actions become predictable. This enables people to form an impression of you and anticipate future behavior.

Take pride in what you do. If you're not proud of what you're doing, either you're not finished yet, or what you're doing is not worthy of your best self.

Think before you act. Count to 10 before losing your temper, sending a flaming e-mail, or making a caustic remark — or you may live to regret it.

Accept responsibility for your actions. If you wouldn't be proud to see your words or actions in a headline, don't say them or do them. If things go wrong despite your best intentions, don't hide out. Face the music with an apology and your plan to do better.

Be a good-reputation ambassador. Help others build and sustain their reputations by acknowledging their good works, by modeling good behaviors yourself, and by never engaging in reputation assassination.

Let your conscience be your guide. Listen to your conscience. That's why you have one.

