

Create the Right Reputation

Create a reputation that works for you

What do people think about when you come to mind?

It can be beneficial for your career to explore your personal brand or reputation. While it may be uncomfortable to learn how people truly see you, understanding how you are perceived can be the first step in empowering yourself to create the type of brand that will get you where you want to go.

Ask yourself the following questions:

- Do I present myself like others who are successful in that job?
- Have I demonstrated clearly that I can do that job competently and that I can get along with others?
- Do I act like people in that job?
- What kind of a reputation do I have? How do people describe me when I am not around?
- What else could I do to enhance my reputation?

After you have asked yourself, gather some feedback from some trusted co-workers, managers or even friends — those people you feel will tell it like it is. Listen with an open mind. Don't get defensive. Ask for clarification and examples. Thank them sincerely for their openness and honesty.

If needed, rebrand!

If you don't like the way others see you, there is good news. You can rebrand yourself! You control

your behaviors, so focus on putting your best foot forward and working on your opportunities for improvement.

Here are some tips:

- Always think before you act – Pay attention to what you post online, what you tweet, with whom you socialize and how you handle situations at work and at home. Your behavior and decisions create your brand and ultimately impact your career
- Make an effort to change the behaviors that people feel are getting in the way of your success
- Identify your values and strengths so you can intentionally craft your personal brand
- Ask others to help you so that they can see you change and develop
- Master the art of active listening
- Don't bother telling people how good you are. Instead, let your results speak for themselves

Everyone has a personal brand, but most people are not aware of this and do not manage it deliberately and effectively. You should take control of your brand and change how others perceive you. This will help you to actively grow and distinguish yourself as an exceptional associate.