



1. Build it!
2. Repair it!
3. Leverage it!

Because “your reputation precedes you,” the first impression you make may occur before you meet someone face to face for the first time—like your new manager.

Take a close look at the reputation, or personal brand, you’ve built in your workplace.

- ✓ Does it emphasize your strengths?
- ✓ Identify what differentiates you?
- ✓ Could you use a little reputation rehab?

These tips can guide you through enhancing the positive points of your reputation, repairing the negative ones—and then building on your new and improved rep.

### 1 Build Your Reputation

- ⊙ Own your career
- ⊙ Build your self-confidence
- ⊙ Inventory your talents, strengths, skills and passions
- ⊙ Seek external education
- ⊙ Ask for coaching
- ⊙ Incorporate new skills day-to-day
- ⊙ Give it your all and over-deliver
- ⊙ Create connections and expand your network

### 2 Repair Your Reputation

- ⊙ Start paying attention
- ⊙ Enlist others’ assistance
- ⊙ Delegate
- ⊙ Develop tools and “cheat sheets”
- ⊙ Improve observation and listening skills
- ⊙ Self-evaluate
- ⊙ Solicit periodic feedback
- ⊙ Emulate someone you admire
- ⊙ Lie low
- ⊙ Take risks to change your behavior

### 3 Leverage Your Reputation

- ⊙ Be visible
- ⊙ Anticipate, adapt and act
- ⊙ Set an example
- ⊙ Walk your talk
- ⊙ Re-affirm what you have/can do
- ⊙ Coach or mentor others
- ⊙ Contribute to the knowledge pool

As a professional your reputation is your most valuable career asset. It is also a work in progress. Don’t neglect it!

For more tips on personal branding and reputation building, visit:  
[www.thelearningcafe.net](http://www.thelearningcafe.net)  
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