

Credibility is the Career Currency that Compounds

How to build your balance

Build expertise that matters



- Learn continuously
- Ask insightful questions
- Develop a specialty area
- Pursue relevant credentials
- Stay ahead of industry trends
- Master skills in your core area
- Admit knowledge gaps honestly
- Offer solutions, not just problems

Establish rock-solid reliability



- Respect others' time
- Always respond promptly
- Follow through every time
- Meet or beat all deadlines
- Maintain consistent standards
- Communicate early about delays
- Come prepared to every meeting
- Only promise what you can deliver

Develop unshakeable integrity



- Stand up for what's right
- Communicate authentically
- Practice radical transparency
- Take responsibility for mistakes
- Align actions with stated values
- Give credit generously to others
- Respect confidential information
- Be consistent with all stakeholders

Take Stock

- **Are you given autonomy** over your projects?
- **Are you brought in** during critical situations?
- **Does your name come up** for new opportunities?
- **Is your advice sought** by colleagues or leadership?
- **Are you invited to participate** in high-profile projects or discussions?



How to rebuild your credibility account after a hit

- Understand that rebuilding takes time
- Go above and beyond to restore trust
- Admit where credibility was compromised
- Outline specific steps to address the issue
- Express sincere regret without qualifications
- Demonstrate consistent improvement over time
- Regularly check in on progress and perceptions



Pro tips

- Build bridges by helping others achieve their goals.
- Take on the highest visibility challenges others avoid.
- Create content that showcases your deep expertise.
- Seek high-stakes situations to demonstrate reliability.



Don't do this!

- Gossiping
- Inconsistency
- Exaggeration
- Defensiveness
- Overpromising
- Excuse-making
- Selective reliability
- Blaming others
- Showing disrespect
- Poor follow-through
- Ethical inconsistency
- Avoiding accountability
- Breaking confidentiality
- Taking credit for others' work

