

QUALITIES THAT COUNT

Reputation is built up or torn down on character, communication and trust. Conduct yourself accordingly:

- **Be introspective and honest with yourself.** As hard as it might be at times, think through what you did and why you did it. Do your own review after every meeting and assignment.
- **Be sincere with others.** No one likes or admires someone who is constantly trying to "spin" events. Give it to them straight.
- **Do what you say.** If you commit to it, then do it. No excuses. You will be judged by your values, and you will be trusted only if you follow through.
- **Be authentic in your professional relationships.** Foster a culture of openness.
- **Remember social media.** Digital devices are today's water cooler and people communicate the good and the bad at lightning speed.
- **Listen first, talk second.** Ask for the views of others.
- **Accept responsibility.** If you are wrong, you must apologize.
- **Be personal.** Reach out to understand and value the experiences of others. Be interested. Care about your team.
- **Share authority, responsibility, and credit.** Don't be afraid of giving power to others.