

How to Earn CREDIBILITY



Be genuine. Credible people are comfortable in their own skin. They don't create a false persona to win acceptance, and they don't allow themselves to be manipulated by others.

Be principled. Credible people do what's right rather than what's convenient. They don't twist rules for personal gain.

Be capable. Credible people have a proven track record of success. Plus, they have the knowledge and experience to replicate that success.

Be discerning. Credible people surround themselves with folks who uphold high standards of honor and integrity.

Be honest and trustworthy. Credible people give explanations in a *clear* and *concise* manner. They tell it *like it is* rather than saying what folks want to hear.

Be straightforward and transparent. Credible people let others know whether they're presenting fact or opinion.

Be objective. Credible people present both sides of an issue rather than a one-sided view. They disclose all known facts in an unbiased manner and let recipients arrive at their own conclusion.

Be selfless. Credible people focus on win-win relationships rather than trying to advance their own self-interests. They don't try to win at the expense of the relationship.

Be fair. Credible people make every effort to be open-minded, even-handed, and non-discriminating.

Be rational and insightful. Credible people examine both sides of an issue before forming an opinion. They make decisions based on hard evidence and reason rather than on emotion.

Be virtuous. Credible people are passionate about their beliefs and values. But they don't force them on others.

Be decisive and action-oriented. Credible people don't just talk a good game — they make things happen.

Be accountable. Credible people take ownership of their life rather than relinquishing that responsibility to others.

Be consistent and dependable. Credible people are predictable. You always know where they stand.

Credibility Says Everything About You

