Build Your Reputation. Grow Your Personal Brand for Career and Business Success

Description:

'Building and protecting your reputation is essential for today's leaders and ambitious business professionals. This book helps to demystify the art of managing your reputation, and gives many practical insights and strategies to help you stand out in a crowd.'

Sir John Peace, Chairman, Standard Chartered

ARE YOU WORTH TALKING ABOUT?

The fight to stand out in your career or business can be intense. Mere technical competence or even good fortune is not enough. Being brilliant but anonymous won't help you your reputation will.

It's not fair, but that's life. If you're connected, influential and good at marketing yourself, you'll secure the holy grail of employment work you love on your terms. That means maximum career choice, power and flexibility.

By building kudos and career capital, you become valuable and well known for your ideas, expertise, skills and connections. In turn, you cut through the noise and rise to the top of the pile.

This practical playbook shows you how to:

- Create a game plan of reputation-building strategies that play to your unique strengths
- Enhance your profile and visibility with a formidable 'go-to' reputation for what you do best
- Connect with the right influential people to fast track your progress and your goals

When others trust you, rate you and advocate you, word gets around. Build Your Reputation helps you promote, position and personally brand yourself so you become known by the right people for the right reasons with all the right results!

'Reputation is a critical business asset, and this book by Rob Brown will do wonders for your good name, your wallet and your career opportunities.'

Lord Digby Jones, UK Politician & Minister of State for Trade & Investment

'Intrapreneurs are the new breed of corporate influencers who work for big companies but think like entrepreneurs. This brilliant book on reputation arms intrapreneurial professionals and career-minded corporate executives with the personal branding techniques to stand out in competitive industries.'

Sir Eric Peacock, Chairman, Just Loans Plc

Contents:

Foreword vii
Introduction 1

PART ONE: Laying the Foundations 9

1 Why Build Your Reputation? 11

2 Setting The Scene The Career Game 37

3 Your Reputation Game Plan 57

4 The Networking Blueprint 79

5 The Authority Blueprint 101

PART TWO: The Four Reputational Toolboxes 123
6 Your Profile Toolbox: Visibility 131
7 Your Positioning Toolbox: Authority 155
8 Your Personal Board Toolbox: Network 177
9 Your Professional Toolbox: Performance 209
References 241
Additional Resources 243
About the Author 245
Acknowledgements 247
Index 000

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