How to Develop, Maintain and Enhance Your Credibility as a Professional

Description:

This informative session will provide recommendations on how to develop and maintain your integrity and effectiveness as a leader. The importance of managing your reputation, keeping your priorities straight, and remaining loyal to both those you serve as well as those to whom you are accountable will be emphasized. Getting things done while remaining true to yourself is a balancing act; evidence-based tips for walking that fine line between being a creative, innovative professional and a collaborative team player will be provided.

Leadership is often not a popularity contest - nor should it be a dictatorship. Specific examples and suggestions for accomplishing these goals will be presented in an entertaining manner, but the relevance of these insights to your career goals and professional relationships will be clear. Authenticity, being true to yourself and the organization that employees you, and how you communicate with others will be emphasized.

Why should you Attend:

"Credibility is the foundation of leadership." - James Kouzes. "If you lack credibility, you may never be able to get a team to follow you and it will be difficult to advance to a position of authority. Let's face it: If people don't believe what you say, nothing else really matters. Your credibility is based on your words and actions. If these two areas of communication are incongruent, your credibility will suffer. So if you are a team member who says you will help out but never do, your credibility will diminish as a result. Whether you're sharing information or job recognition, if you are not credible, it will be of little consequence. If you expect others to believe what you say, you first have to believe it yourself." - Cheri Swales

Credibility is one of the most important attributes any leader can possess. The news reports are full of examples of leaders who have acted without credibility; in most instances, the consequences have not been favorable for either the individual engaged in these counterproductive behaviors or the organization in which they serve. Whether we are talking about the modern corporation, small business, or a college or university, navigating the contemporary organizational environment can be challenging for even seasoned leaders; it can be especially daunting for those just assuming a leadership role. Knowing how to act in a credible manner, and be perceived by subordinates, peers and superiors as such, is essential for today's leaders in the fast-paced global economy, where one wrong move can spell disaster for both the professional involved as well as the organization as a whole.

Areas Covered in the Session:

- Acquire a more realistic understanding of the modern corporate and/or collegiate environment
- Refine their understating of the political nature of all organizations
- Identify their strengths and areas for potential improvement as a professional
- Examine the importance of protecting their reputation in the face of multiple and often conflicting expectations
- Discover how to maintain their integrity and influence when adverse situations evolve
- Explore ways of more effectively managing key professional relationships
- Investigate ways counterproductive practices and habits can negatively influence career development
- Analyze their personal/professional priorities in terms of their overall career goals
- Demonstrate how authenticity is the cornerstone of effective leadership

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