

Confidence about Credibility

By Bob 'Idea Man' Hooey

***“No one gets taken seriously in this world unless he or she has credibility.
Not credibility about brilliant ideas, or heroic deeds,
but credibility about daily habits and performance.” Author unknown***

There are four crucial “Credibility Habits”

A successful and sustainable career or business is built on established credibility. Your customers and co-workers want to be able to trust and rely on you to do what you say you'll do – when you say you'll do it.

Here are the four basic ways in which we establish our credibility.

- How would you rate yourself and your co-workers or staff in these areas?
- Are there areas in which you see improvement needed?

- **Showing up on time**

Time is the most valuable commodity we have. It is precious in that it is finite and cannot be banked or saved – it must be used wisely. When you devalue my time – you devalue me! Show me that I can count on you to be there when you say you will, and I will begin to trust you.

- **Doing what you say**

Following through and actually doing what you say is very rare. All too often, based on our experience, we expect to be disillusioned, to be lied to and to be disappointed. When we aren't, we are pleasantly surprised and your credibility soars with us. **Under promise and over deliver!**

- **Finishing what you start**

What a nice surprise, when we discover, that you actually finish what you start. What a difference this makes in the corporate field. Doing this will set you apart from your competition. Resolve to start and complete what you commit to doing if you would build a successful business or career.

- **Saying please and thank you**

Common courtesy is not that common. Showing appreciation for people and their willingness to pursue dealing with you or buying from your firm. As individuals, we are too often treated with a lack of civility or respect. This will serve you well and win my loyalty.

These simple habits may seem self-evident, but the failure to observe them is probably the biggest cause of loss of credibility in our relationships with others.

In an increasingly competitive global economy your clients want to feel special, and they want to be able to trust you. **More so, with increasing competition and big box stores, credibility is a survival and business-building tool.**

- How would you rate yourself and your company in this area?
- **How would you change what you're doing now to ensure they get that opportunity?**

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