

IDENTIFY YOUR REPUTATION

Identify your current reputation so that you can ensure that in future, it supports your vision.

Remember, reputation is the estimation or opinion in which you are commonly held, by others. Whilst you are who you are based on your values, beliefs and behaviours, your reputation is driven by other people's **perception** of who you are and is the by-product of what they think and say about you.

An *attractive* reputation is one that supports your vision (it is intentional and purposeful), which shows in the behaviour that other people observe. An *attractive* reputation is one that attracts **desired** people, circumstances and opportunities to you. An *attractive* reputation is one that is consistent regardless of the social group (work, social, family etc.) and which is formed through repeated, consistent behaviour over time.



WORKSHEET 5

YOUR BEHAVIOUR – REPUTATION

Think for a minute about who you are and what you stand for. List those things here.

Now think about how your behaviour represents those things: in your business, in your network and in your social interactions. Does your behaviour back-up who you present yourself to be? And, more importantly, are you comfortable that other people’s perception of you is in line with that?

The ACT of ACTION

ACTivity 5: Your Behaviour



Now answer the following questions:

What do you think other people think of you?

What things do you know other people say about you?

What things have been written about you, or relayed back to you?

What do you know you are you known for?

How would you describe your reputation?

If you find this activity easy, then the chances are you have a good grasp on your reputation. If you don't, then it's probably time to start paying more attention