

How to Grow your Credibility Outside of Just Doing the Work

No one is going to manage your career for you



- Build advocates at all levels.
 - The expression “it isn't what you know but who you know is 100% the truth”. This has to be done with intention to build relationships with the right people. This is NOT meant to be manipulative - it is about seeking out the right people to have in your circles.
 - It is not enough to just do it with people you like, senior people, etc. - you must get buy in from all levels for you to build credibility. That means the people just mentioned, but it also means:
 - Demonstrate you are a good teacher, coach, mentor. Leadership will check with them to see if you are an effective leader. folks lower on the totem pole - these can actually be easy advocates/ways to practice because they have a lot to learn from you.
 - Be your own PR person. Which means you can't ignore the dissenters. You have to manage the message track that is being said about you.
 - Create pull for when you are ready to expand your career beyond your current bubble. These relationships can give you an edge over someone who has no reputation in these new spheres. This is inclusive of folks outside your office or your direct teams/day to day coworkers - network beyond the walls of your building.
 - Do not wait until you need something from someone. Authentic relationships take time and regular cultivation. Figure out the cadence that works for you and build your community.
- Become a craftsman of your trade.
 - You MUST continue to learn along your career journey. Stagnation is the enemy, and if you are not working to expand your knowledge and experience you will fall behind.
 - A few examples:
 - Become a better presenter.
 - Stretch your skills by raising your hand.
 - Make a list of skills you need to acquire and a plan to tackle them.
 - We all have our own toolkits that we take along with us, but if you are building credibility one key way is to stay interesting - to yourself and to others.
 - Learning helps us grow - what we learned in our 20's needs to be built on in our 30's, 40's, etc. -the one thing that is certain about life is change. Your ability to be credible will change depending on your experience level and age.
 - You want the credibility as someone that is always learning because it will draw the right people to you and you can offer something to them.
- Become a student of strategy.
 - Strategy is a key foundation to any career journey but especially one that is focused on growing and making a difference in the world. It allows you to be curious enough to ask the bigger picture questions and then focus in that area to trickle down and solve problems through this lens. It is a hard thing when we are often myopically focused in the day-to-day of our job, but it is a real differentiator when it comes to building credibility.
 - Strategic thinking is starting to ask why early and then following up to get to the bigger picture - sometimes the “why” may not make sense/have a bigger reason
 - Asking why allows us to see patterns - good and bad - in business and the world around us and then use them to get to solutions and plans that are bigger than just what we do day to day. Strategic ideas happen when we take all of the things we have learned and experienced and marry them together and elevate to see the bigger picture patterns and trends. The work then becomes about applying them to the job or challenge at hand.
- Cultivate your personal brand.
 - Definition: characteristics, appearance, behaviors + actions
 - The important thing is that you take the time to identify and define your personal brand and then manage it on an ongoing basis.
 - If you are proactively managing your personal brand then you will not stagnate.