

How to grow your credibility outside of just doing the work

From the POV of both sides: agency and client



- 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.
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- Become a student of strategy.
- Cultivate your personal brand.
 - The Mad Men era is long gone. With the advent of everything digital, this is even further the c