

THE 4 CORES OF CREDIBILITY

INTEGRITY

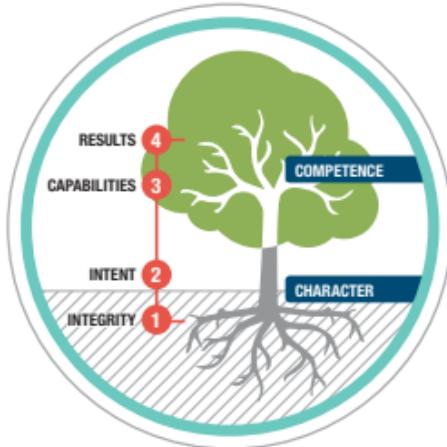
ARE YOU CONGRUENT?

Integrity is deep honesty and truthfulness. It is who you really are. It includes congruence, humility, and courage.

CONGRUENCE. To live in harmony with your deepest values and beliefs. You walk your talk.

HUMILITY. To stand firmly for principles, especially in the face of opposition. You are more concerned with what is right than with being right.

COURAGE. To act according to principles. You do the right thing—especially when it's hard to do.



INTEGRITY ACCELERATORS

INCREASING YOUR INTEGRITY

1

MAKE AND KEEP COMMITMENTS TO YOURSELF.

Treat commitments to yourself as you would treat commitments to other important people in your life. Make, keep, repeat.

2

STAND FOR SOMETHING.

Write a mission statement or personal credo—an expression of what you stand for. Then live by it.

3

BE OPEN.

Exercise humility. Challenge the way you see the world: Are your own viewpoints totally accurate and complete? Do you seriously consider other viewpoints?

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INTENT

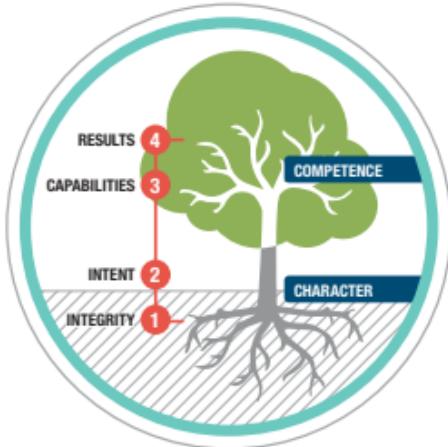
WHAT'S YOUR AGENDA?

Intent is your fundamental motive or agenda and the behavior that follows.

MOTIVE. The motive that inspires the greatest trust is genuine *caring*—about people, your values, the quality of what you do.

AGENDA. The agenda that inspires the greatest trust is *seeking mutual benefit*—genuinely wanting what's best for everyone involved.

BEHAVIOR. The behavior that best creates credibility is *acting in the best interests* of everyone.



INTENT ACCELERATORS

IMPROVING YOUR INTENT

1

EXAMINE YOUR MOTIVES.

Ask yourself the “five whys.” Once you get close to your real intent, ask yourself: “Am I motivated only by self-interest or by the interests of all?”

2

CHOOSE ABUNDANCE.

Ask yourself: “Do I believe there are enough rewards, credit, recognition, and benefits for everyone’s interests to be served?”

3

DECLARE YOUR INTENT.

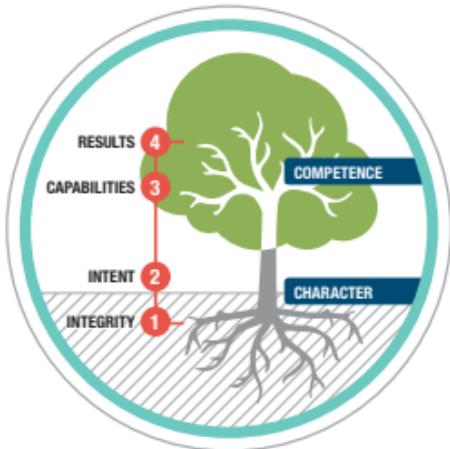
Choose the intent that will serve everyone best, including yourself. State it, signal it, clarify it, and discuss it—especially when your intent is unclear. Share the “why” behind the “what” wherever possible.

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CAPABILITIES

ARE YOU RELEVANT?

Capable people and organizations inspire confidence. Capability is your capacity to achieve results and includes your talents, attitudes, skills, knowledge, and style.



TALENTS. What are your unique, native strengths?

ATTITUDES. Do you approach work with energy and the determination to contribute?

SKILLS. Do you continuously upgrade your skills?

KNOWLEDGE. What are you doing to stay current and keep learning?

STYLE. Does your style of doing things get in the way or ease the path?

CAPABILITIES ACCELERATORS

BUILDING YOUR CAPABILITIES

1

RUN WITH YOUR STRENGTHS.

Feed your strengths. What are they? Where are your natural talents? What can you do best? Starve your weaknesses by teaming with others who are strong where you're weak.

2

KEEP YOURSELF RELEVANT.

Match your strengths to opportunities. Where can you make a unique, high-value contribution?

3

KNOW WHERE YOU'RE GOING.

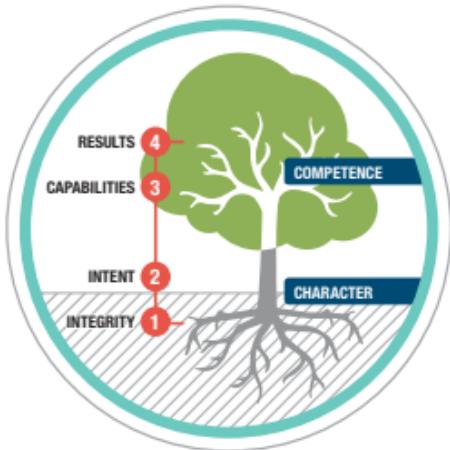
Specify your distinctive contribution and keep the vision of it before you from now on.

THE 4 CORES OF CREDIBILITY

RESULTS

WHAT'S YOUR TRACK RECORD?

Results matter! They matter enormously to your credibility. People evaluate your results/performance on three key indicators: past performance, current performance, and anticipated performance.



PAST PERFORMANCE.

Your reputation and track record for delivering results, not just activities.

CURRENT PERFORMANCE. Producing results now, not resting on past performance.

ANTICIPATED PERFORMANCE. How people project you will perform in the future based on past and current results.

RESULTS ACCELERATORS

IMPROVING YOUR RESULTS

1

TAKE RESPONSIBILITY FOR RESULTS.

Adopt a “results” mindset rather than an “activity” mindset. Ask yourself: “Will what I’m doing now lead to the results I want, or am I just staying busy?”

2

EXPECT TO WIN.

Openly express confidence in yourself and others. Clearly define what winning consists of. Create an emotional climate of high expectations.

3

FINISH STRONG.

Drop out of the “culture of quitting” and the “victim mentality.” Stay strong at the end when everything’s on the line.