

The BOLD MOVES brief

EPISODE 16 NAVIGATING REPUTATIONAL MANAGEMENT & BUILDING YOUR CREDIBILITY

THE CORE TRUTH

Reputation isn't spin. It's your career's credit score - built day by day through actions, not slogans.

You can't talk your way out of a bad reputation. But you can build trust and credibility with every small, consistent move.

KEY TAKEAWAYS

- Words don't stick if your actions don't match.
- Treat people well before you need them (not for transaction, but for integrity).
- Self-perception is nice, but perception of others is the truth. Ask for it.
- A strong career "board" (sponsors, challengers, allies) is as vital as a strong company board.
- Owning and upgrading after a mistake often builds more trust than hiding it.

ACTION MOVES TO TRY

- Before your next meeting, read the brief. Most people don't. You'll stand out.
- After a presentation, ask a colleague: "What landed? What jarred?"
- Spot one small behaviour this week that builds respect; then repeat it.
- Share one career mistake with your team and frame it as a learning story.
- Say someone's name, then give your advice or ask your question. It snaps attention.

**TAKE CARE
OF YOUR
REPUTATION**

CONVERSATION STARTER WITH YOUR BOSS

"I've been thinking about my professional reputation (not just my output), and how people experience working with me. What do you think I'm known for, and is that the right thing for the next stage of my career?"

ADD THIS TO YOUR BOLD MOVES BANK

- Pin this line: "External perception is the truth."
- Celebrate the next time you ask for feedback instead of waiting for it.
- Keep a note of how you handled a mistake well, it becomes your credibility story.
- Re-listen to this episode before reviews, promotions, or job moves.