

BUILDING A GOLD REPUTATION

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“A reputation is what you hear when no one is there to speak for it.”

— Jeffrey Fry

During this presentation we will discuss the role of your reputation in developing your career. I hope it will stimulate some thoughts that will lead you to do some self reflection, to come up with an individualized plan of how you can strengthen your reputation.

You know that you want a good reputation, but do you know why you want a good reputation?

Why Is Reputation Important?

Reputation is important because it isn't just one aspect of your life. It is made up of all of the components of your life. It doesn't affect just one area, it permeates and influences all aspects of your life personal, professional, family, career, community etc. Your reputation is an interconnected system that fuels itself. As a result, a good reputation is a must for people that want to continue to grow and enjoy the fruits of life.



When Does Your Reputation Start to Develop?

People don't wait until they know they have all of the information about you to decide whether they like you, or make sure that the information they do have is accurate. They use whatever information or impressions that are readily available to them to make a decision. Your reputation is that readily available information.

Your Reputation is Impacted by Everything You Do

Your reputation is important because it is impacted by everything you do. Every decision you make throughout the day, every action you take, interaction you have, every last detail, right down to your body language, is a factor that affects your reputation.



Your Reputation is Everywhere

An indicator of the importance of reputation is that it is everywhere: Your online reputation is in your website, social media engagement. Your offline reputation is in your work product, timeliness, personal demeanor, where you are spending your time and with whom.



Is There a Difference Between Personal and Professional Reputation?

In an ever increasing interconnected world there is less separation between our private and public lives. As a professional the public's eyes are always on you- it can be an enhancer or a distractor.



VS.



Once You Have It, You Must Maintain It

Given the power it has over your success, the importance of managing your reputation is a no-brainer.

Managing your reputation is a combination of both building it and monitoring it.

*It takes 20 years to build a **reputation** and five minutes to ruin it. If you think about that, you'll do things differently.*

— Warren Buffett



before



after

Social Media – The New “Word of Mouth”

It's no secret that dissatisfied clients tend to share their complaints with others. Word-of-mouth has always posed a threat to your reputation, but, with roughly 2.27 billion users on the internet, the damage caused by today's word-of-mouth is in a whole new arena. Users can spread negative comments in just a few seconds with minimal effort. With social media sites, such as Twitter, it can take just 140 characters to post a complaint for 140 million active users to see and for your brand's image to suffer.



The Inter-connectiveness Between Reputation and Success

A good reputation enhances the likelihood of success. The inverse is also true; a bad reputation makes it more difficult to be successful. A good reputation is fertilizer for your success. A bad reputation is like a fungus always distracting and destroying your best efforts.

- My reputation grows my legal practice and my legal practice enhances my reputation.