

STACEYHANKE^{INC}

REPUTATION

Who are you Monday to Monday?®



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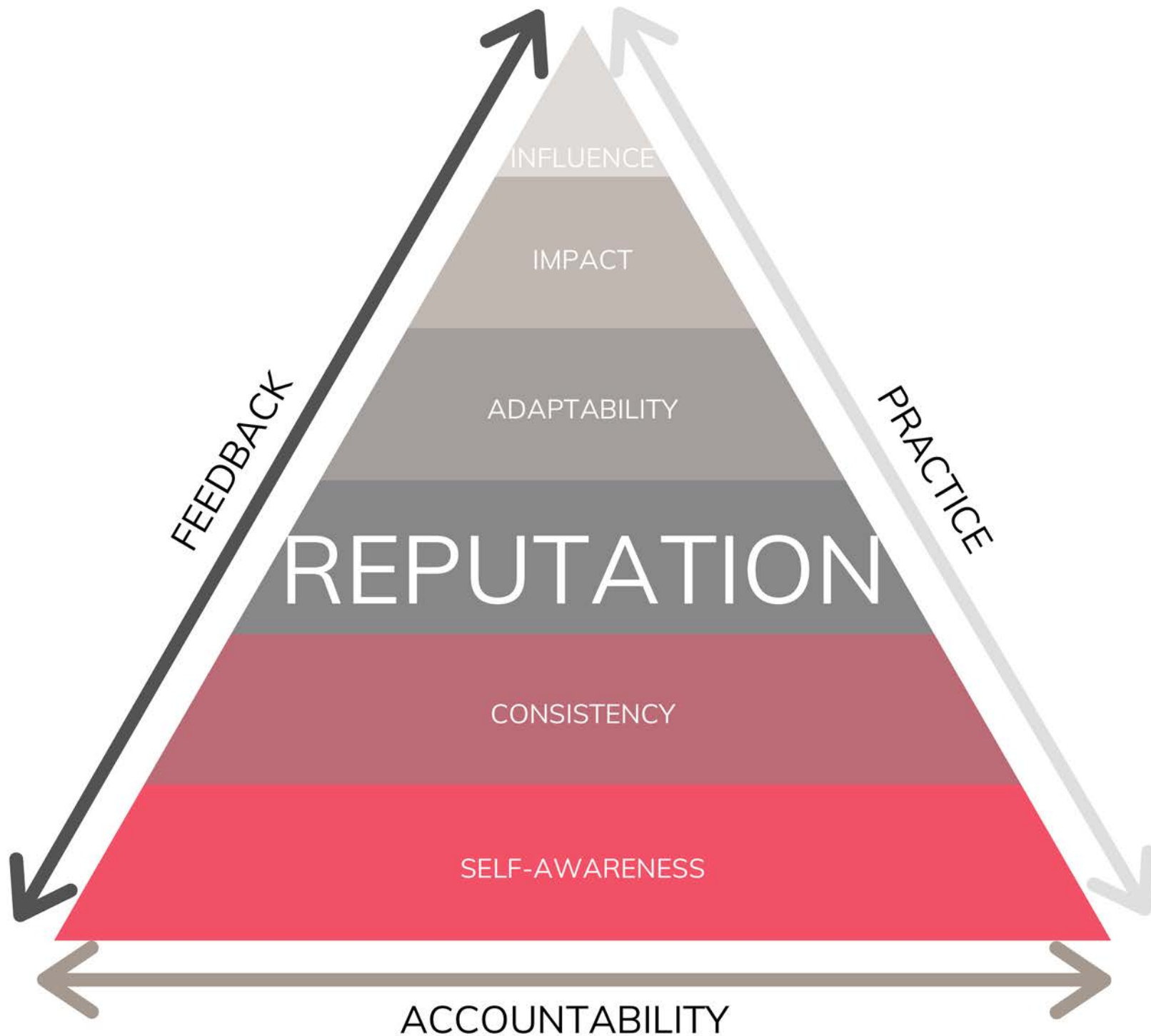
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INFLUENCE MODEL



WHAT DOES YOUR REPUTATION SAY?

Have you ever dreaded an upcoming meeting once you realized it was being hosted by someone known for being long-winded? Immediately your mind is overcome with dread. You know the meeting is likely to run overtime because the host will struggle to keep the conversation on track. Without question, it won't end on time and will require yet another meeting to finish the discussion that should have been wrapped up in the first gathering. Now, imagine your mindset walking into the meeting. You are probably thinking once the conversation goes off topic, you will have plenty of time to catch up on emails and respond to text messages. You already anticipate needing only a fraction of your attention throughout the time scheduled.

Now consider the alternative.

You look at your calendar to see an upcoming meeting scheduled with someone known for facilitating quick, pointed meetings hosted by someone who engages listeners, interacts with everyone and is intentional about keeping the conversation on track. You know heading into the meeting it will require your undivided focus and attention. You welcome the productive action steps that result from time well spent.

Which meeting are you more likely to enjoy being a part of and thinking it is the best use of your time?

What do others think when committing to a meeting *hosted by you*?

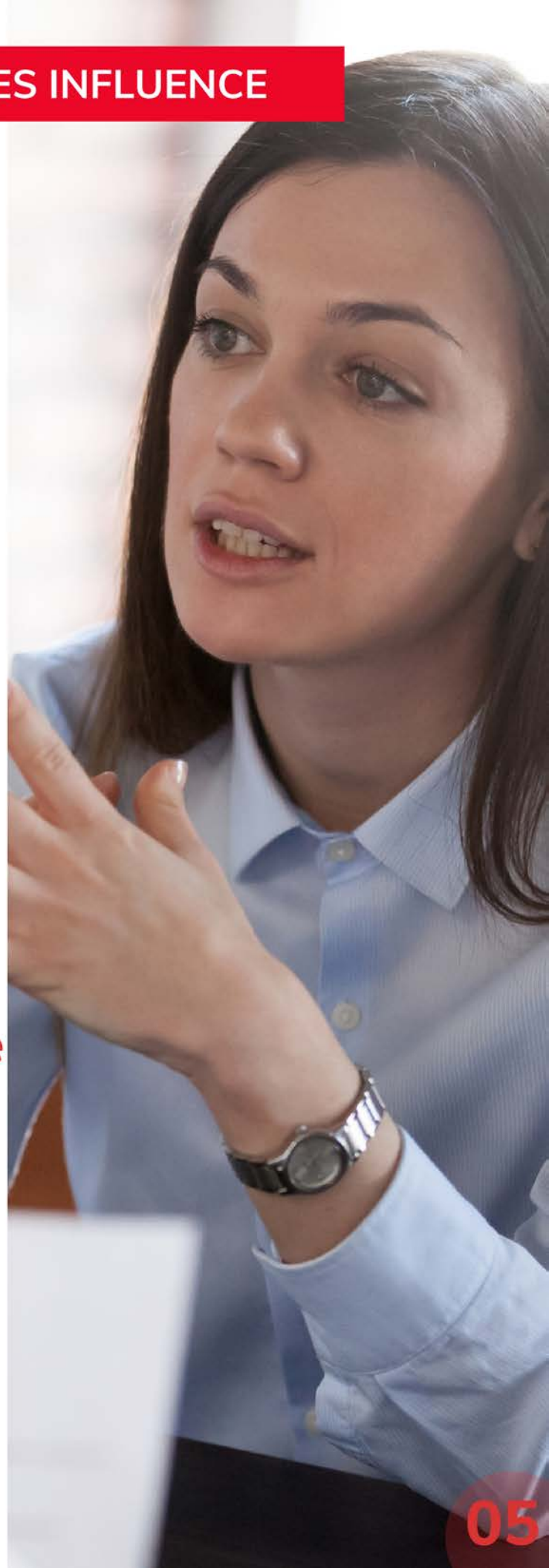
REPUTATION DRIVES INFLUENCE

Your reputation precedes you, whether it's good or bad. It enters the room of your clients', coworkers and one-on-ones before you do. Do you know what your reputation says about you?

A positive reputation has the power to create momentum in every encounter, setting the stage for listeners to trust you from the beginning. It creates a certain level of respect and credibility. It has the power to influence listeners to take your advice, listen to your recommendations and even act on your suggestions. They have an open mind about who you are and how you operate.

A strong, positive reputation has an extraordinary effect on the amount of trust, credibility, respect, and ultimately on the influence you have with others.

A questionable reputation, or one less-than-positive, predisposes listeners to question you and your ideas. They are more likely to consider alternatives and doubt your credibility or knowledge. Having this type of reputation requires much more work on your part not only to overcome but to change.





Your reputation enters the room before you do.

If you want influence in the workplace and the ability to influence others to act on your words, suggestions and ideas, you must first understand the current state of your reputation.

SEEK THE TRUTH.

We think we know how we are perceived, but rarely are we right. How we see ourselves is not always how others perceive us. It's easy to believe we are informative speakers while our listeners consider us long-winded. We consider ourselves being knowledgeable while our audience perceives us as know-it-alls. Seeking the truth about our reputation is vital to understanding whether it's working for us or against us. It starts first by getting feedback from someone we trust. Find someone you work with – a coworker, peer, mentor or colleague -- who is willing to tell you the truth. Keep an open mind about their feedback.

EVALUATE YOURSELF.

Once you know how others perceive you in the workplace, it's time to see it for yourself. Set up a video recorder in your next several meetings. Use an app on your phone to record yourself on upcoming phone calls. Once you've recorded yourself interacting with others or presenting information, review the playback. Listen to what others hear from their perspective and through the lens of feedback you've received. Write down everything you observe that needs improving.

CREATE A PLAN.

Once you've got a list of what needs improving, get an accountability partner to help you create a plan to address each area. Schedule a time each week to go over a new area of improvement. Make a commitment to them for how you plan on focusing on correcting the behavior. Then, report back to your accountability partner the progress you made throughout the previous week. We are much more likely to stick to the plan we create for ourselves when we enlist the help of others. An accountability partner will help you remain committed to improving your reputation.

HOW DO YOU SHOW UP?

CONSISTENCY IS KEY.

The key to building a reputation is the consistency by which you follow through on positive behaviors. Think about a popular brand – Starbucks, perhaps. You know you will get a consistent experience each time you enter their establishment. Every product branded with its logo has a reputation for being consistently high in quality, taste and delivery. They have built their brand on consistency. The same holds true for your brand – your reputation. Every interaction with others requires consistency – from high-stakes presentations to hallway conversations.

A positive, influential reputation takes a commitment to ongoing improvement. It requires knowing your weaknesses and committing to change. If you want a positive reputation to enter the room before you do, gain a better understanding of how others perceive you and commit to doing the work necessary to improve. How you show up for every interaction will build a positive, influential reputation moving forward.





REPUTATION: LITERATURE RESEARCH

Understand how you're impacting people and how you're contributing to their effectiveness. The higher you go, and the less you do, the more it's about influence.

In my book, *Influence Redefined*, I share that a leader's reputation sets the stage for their followers' and employees' interactions. Their outcome determines the leader's level of influence, and drives the results one gets from others. Literature supports my book's assertions of the importance of leadership and organizational reputation.

In 2012, Rita Men examined how corporate leadership influences the effectiveness of organizational credibility and found that organizational reputation perceived by employees has a profound and positive effect on employee engagement. (Men 2012)

William L. Gardner also studied the effects of leadership reputation and found that a strong delivery and ethical reputation produced the highest levels of perceived leader effectiveness and integrity. Individuals with better reputations were found to be the most effective with delivery and influence. (Gardner 2003)

Further research maintains that reputation is a vital aspect of an organization's influence on recruitment and organizational effectiveness. (Daniel Cable and Daniel Turban, 2003)

Abraham Carmeli and Asher Tishler's analysis found that reputation is associated with the organization's growth and accumulation of customers and customer satisfaction. (Carmeli and Tishler 2005)

Ultimately, these findings illustrate how organizational reputation is associated with overall organization effectiveness and influence.

QUANTITATIVE ANALYSIS

HOW THE LENGTH OF TIME REMOVED FROM INFLUENCE REDEFINED WORKSHOP AFFECTS THE IMPORTANCE OF REPUTATION FOR THE PARTICIPANT

61% of participants surveyed who attended the Influence Redefined workshop 1 -3 months ago agreed that the skills and techniques taught positively impacts their reputation.

31% of participants surveyed who attended the Influence Redefined workshop 7+ months ago agreed that the skills and techniques taught still positively impacts their reputation.

These are individuals' who held themselves accountable by practicing the skills and techniques taught to enhance their reputation.

Hanke's workshop was able to provide skills and techniques to enhance individuals reputation.

	Mean	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I believe how clients perceive my reputation has an effect on client relationships. *N=143	4.31	0%	1%	9%	48%	42%
The skills I have learned from the workshop regarding reputation have been effective and useful in the workplace. *N=143	3.87	1%	2%	21%	60%	16%
I have been using the skills I learned in the workshop to enhance reputation. *N=143	3.83	1%	3%	22%	60%	14%

QUALITATIVE ANALYSIS

Objective: Assess participants' growth regarding reputation in the workplace after completing the workshop.

Outcome: Respondents' belief that reputation is an integral part of influence, suggesting participants understand why enhancing one's reputation is important, though they struggle to utilize the skills

VARYING MEAN SCORES

The mean scores vary considerably from low to moderately high (3.36-4.31), suggesting that participants understand why enhancing one's reputation is important, though they struggle to use the skills in the workplace.

HIGH MEAN SCORES

"I believe how clients perceive my reputation has an effect on client relationships" with over 90% of respondents agreeing. This item highlights respondent's belief that reputation is an integral part of influence.

"I have been using the skills I learned in the workshop to enhance reputation" has a mean score of 3.83, with 74% of the respondents agreeing with the statement. This indicates that specific skills regarding reputation in Hanke's workshop have applicably transferred for a majority of respondents. This demonstrates how useful the reputation skills taught in the workshop are for past respondents.

76% of respondents agreed that "The skills I have learned from the workshop regarding reputation have been effective and useful in the workplace" and 50% agreed with the statement "Post-workshop, I have found that clients are more satisfied with our communication." Both questions highlight that at least half of all respondents found clients are more satisfied with communication post-workshop, and a majority have seen effectiveness with reputation skills learned.

ADDITIONAL TAKEAWAYS

Respondents indicate in other answers that workshops should significantly focus on equipping participants with the tools necessary to lead their teams in enhancing their reputation. Most agree with the need for acquiring these skills and have used them post-workshop to enhance their workplace reputation.

FINAL WORDS

We are living in a new world of work called noise. We receive messages 24/7 via email, text, social media, in-person meetings and virtual calls with our webcams on. We are dressed in business attire from the waist up, feeling fatigue, by Wednesday.

This world of noise makes it even more difficult to be consistent in how we show up and how we stay present. We need to focus and work even harder during our virtual interactions -- to stand above the noise to be heard, understood and to influence action.

Every conversation – whether a meeting around a conference table, a presentation in front of hundreds of people or a Zoom call – is an opportunity to extend your personal brand.

If you use the same skills in every conversation, you will show up as your best, authentic self in every interaction, **Monday to Monday®**



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communicate with influence