

## **REPUTATION**

**Isn't it a goal of most people in the construction industry and related fields to receive their work through word-of-mouth referrals that are based on reputation? Don't you get a warm, secure feeling when you know that people are interested in hiring you based on good things they have heard from other people?**

**So what comprises a good reputation, and how do you build one? Think of people you know who have a good reputation, in whatever capacity. Here are key components that I see comprising a good reputation:**

- 1. Dependability. When you believe that you can really count on someone, when you expect them to deliver a high quality product and carry through with what they tell you they will do, you have someone to hold onto. And if something comes up that alters their schedule, you probably expect them to let you know that. You have faith in them, and this is highly important. You also likely expect them to do what they do in a timely fashion.**
- 2. Quality. You expect someone with a good reputation to deliver a high quality product, whatever their field is. They provide good workmanship. They provide a lot of service. They have high standards, and they have a commitment to work to those high standards.**
- 3. Fairness. You expect them to be fair and honorable. They take responsibility for themselves and what they do. You expect to be treated well by them. There is a sense of decency about them that you rely on.**
- 4. Amicability. It can be hard to deal with prima donnas and supreme egotists, even if they do wonderful work. You enjoy people who are amicable and cooperative, don't you? They make the process run more smoothly and enjoyably. A little extra effort in this direction is rewarded beyond what you put out. It is amazing how much people do value pleasantness and helpfulness in others, even if they are not quite conscious of their responses.**
- 5. Creativity and flexibility. People who can dance with unexpected occurrences and challenges inspire more confidence. You have faith that they will deal with what comes up and communicate to come up with practical and creative solutions. They deal with surprises and don't normally get totally bowled over by them.**
- 6. Communication. The ability to communicate clearly and appropriately is such a plus in the construction industry yet often overlooked. This ability inspires trust and partnership and defuses much conflict and potential conflict.**
- 7. A commitment to excellence underlies some key qualities listed above. It motivates someone to hold high standards and do**

**what it takes to deliver quality work with integrity. Someone who has this kind of commitment brings their whole self into the picture and takes pride in producing a great product and having happy customers. They enjoy and value working with others who share high standards and the end results are the fruit of the efforts.**

**So, these seven components described above comprise key elements of reputation. And, it follows that the very components of reputation are also the means of building reputation. "Work the steps", to borrow a phrase. If you make honest efforts in this direction, your reputation will grow and attract people into your life who value who you are.**

**The above list of seven qualities that I see as being key to building and maintaining strong reputation lends itself to being a personal rating system. To make use of the rating system, take some paper and list the six qualities with several lines of space between qualities. Take time and rate yourself from one to five in each of the categories, five being the top level in the rating system. Be honest. Try to step outside of yourself and take a deep look in each of the areas, as if you were someone else looking at you.**

**When you are done look at your scores. Were you surprised with any of them? Did you previously think of yourself, perhaps unconsciously, as being either higher or lower in any categories? Do you see room for improvement? What might you like to change? This could be excellent food for thought and the seeds of powerful change.**

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Conscious Cooperation**