

# Squiggly Careers PodSheet

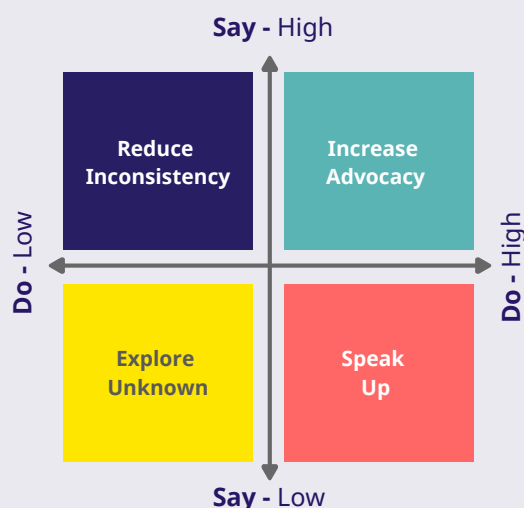


## How to build your reputation at work

### What do we mean by 'reputation'?

→ What people say about you when you're not in the room. → What you are known for.

### Understanding Your Reputation - Say/Do Matrix



**Say** = how clear and confident you are in talking about what you want to be known for.

**Do** = how much consistency and credibility you have in the things you want to be known for.

**Your view:** Where do you think you are on the matrix?

**Others' view:** Ask 3 people who work with you in different ways how clearly you communicate what you want to be known for and how consistently the work you do aligns with that intent.

#### If you're....

**Low Do / Low Say** you need to **Explore Unknown**

🔍 *What do I want to be someone's 'go to' person for?*

💡 **Reputation Inspiration** - look at someone whose reputation you admire and think about how what they do well could work for you.

**Low Do / High Say** you need to **Reduce Inconsistency**

🔍 *How much of your week are you spending on work that doesn't help to build your reputation?*

💡 **Realign Time** - explore job crafting or put yourself forward for projects that help your strengths to stand out and align with what you want to be known for

**Low Say / High Do** you need to **Speak Up**

🔍 *What scares you about speaking up?*

💡 **Speak Up Statement** - write a 1, 3 and 5 sentence summary of what you want to be known for and start sharing it in career conversations and anywhere you have a profile (e.g. LinkedIn)

**High Say / High Do** you need to **Increase Advocacy**

🔍 *Who would be your dream advocate?*

💡 **Givers Get More** - spot someone showing sponsorship behaviours and think about how you can support them.

### Coach Yourself Questions

🔍 Who could you ask to understand your current reputation?

🔍 How could what you want to be known for support your career opportunities?

### Recommended resources



#### **The Reputation Game**

Book by David Waller and how to change how people see you



#### **Surviving a loss of reputation**

School of Life video on how to respond when your reputation goes wrong



#### **How to build your brand**

Squiggly Careers conversation with Bianca Miller Cole

Amazing if