FOUR DIMENSIONS OF CREDIBILITY

Credibility enables people to regard you with respect and as a reliable source of information and decision making. There are four aspects to credibility and it’s important that all four aspects work together.

INTEGRITY

RESULTS

INTENT

CAPABILITIES

A key component of building trust is understanding and clarifying what the organisation wants. Then it's about offering the best of you and demonstrating the behaviour that will add to your credibility.
14 FACTORS ASSOCIATED WITH CREDIBILITY

There are 14 common behaviours that are associated with credibility. These behaviours do not exist in isolation. Rather together, the behaviours grow credibility. It’s also important that none of these behaviours are pushed to the extreme – doing so will transform them into a weakness as opposed to a strength.

1. Talk Straight
2. Be Honest
3. Demonstrate Respect
4. Create Transparency
5. Right the Wrongs
6. Show Loyalty
7. Deliver Results
8. Improve
9. Confront Reality
10. Clarify Expectations
11. Practice Accountability
12. Listen First
13. Honour Commitments
14. Extend Trust

At work, you may or may not have the opportunity to demonstrate all of these behaviours to others. What is important is that you lead by example and start with yourself first.

Set clear personal expectations and define the areas of accountability within those expectations. The most effective person always starts from the position of trusting, as opposed to not trusting and recognise that trust underpins and affects the quality of every relationship, ever communication, every project, and every collaboration.