

5 Ways You Lose Credibility

without even trying

1. Neglecting to respond

- Online or offline
- To emails, phone calls, invitations
- Or social media posts and requests



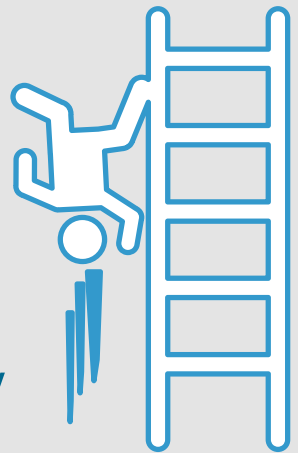
2. Avoiding the truth

- The fear of giving bad news
- Dodging needed discussions
- Denying that something is not working



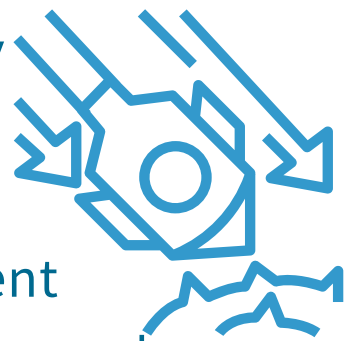
3. Ignoring failure

- Repeating the same mistakes
- Not analyzing what went wrong
- Promoting a lack of transparency



4. Launching before ready

- Skipping research and analysis
- Sidestepping process development
- Moving forward with no contingency plan



5. Not practicing what you preach

- Building content to establish expertise
- Then failing to follow your own advice
- Intentionally or through lax management

