



Credibility: How to Create and Maintain Yours

Credibility, like respect, takes time to establish but can be lost in an instant.


Build and maintain your credibility by always observing the professional standards listed below.




Follow through with your commitments. Earn your colleagues' trust by consistently delivering on your promises.




Be transparent and honest. Don't blame others or take false or undeserved credit.




Produce work and products that meet high standards of quality, including content, structure, presentation, and organization.



Make clear, structured, unbiased, and factually-supported arguments.



Never use foul or offensive language to make your point. Avoid excessive jargon.



Demonstrate humility and humor. Never talk down to people.



Keep an open mind.