



## Career Tips Thursday: Session 23



# Managing your reputation

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UNOG/HRMS/CLM

IAEA/MTHR/L&D

UNV/HRS/CDT





# Previous sessions

- Setting your **career (development) compass** for 2023
- Getting into the **international professional category** (G to P examination)
- Managing your career according your **strengths**
- Dealing with your **saboteurs** to manage your career
- Developing **EQ** in managing your career



# Agenda

- The importance of **reputation**
  - What is **reputation** and **why** it matters for our career?
- How to **build** your reputation
- What can **impact** your reputation
- How to **improve** your reputation
- **Q&A** via chat

# Word cloud - Reputation

What comes to mind when you hear the word “reputation” ?

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# The importance of reputation



# A view from different perspectives

*“A good reputation is something you must pay for, but you can never buy.”*

~ **African Proverb**

*“Of a dead leopard we keep the skin, of man his reputation.”*

~ **Chinese Proverb**

*“When a door opens not to your knock, consider your reputation.”*

~ **Saudi Arabian Proverb**

*“Regard your good name as the richest jewel you can possibly be possessed of... The way to gain a good reputation is to endeavor to be what you desire to appear.”*

~ **Socrates**

*“The good name of the United Nations is one of its most valuable assets - but also one of its most vulnerable.”*

~ **Ban Ki-moon**

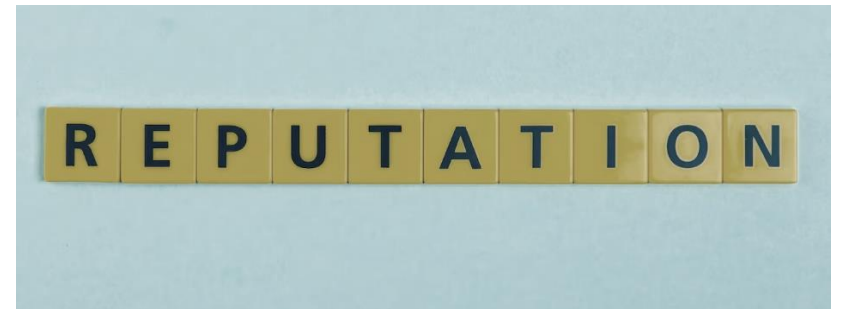
*“My reputation preceeds me.”*

~ **Indiana Jones and the Last Crusade**

# What is reputation?

“The **opinion** that people have about what someone or something is like, based on **what has happened** in the past.”

(Oxford Dictionary)



It is an indirect result of anything and **everything we do**

**Your actions + what others say about you = Your Reputation**

# Why does reputation matter?

- It can be a measure of **influence, recognition, credibility**
- “Corridor” performance review: increases your chances of being **recruited**
- Facilitates **interaction, knowledge sharing** among colleagues
- **Innovation, collaboration**: it helps to deliver our mandate more effectively

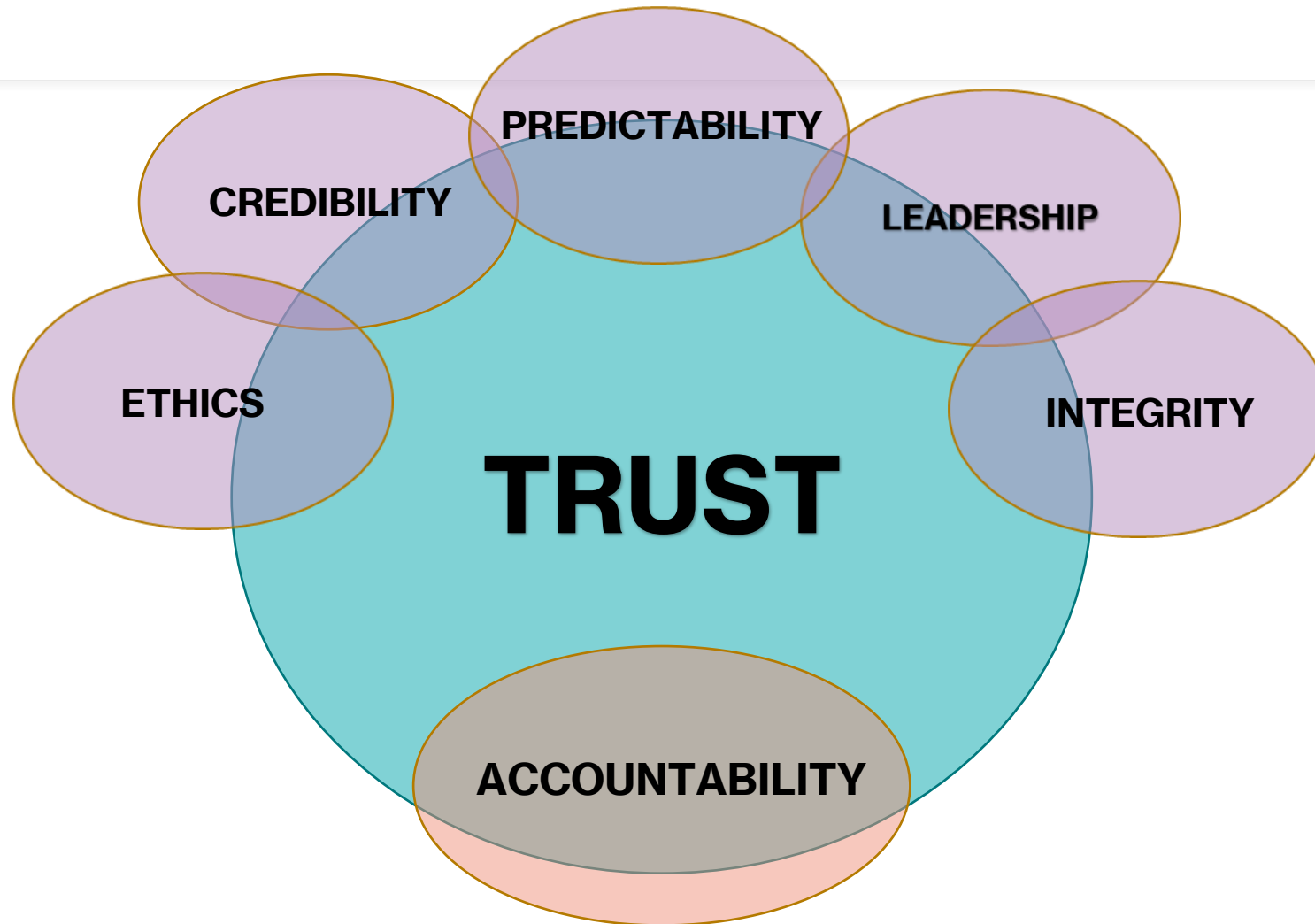




# How to build your reputation



# The foundation of good reputation



# Effective reputation-builders

- Understand your **values**
- Be **consistent**
- Buy into **yourself**
- **Help others** in reaching their goal



# Building a positive reputation

## Social Media

Leverage social media to build an extension of your reputation

*Your interactions online will be weighted similarly to those in-person*



## Be authentic

Be real and be human. Your reputation often considers your whole self, not just parts of it. Consider how all the different parts you are putting out into the world connect, and what story they collectively tell about you.



## Add value

Those who benefit from your advice will refer you to others, thus building your network and reputation. Play to your strengths, and share your skills and knowledge with others.



## Give more than you take

Givers succeed in a way that creates a ripple effect, enhancing the success of people around them. By giving – whether in time, resources, mentoring, etc. – at the end of the day you are setting the example for others to do the same.



## Values and Ethics

Your reputation should align to the public service's values and ethics. These values are a compass to guide public servants in everything they do. They cannot be considered in isolation from each other as they will often overlap.



## Relationships matter

Making connections, whether online or in-person, helps to enhance your network and therefore expand your reach within the public service. But like any relationship, these need to be maintained. Engaging with others' content; attending their events; planning a virtual coffee; etc. are all great ways to maintain your network.



## Keep your promises

Your word plays a huge part in your reputation; it also builds trust and demonstrates your commitment to your team, work and others. Both your reputation and credibility grow when you fulfill commitments, and you can become known for dependable, reliable and trustworthy work and service to others.





**What can impact your  
reputation**





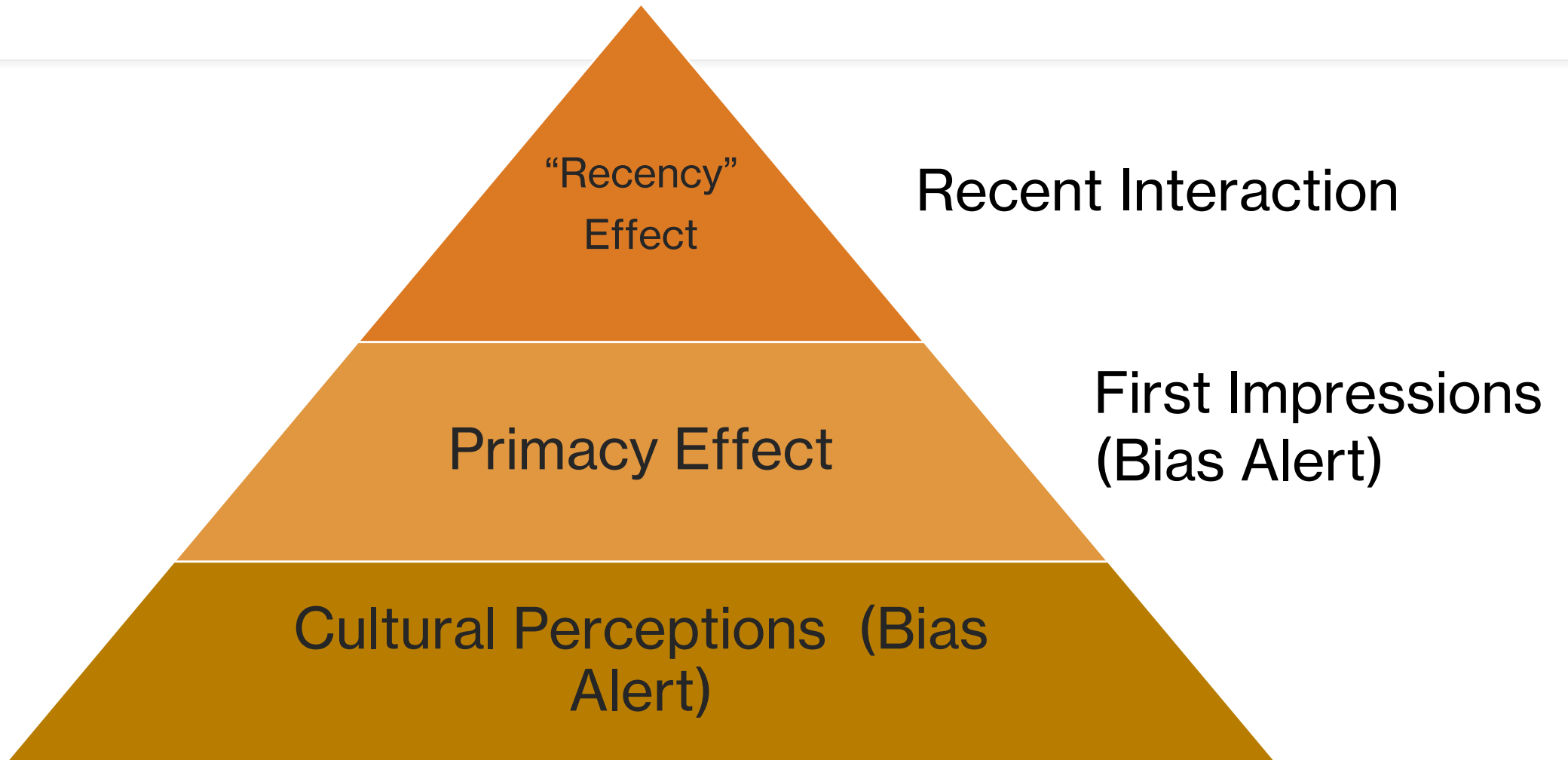
**Reputation is  
largely a matter  
of perception**

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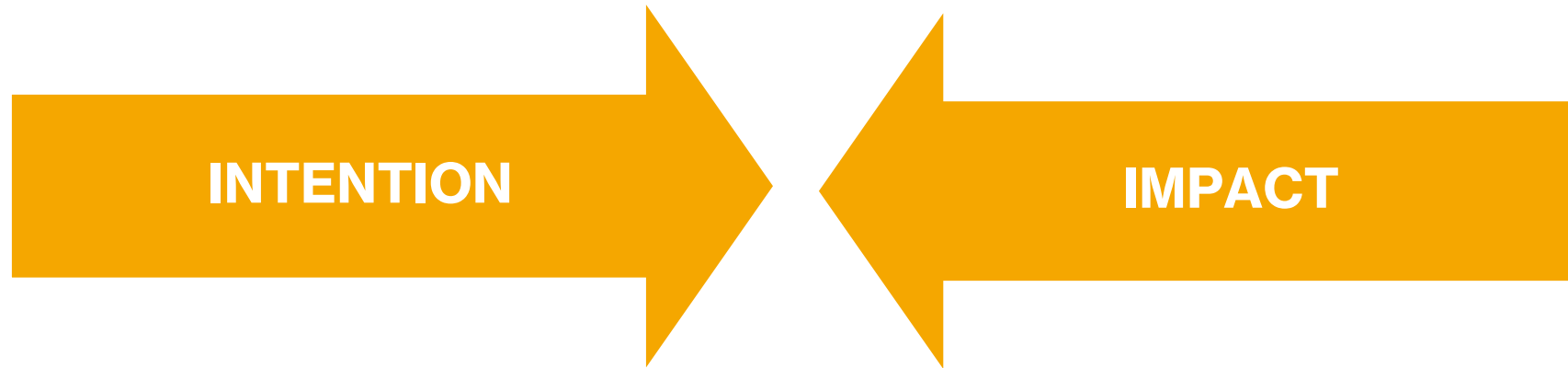


# Impression formation



# Avoiding misinterpretation

When our intention and the impact it creates are not aligned, others may perceive us wrongly. It is up to us to keep this gap at a minimum.





# Avoiding misinterpretation

- ✓ Reflect on times when your actions and words didn't match.
- ✓ Ask for ongoing feedback/advice.
- ✓ Incorporate your values daily.

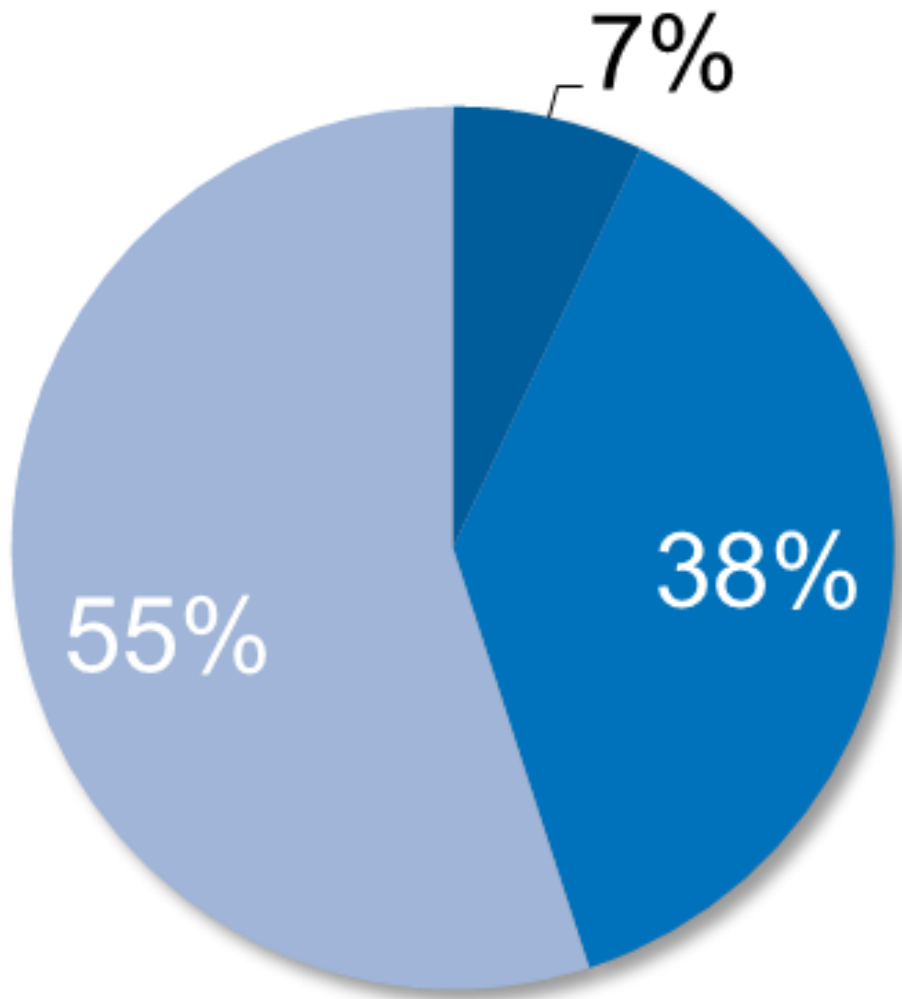




**What do people  
remember the most  
about another person?**

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- 7% Words
- 38% Body language
- 55% Tone of voice

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**93%**

**non-verbal communication**



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## The “Maya Angelou rule”

“People will forget what you said.  
People will forget what you did. But  
people will never forget **how you  
made them feel.**”

# How to improve your reputation

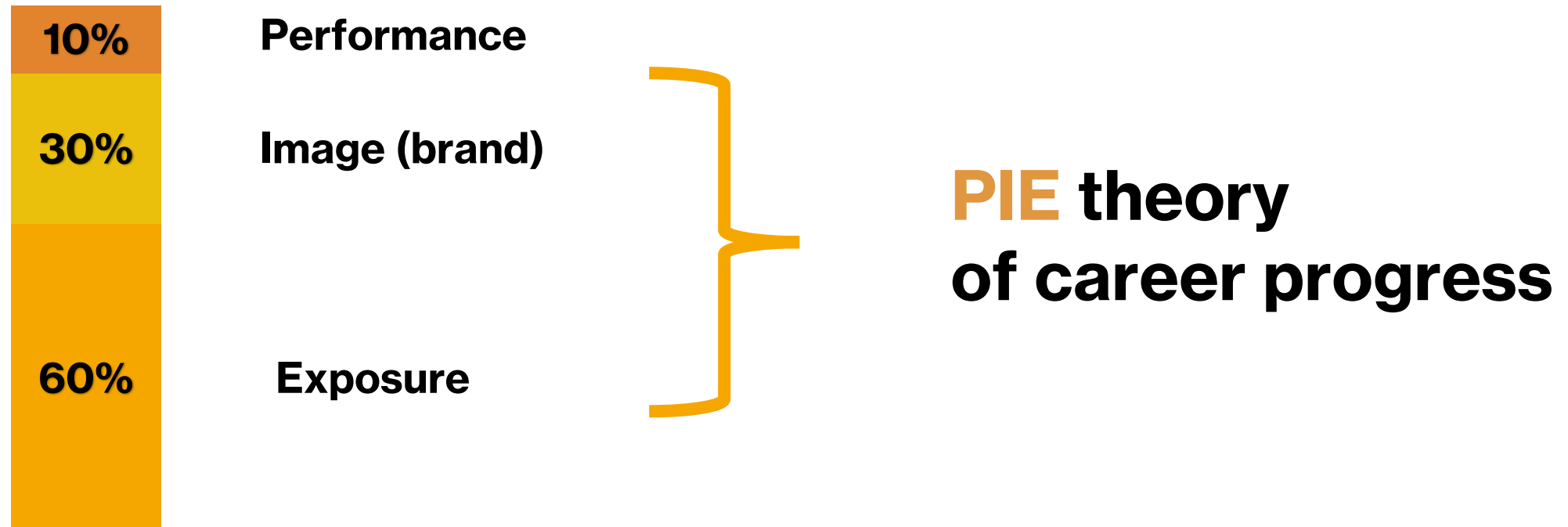


# Measuring reputation

- Good reputation
- **Non-reputation**
- Bad reputation



# Increasing your visibility





# Increasing your visibility

- Speak up - Create reasons for interacting with others
- Be proactive, get involved in projects
- Participate in learning opportunities
- Grow your network
- Find a mentor
- Highlight others' achievement



# Rebuilding day by day

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- *Complainer vs Constructive Thinker*
- Apologize when needed
- Look for opportunities to build bridges
- Have patience and be proactive





**Remember**





**“It takes many good deeds to  
build a good reputation, and  
only one bad one to lose it.”**

Benjamin Franklin



# Exercise



# Exercises

8  
minutes

## Your reputation from an external point of view

Use **exercise 2** in the **worksheet**:

- Complete the table with **3 situations** (one positive and 2 neutral), the person involved + your relationship with them.
- Rate the **perception** the person may have about you + explain the **reason**.
- Think about what you can do to **influence** their perception about you in a **positive manner**.



**Do you have any questions?**



# Upcoming CTT sessions

**July-August**

Summer break

**28 September 2023**

Creating your personal brand

**26 October 2023**

Session for General Service staff - Getting into the international professional category – Moving to a different Agency

**27 November 2023**

UN Values and Behaviours Framework