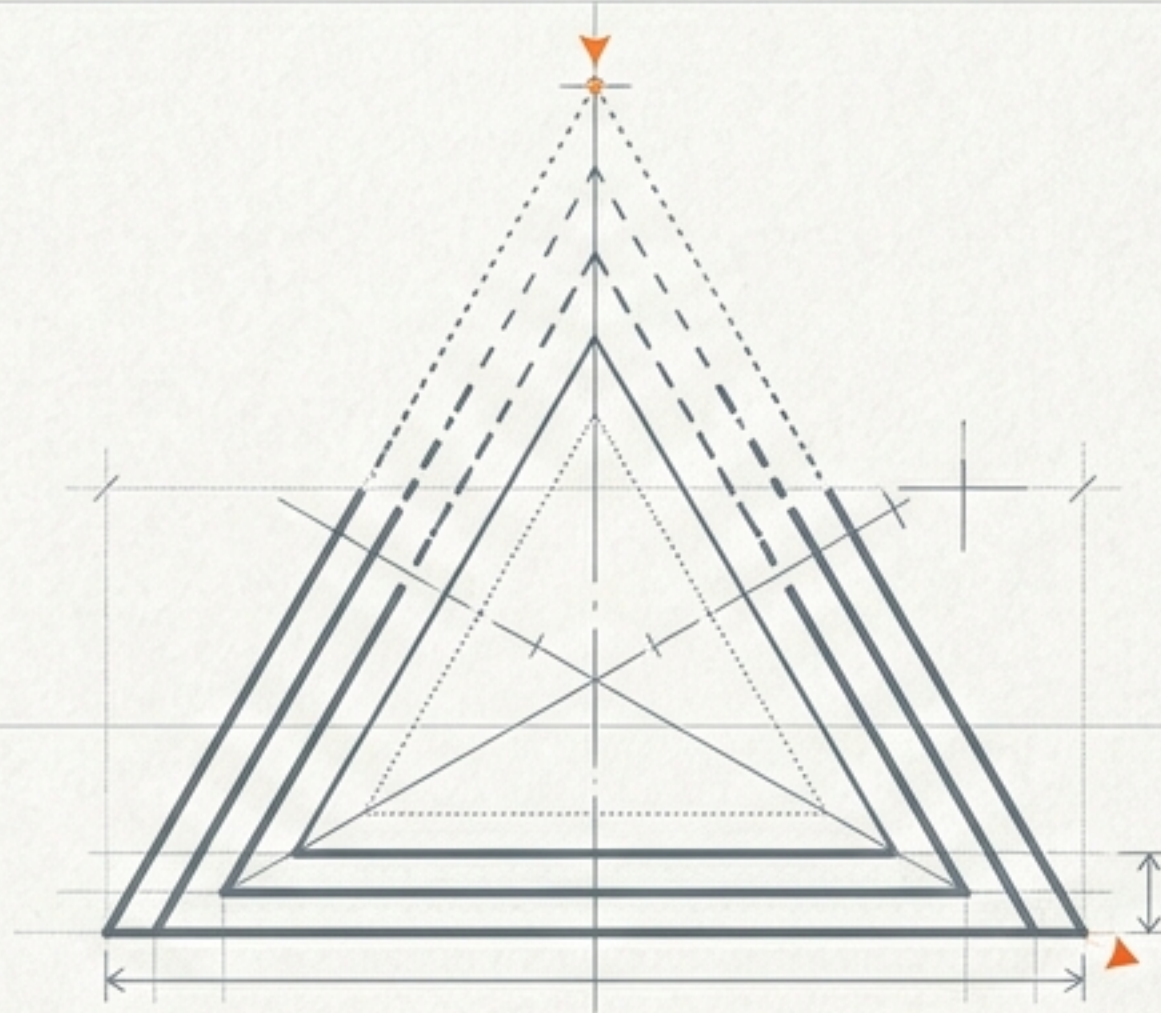




Building Your Professional Reputation

The Reputation Architect Strategy

The Invisible Script

Your reputation is not a future milestone.
It is a script being written right now, line by line.

Every email sent, every meeting attended, and every deadline hit or missed is a data point.

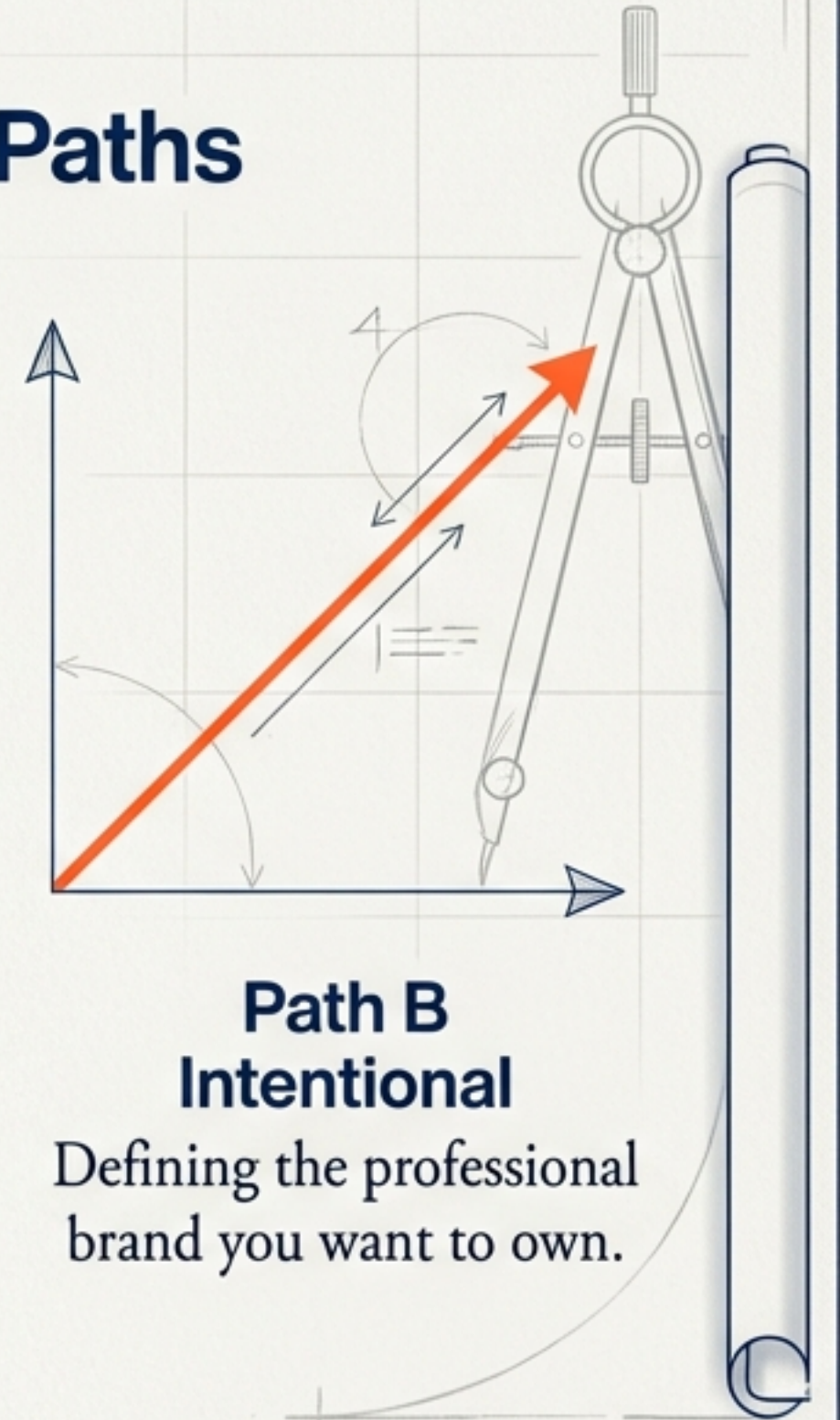
The question isn't whether you have a reputation—it's whether you designed it.

Two Paths



Path A: Passive

Letting reputation happen to you.

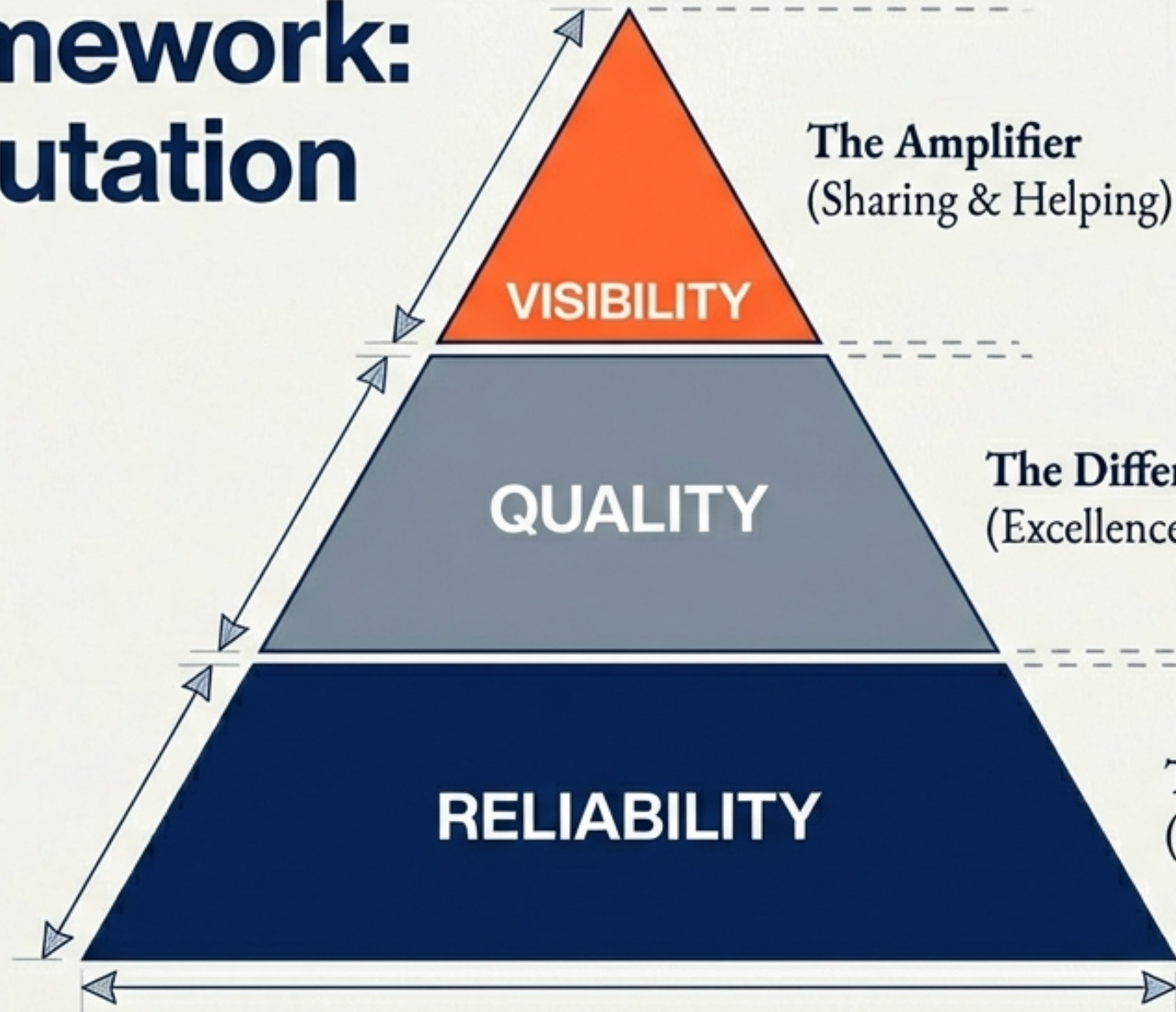


Path B Intentional

Defining the professional brand you want to own.

Insight: Top performers do not leave this to chance. They take back the pen.

The Framework: The Reputation Triangle

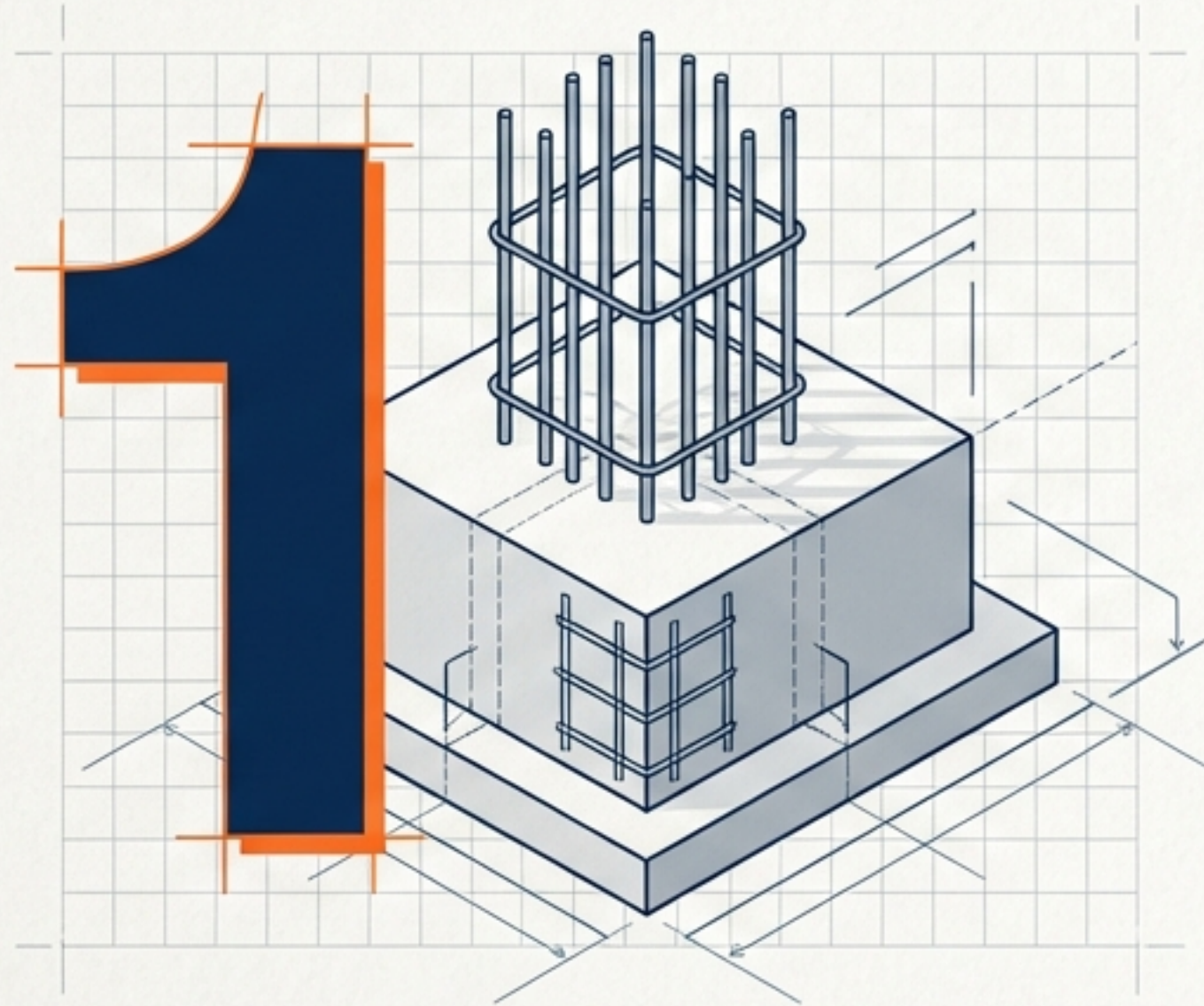


Hierarchy Matters:

You cannot build the top
without the bottom.
Visibility without
Reliability is dangerous.
Reliability without
Visibility is obscure.

Pillar 1: Reliability

The Non-Negotiable Foundation



Tactical Playbook

Core Rule: Do what you say you will do, when you say you will do it.

The Estimation Rule

Underpromise & Overdeliver. If a task takes 3 days, promise 4.
Result: Delivering in 3 makes you a star. Delivering in 5 destroys trust.

The Communication Rule

Never miss a deadline without early communication.
Silence is worse than a delay.

The Risk: Even brilliant work loses all value if it is delivered late.

Pillar 2: Quality

The Differentiator

Quality separates the good hire from the exceptional hire.
The difference often lies in the extra 30 minutes of polish.
Before submitting, ask: Is this clear? Is this thorough?
Is this my best work?



AI ACCELERATOR | TOOL 01: PERSONAL BRAND DEFINER

Concept: To deliver quality, you must define the adjectives you want associated with your work (e.g., 'Thorough', 'Creative', 'Fast').

Prompt Instruction: "Based on my role as [Job Title] and my goal to advance to [Next Role], suggest 5 adjectives that define a high-performance reputation. For each, list specific daily behaviors that demonstrate that trait."

Pillar 3: Visibility

The Amplifier (Not Vanity)

Reframing the Concept: Reliability and Quality only matter if they are seen. Strategic visibility isn't about saying 'Look at me.' It is about saying 'Look at this value.'

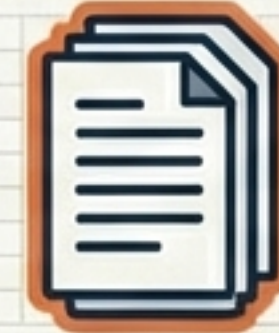
Tactical Actions



Volunteer for cross-functional projects to expand your network.



Present findings or updates in team meetings to showcase ownership.



Write internal documentation that helps others succeed.

Strategic Visibility vs. Self-Promotion

The difference between being loud and being strategic.

Self-Promotion (The Wrong Way)	Strategic Visibility (The Right Way)
Focuses on 'I'	Focuses on 'We' or 'The Work'
Braggs about activity / busyness	Shares results, learnings, and resources
Vague and boastful	Helpful and additive

Goal: Shift mindset from 'Look at me' to 'Look at this value I created for us.'

Action: Plan Visibility Like a Project

Exercise: The Visibility Audit

Opportunity	Status	Target Date
Present in team meeting	● Not Started	Nov 12
Propose process improvement	✎ Drafting	Nov 15
Write shareable doc	✓ Complete	Nov 01

AI ACCELERATOR | TOOL 04: VISIBILITY STRATEGY

Concept: Make sharing your work effortless.

Prompt Instruction: “I just completed [Project Name] which achieved [Result]. Draft three ways I can share this internally to add value to my team. Options should include: 1) A LinkedIn post, 2) An internal Lunch and Learn outline, 3) A summary memo for leadership.”

Action: The Wins Journal

You will forget your wins. Write them down.

The Problem: By annual review time, you will forget 90% of what you did.

The Solution: A Weekly Wins Journal.

Date	Accomplishment	Impact	Who Noticed?

AI ACCELERATOR | TOOL 02: WINS JOURNAL ENHANCER

Concept: Turn rough notes into business impact statements.

Prompt Instruction: “Here are my rough notes on what I achieved this week: [Paste Notes]. Rewrite these as bullet points that highlight specific business impact, metrics, and value added to the organization.”

Action: The Feedback Loop

Don't wait for the annual review.

The 90-Day Pivot	The Script
Schedule a dedicated feedback conversation with your manager now.	“I’ve been here 90 days. I’d love your feedback. What should I keep doing? What should I change? What opportunities do you see for my growth?”

AI ACCELERATOR | TOOL 03: FEEDBACK PREP

Concept: Practice the hard conversations.

Prompt Instruction:

“I am preparing for a feedback session with my manager. I want to appear **open to coaching** but **confident in my early wins**. Please roleplay as my manager and ask me **three hard questions about my performance so far**, then suggest how I should answer them.”

The 90-Day Reputation Checklist



Define Your Brand: Select the 3 words you want associated with your work.



Start the Journal: Create your 'Wins Journal' and log your first entry this Friday.



Schedule the Talk: Send the invite for your 90-day feedback session.



Execute Visibility: Pick one item from the 'Visibility Audit' to execute this month.

Reminder: **Reputation = Consistency over time.** One great deliverable doesn't build a reputation; **consistent excellence does.**

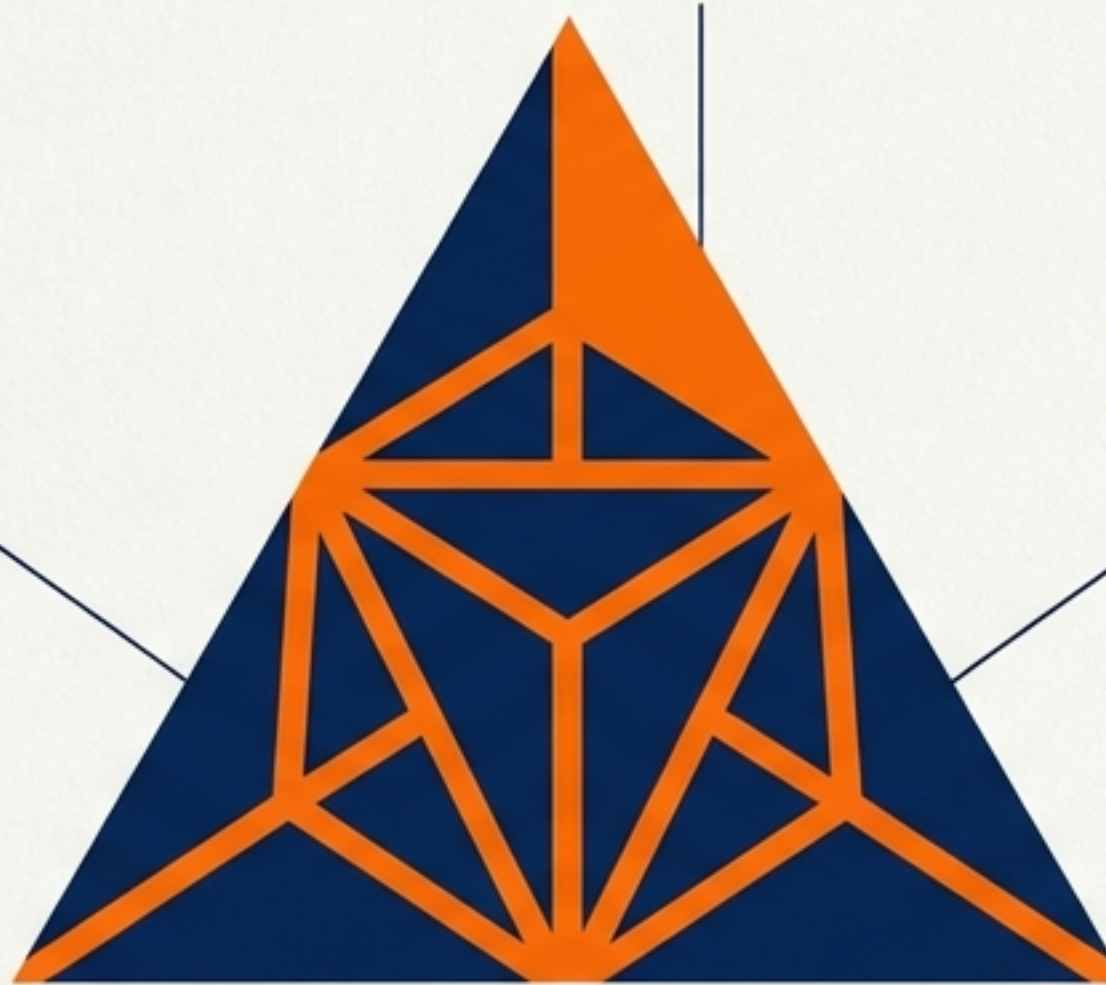
Your brand is being built every day.

Be Intentional.

Quality Always.

Reliability First.

Visibility Strategically.



NEXT: MODULE 9 | LONG-TERM CAREER
GROWTH AND ADVANCEMENT