

Career Headlines



Why Reputation Matters at Work

You already have a reputation, whether you like it or not. People who know you, even people who have only heard of you, have formed an opinion of you.

Your reputation will cause others to think of you in a certain way. A positive reputation will make your work life easier, and a negative reputation will make it harder. Here are two ways to create the positive reputation you want:

Build your strengths. You have strengths that are unique. Learn your strengths and use them to your advantage.

- Maybe you're good at details and get chosen for organizational tasks at school.
- Perhaps you can give reports in front of groups without becoming nervous.
- Maybe you're best when you work in the background on a hands-on activity.
- You may be good at developing graphics or art to describe an idea.

Control yourself. Building a good reputation takes time. Damaging it can happen quickly and last forever. Here are ways to hurt your reputation:

- Becoming angry
- Intimidating people
- Criticizing your coworkers
- Acting like a know-it-all

Many well-known people have damaged their reputation and been forced out of their jobs. You may know some:

- Ray Rice of the Baltimore Ravens was suspended by the NFL after videos showed him hitting his wife.
- Lindsey Lohan lost movie jobs fast after multiple arrests for drunkenness and drug use.
- A congressman's aide resigned because of the public outcry after she criticized President Obama's daughters on Facebook about the "turkey-pardon."

Action: Think about your own gifts or strengths. How can they help your career?

Note to teachers: Portions of this *Career Headlines* were taken from *Workplace Politics and Personalities*, written by Career Solutions Publishing for Cengage Learning, and can be purchased from Cengage Learning or Amazon.

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