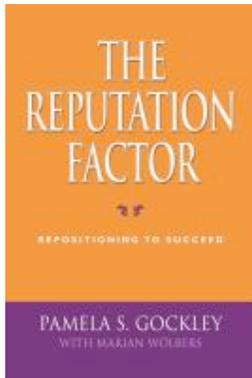


# THE REPUTATION FACTOR



REPOSITIONING TO SUCCEED

PAMELA S. GOCKLEY  
WITH MARIAN WOLBERS



*Author Pamela S. Gockley has written a timely book for people in life transitions. The Reputation Factor: Repositioning to Succeed takes a step back from the fast-paced Internet world to focus on our personal reputation, and how it affects our overall success. This career-focused guide is written in an easy-to-follow format, with humor, real life stories, and lessons learned to help the reader enjoy the repositioning journey.*

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# **The Reputation Factor**

*Repositioning to Succeed*

By Pamela S. Gockley  
*with* Marian Wolbers

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First Edition

# **Part I**

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**Reputation and You - The Repositioning Begins**

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## **Chapter 1: The Why of Reputation**

Did you ever leave a meeting thinking, “That guy is a jerk”?

Do you ever leave a meeting thinking, “Who thinks I’m a jerk?”

If you are not thinking about how you are perceived by others, you need this book. As a career coach and mentor, I have met thousands of people who are struggling to be successful, to make lateral moves in their current career, or are having trouble finding a career after college.

I meet and help people in transition caused by life events that force life-altering changes, whether due to a divorce, death, sickness, injury, or a job-loss by the individual or a spouse. There are two questions I always ask. One is, “What is going to happen if you do not make any changes to your current life path and do nothing different?” Two, “What are you passionate about?”

Using what I have learned from listening to people, a common thread and a distinct pattern has emerged. The secret to making these life and career changes can be a positive force in your life. Your reputation is the grease that can make life changes seamless and smooth. From this belief, the concept of The Reputation Factor was born. The Reputation Factor in and of itself creates a path to discover, decide, and develop the reputation the reader intends for themselves. To my surprise, most people never focus on their reputation as the key factor of success.

My first experience with reputation was when I found out words like demanding, nervy, aggressive, and egotistical were used to describe me. I realized that the reputation you create may not be the one you intended to create.

### *The Reputation Factor*

You begin building your reputation at birth, but it's never too late to make changes to your reputation to help you to reach your goals. I'll refer to this process of focusing on your reputation "Repositioning."

Repositioning begins with learning about your attitude and how others interact, react, and respond to YOU. Everyone has different behaviors when faced with new or difficult situations. The only control you have in these situations is how you react to them.

How do you react when your child is in danger or when your boss is screaming at you in the middle of the office? Do you freeze up, start screaming back, or completely shut down? Your behavior in these situations creates your reputation, whether it's the one you want or not.

Repositioning yourself is possible: Focus is placed on reputation as the vehicle to get there. An ever-evolving reputation is critical to reaching goals and becoming successful in life and career. The reputation is a real component of "self" and can be changed to reach our goals of needs and wants.

I firmly believe in putting reputation first—even though it often seems to be a side effect of yourself and your efforts. A solid reputation is rarely naturally-occurring, and it can be planned and managed. I have seen that every successful person not only has a full understanding of their reputation, but they have taken steps to plan, build, and maintain a reputation that will methodically catapult them to their goals. It takes knowing, understanding, and planning. Some have an intuitive skill with regard to their personal Reputation Factor. Most people, however, don't possess that inborn skill. Fortunately, reputation management can easily be learned, and that's why I wrote this book.

## *Repositioning to Succeed*

Focusing on reputation will help you in every conceivable way, personally, professionally, and socially. It's a starting point and an ending point.

So how will understanding The Reputation Factor benefit you? It's simple: everyone has a reputation, and sometimes more than one! It is important to know your reputation and how it affects your life.

The fact is, you need to understand objectively how people perceive you. Accurate or otherwise, perception is everything. But know this: You have to be able to live up to the reputation you create!

As you get started, honestly ask yourself some basic questions.

1. Do you know your own reputation?
2. Do people believe what you say?
3. Can you ask for help, and find that people will give it willingly?
4. Is your reputation aligned with your goals?

I've created a process to help you understand how to move forward. I call it, The 3 D's: Discover, Decide, and Develop.

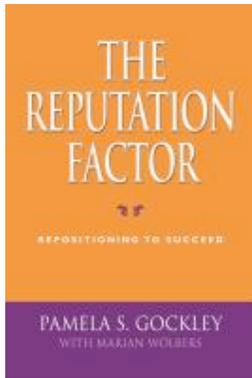
1. **Discover** your current reputation;
2. **Decide** on the reputation you need to reach your goal; and
3. **Develop** a process to create the reputation you need.

This book will teach you how to use these three components to build and maximize the effects of a solid reputation. Will you have setbacks? Yes, but these setbacks are opportunities to learn and move forward. All successful people have failed at one time or another. No

*The Reputation Factor*

one is perfect. Albert Einstein said it best: “Anyone who has never made a mistake has never tried anything new.”

Before you delve into the 3D’s of Reputation and on strengthening the “Pillars of Reputation”—first impressions, communications, and networking building, it’s valuable to establish a baseline. The baseline on personal assessments includes self-skills, health status, and financial health, which allows you to follow and measure forward motion toward reaching your goals. There may be work required beyond the personal assessments (for example, you may need more computer skills, a doctor’s visit, or a measure of financial soundness). But for starters, aim at establishing a solid baseline to move forward effectively.



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