Goskills

How to Build Credibility as a Leader

GoSkills online course syllabus

Skill level
Beginner

Lessons
8

Pre-requisites
No prior experience needed

Video duration
16m

Estimated study time
16m 15s

Instructor
Aimée Sanchez

Introduction

1 Building credibility

As a leader, you likely have certain characteristics, traits, or preferences which comprise your leadership brand.

Establishing Credibility

2 Branding and credibility

You may be familiar with branding as it's applied with a product or service, but having strong brand recognition and credibility is imperative for your professional career as well.

3 Identifying your brand

There are many tools and exercises available to you to help you in recognizing your leadership brand.

4 Your core message

Having a strong professional brand can help you work with others more effectively.

5 Building your reputation

Building credibility is important to your career as this brand is ultimately what you will be known for.

6 Branding mistakes to avoid

Branding yourself is a great way to establish credibility, but you need to make sure you are branding yourself in the right way.

7 Embodying your brand

Over time, your credibility may grow, evolve, or need reinforcing.

Conclusion

8

Just the beginning

Thanks for watching this course! You should now feel prepared to build and refine your leadership brand for long-term success.

Go to GoSkills.com