PARADOXES OF CREDIBILITY

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Job One

Use data to make better decisions

- Plot the data
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The real Job One: Influence

To build **trusting** relationships requires

Credibility
Trust is on the line

- Essential for managers / leaders

- Critical to Collaborative Sciences
  - Interdependent on others to demonstrate value

- Must be viewed as part of what we intentionally do
Paradoxes of Credibility

Interdependencies that we may incorrectly view as Conflicting Choices because we inherently have a preference for one over the other.

Stability  Change
Processes  Relationships
Advocacy  Empathy
- **Bringing Change**
  - Communicate the Benefits of what “IS”
  - Acknowledge the Downfall if we Over-Do

- **Navigating Change**
  - Embrace What “IS”
  - Be Grounded: Principles & Purpose
We succeed only when our customers succeed.

To effectively influence requires Rational + Emotional content.
What to do?

Problem-Solving

- Understand how your expertise fits into their success
- Acknowledge not only data, but also, insights, experiences, hunches, and emotions as information
- Lead the search for win/win
  - This discovery happens during problem definition, not in the midst of solving
  - Go beyond position to intention
What to do?

Develop Soft Skills

- Self Awareness
- Awareness of Others
- Self Management
- Relationship Management

REALITY

I

OTHERS

CHOICE
What to do?

- Invest in your **network** – your most valuable asset
  - Find opportunities to Collaborate instead of Complete
  - Seek Mentors and Diverse Thought Leaders to
    - Build your competencies
    - Be an advocate / supporter
    - Stretch your sphere of influence
Collaborative Services Framework

- Customer Orientation
- Customer Experiences
- Customer Feedback-VOC
- Key Customer Requirements
- Accountability & Attitude
- Roles & Responsibilities

Customer Service

- Clarity of Value Proposition
- Partnering
- Value Profiling
- Identifying Benefits
- Presenting Solutions
- Handling Objections
- Closing

Partnership Selling

- Core Process

Goal Setting & Planning
- Teamwork
- Leveraging Time
- Negotiation
- Communication

- Problem Solving
- Trusting Relationships

Personal Leadership

- Style Awareness
- Emotional Intelligence
- Guiding Principles
- Purpose & Motivation
- Master the Constancy of Change

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“Learning how to learn is life’s most important skill.”

Tony Buzan