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Art of Building Credibility e-Book

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Introduction

Credibility is getting on well with another person, or group of people, by having things in common. This helps you understand others, get understood and get the desired results. The objective of building credibility is to create an environment of harmony, consonance, agreement, or accord through carefully planned and executed activities that encourage this result.

Irrespective of whatever you do, it is essential to have an environment of agreement around you. As a student you need strong credibility with your Classmates and Teachers. In your personal life you need to have strong credibility with Parents, Relatives and Friends. At work you have to work hard to build rapport with your colleagues, managers, vendors and clients.

Building Credibility is essential, because your happiness, peace of mind and productivity, directly depends on how successful your Interpersonal relationships are

Therefore, the most important activity to create successful interpersonal relationships is to build rapport with people around you. Building rapport at times is easy and you 'hit off' well with some people. But most of the times, it is a result of carefully planned and well executed activities. For many of us, starting a conversation with a stranger is difficult; we can be lost for words, awkward with our body language, attire, knowledge and mannerisms. Creating rapport at the beginning of a conversation with somebody new, will often make the conversation, effective and productive

You can say that you have built good rapport with a person, if the other person

Likes you, Trusts you and Respects you

Let us look at a few techniques that can help us build rapport with people around and help us create long lasting, successful interpersonal relationships

Rapport is a state of harmonious understanding with another individual or group. This e-Book will help you Learn the Art of Building credibility, Understand various techniques of Rapport building and create an action plan to improve your Credibility Building Skills

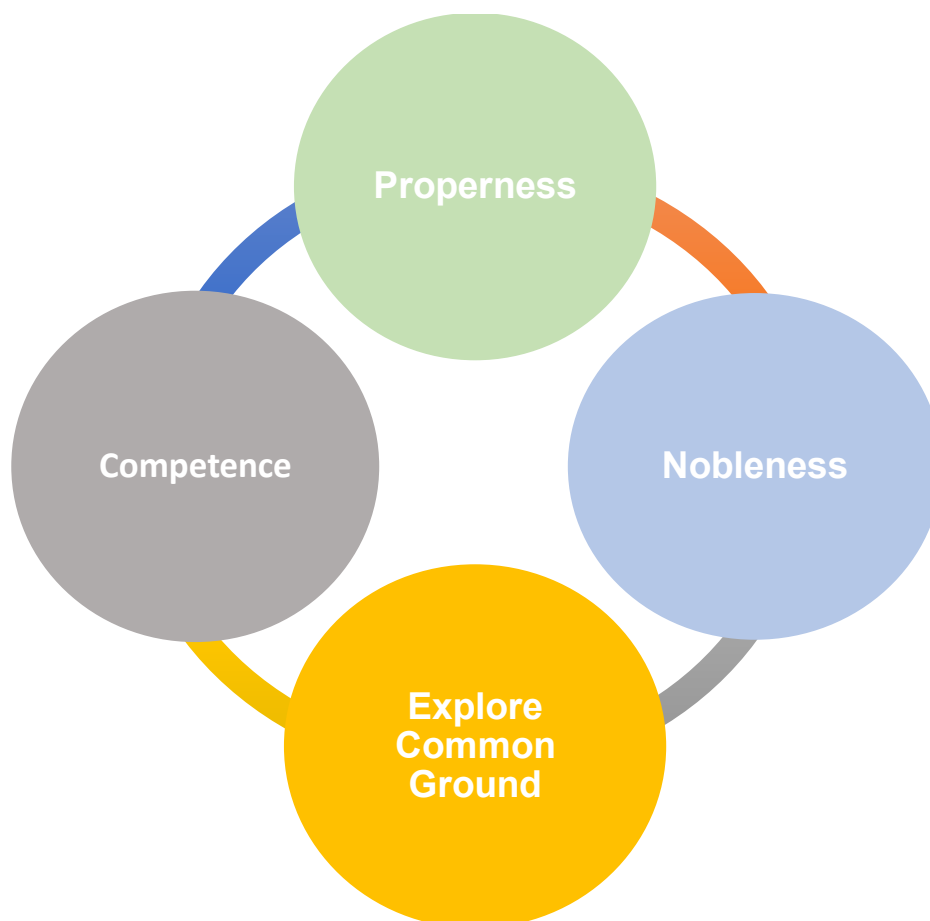
We hope you enjoy this Art of Building Credibility e-Book and it helps you build long lasting, symbiotic relationships in Personal and professional life. All the best!

Vikas Mehra
Founder & CEO
www.skillpromise.com

Techniques for Building Credibility

Following are the techniques that you can deploy to build rapport with an Individual or a Group:

- Properness
- Nobleness
- Explore Common Ground
- Competence



Each of these techniques contributes to the process of building credibility. Successful and long-lasting Interpersonal relationships are not possible without any of these techniques. Let us study these techniques one by one

Properness

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Picture Courtesy: Pixabay.com

Properness means Conformity to recognized standards, as of conduct or appearance. Let us study essentials of Properness:

Smile!

A smile is a curve that sets everything straight – *Phyllis Diller*

A smile is known to boost your Confidence, Increase Productivity, Reduce Stress, enhance your immunity, make you more Approachable and is Contagious

Hand shake

A handshake sends a clear message about your personality and confidence level. A handshake is an important tool in making the right first impression. Mirroring the handshake of the other person is a good strategy. Do not initiate a handshake when you meet somebody who is senior to you

Greetings

Greetings are very important in building credibility. A hug or kiss in a personal meeting communicates that you care. Similarly, in an official meeting, greetings with an appropriate Handshake, Eye Contact, Smile, Self-Introduction and Sincerity helps in rapport building. Some examples of professional greetings are Good morning/ Afternoon/ Evening, how is your day going? Have a great day, My pleasure, Good day etc. Never forget to greet properly whether it is a physical meeting, a phone call or an email

Politeness

Politeness is having or showing behavior that is respectful and considerate of other people. If you're polite, you are more likely to achieve your objectives and get what you want. Extending a compliment is a good example of Courtesy. Way to go, stupendous, well done, keep up the good work, wow, awesome, nice etc. are examples of compliments

Mannerism/ Etiquettes

Having good manners means acting in a manner that is socially acceptable and respectful. Etiquette refers to guidelines which control the way a responsible individual should behave in the society. Good manners/ etiquettes get you positive attention, boost your confidence, helps you get similar behavior back from other people, increases your social and professional acceptance and makes you more productive

Courtesy

Courtesy means being polite and treating others with equal respect as you would treat yourself. Courtesy satisfy ourselves and give pleasure to others. Following are good examples of courtesy: I am sorry to interrupt, Please, thank you, after you, Excuse me, May I etc.

Punctuality

Punctuality is the quality of being on time. By being punctual, you display a sincere attitude and respect for the other person. This helps in building rapport

Adherence to Protocol

Protocol is set of rules that define correct code of conduct and behavior. Every place has its own set of rules whether it is your home, school, college or office. Adherence of protocol builds credibility

Attire and Personal Hygiene

One's appearance and personal hygiene invariably becomes the window through which the world looks at them. Dressing up well enhances your confidence and is also an indication of respect for people you meet. It is therefore very important to dress up well.

Good personal hygiene, on the other hand, is helpful in improving your own self-image and your social acceptability

Tips on Properness

- Smile more often
- Try to mirror the handshake of the other person, with proper eye contact
- Greet the other person at the beginning and end of the meeting
- Take care of Personal hygiene
- Dress sharply as it boosts confidence, makes you attractive and helps in keeping the wanted attention. Brands help
- Be Generous with your compliments
- Get your P's and Q's (manners, etiquettes, courtesy) in order
- Apologize quickly, when you make a mistake
- Respect the rules whether at school, college or work
- Display high levels of energy and confidence

You never get a second chance to make a great FIRST IMPRESSION

Nobleness



Picture Courtesy: Pixabay.com

Nobleness is all about having good intent, high moral character, courage, eminence, dignity and illustriousness. Following are ways you can illustrate Nobleness during your interactions, Orally and Non-Verbally:

Maintain highest levels of Integrity

This simply means be honest and 'Walk your Talk', irrespective of how difficult it might be. Integrity in the long run extends your influence. Acknowledging mistakes and accepting when you do not know something, helps to build trust. Integrity gives you confidence and increases your self-respect

Respect yourself and others

Respect is the sense of worth or personal value that you attach to yourself or someone. Acting with highest levels of Integrity, being open to ideas, being willing to accept reality, learning to say NO, not operating with limiting beliefs, by being fair, by apologizing when you are wrong and by respecting others are a few ways to increase your self-respect

Have a mindset of Value Addition

There are two types of Value Addition – Personal and Professional. In personal life, value addition is all about helping others financially, emotionally, physically and psychologically. At times, being there and listening attentively, is also a value addition. Another way you can add value is giving your advice and ideas, when asked for. Showing up is another way of value addition. Professionally you can add value with offering products and services as per the needs of the customers. Exceeding commitments is also value addition

Honor Your Commitments

If you make a promise, honor it. You should be known as somebody who honors his/ her commitments. With this kind of reputation, people would like to associate with you – Personally and Professionally. Success comes from keeping your promises to yourself and others. Goals, projects, and relationships that succeed are a direct result of trust and kept promises

Make People feel Special

Make it a point to make special days, in somebody's life, more special, by being a part of it. You can do this by making calls, sending flowers, cakes, greeting cards, organizing surprise parties, etc. Equally important is returning favors. This way you build the reputation of being caring and people look for opportunities to be associated with you. Compliment People and avoid criticism

Strike WIN - WIN Situations

Striking WIN – WIN situations simply means letting others also win when we are winning. It is a great practice to be sensitive to the bottom line of the other person also and not just think about your bottom line. This fosters environment of trust, which encourages people to work with each other again

Have a Long term view in mind

Having a long term view is all about looking at a situation holistically and not piece meal. This drives you away from transactional approach to a relationship approach. Long term view helps you focus on the Life Time Value of an association and not just the immediate benefit

Mind your Communication - Oral and Non Verbal

Interact with the objective of matching the words and body language of the other person. Lack of match will make the Non-Verbal communication dominate and the other people will believe what they see in terms of body language, gestures, communication with eyes and face expressions. If your objective is to build rapport, then your body language should be - welcoming, relaxed and open.

Listen attentively and empathetically. Nod, lean a little forward, ask/ answer questions, make notes and make encouraging sounds and gestures. Use the name of the other person during the conversation. Use open ended questions as they encourage communication

Paraphrasing is a useful tactic for repeating what has been communicated by the other person. It will not only encourage common understanding but also give you opportunity to use the words and phrases of the other person, further establishing similarity and common ground. Seek Feedback to remove misunderstandings. Talking with low tone, less rate of speech and softly will keep your talk interesting and help you establish your credibility as a relaxed, open and friendly person. In written communication, avoiding abbreviations, slangs and emoticons will help you establish your maturity

Tips on Nobleness

- Keep your promise
- Display highest levels of integrity. Be honest
- Do not keep favors
- Be Friendly and approachable
- Make people feel special
- Share authentic information
- Go that extra mile in helping other
- Under commit and over deliver
- Listen to others with empathy and attention
- Paraphrase often
- Look for ways to add value
- Respect others and expect the same
- Match your words and your Non-verbal communication
- Do not respond piece meal, have a holistic view
- Do not look only for immediate gains, think long term. Strike a WIN-WIN always

Explore Common Ground



Picture Courtesy: Pixabay.com

Exploring Common Ground means building rapport by finding commonality. Identifying common interests, to strike a rapport, helps in increased receptivity, taking control of the conversation, making interactions more effective, quick convincing and gives you more time with the other person. It is a good idea to build on the other person's ideas. Be non-judgmental towards the other person.

Following are essentials for finding common ground:

- Inquisitiveness
- Ability to Learn from people, experiences, books etc.
- Ability to embrace the unknown
- An attitude of experimentation
- Genuine desire to interact with others
- Open mindedness
- Ability to discard stereotypes and any preconceived notions

Following are a few areas to fish for common ground:

- Music
- Food
- History
- Travel
- Business
- Sports
- Hobbies
- Current Affairs
- Education
- Philosophy
- Creativity
- Health

Please refrain from discussing

**RELIGION
&
POLITICS**

to fish for common ground

Explore Common Ground

Ask yourself the following questions and accordingly create an exploration plan for yourself:

- When was the last time you tried a new Indian or International cuisine?
- When was the last time you read a business, travel, automobile or a fashion magazine?
- What music do you listen to? What is your depth of knowledge in music of your choice?
- What is your reach in music? How many types of Music can you appreciate?
- What was the last time you tried something new because a conversation or situation caught you uninitiated on something?
- Do you understand key terms associated with Economy, Stock markets, Insurance, Mutual funds etc.?
- How familiar are you with World History and Geography?
- Do you read? What do you like to read - newspapers, magazines, novels, self-help books etc.?
- What channels do you watch on TV? How much time do you spend with channels like National Geographic, Animal Planet, CNBC etc.?
- Can you appreciate art, technology, paintings, theatre, comedy etc.?
- Who is your hero and why?
- What are the sports activities that you participate in? Do you follow any particular sport?
- What all places have you travelled to? What has been your learning?
- What comes to your mind when somebody talks about things like Brie, Camembert, Caviar, Shiraz, Merlot, Sushi etc.
- How comfortable are you with participating in discussions about current affairs?

Tips on Explore Common Ground

- Try to Identify Common Interests in areas like Music, Food, Business, Travel, Weather, Sports, Hobbies, Education etc.
- Build on the other person's ideas
- Be Curious and Observe carefully
- Try to Learn from people, experiences, books etc.
- Look forward to embracing the unknown
- Experiment as much as you can
- Have a genuine desire to interact with others
- Live life with an Open mind
- Discard stereotypes and any preconceived notions
- Do not be Judgmental in a conversation
- Do not criticize
- Do not discuss Politics and Religion

Competence



Picture Courtesy: Pixabay.com

Competence indicates sufficiency of knowledge and Skills. Being Competent helps in many ways in rapport building:

- Helps you gain trust
- Helps you pitch yourself in the best possible manner
- Keeps you confident and positive
- Establishes you as a right fit

A Student is competent when he/ she displays the following qualities	A Professional is competent when he/ she displays the following qualities
<p> Good Reflection Skills Learning Skills Coach-ability Interpersonal Skills Out of the box thinking Strong Communication Skills Problem Solving/ Analytical Skills Writing Skills Employability Skills Etiquettes: Telephone, Email, Social & Dinning Subject Knowledge Respect for Protocol MS Office </p>	<p> Good Reflection Skills Learning Skills Coach-ability Accountability Innovation Interpersonal Skills Communication Skills Problem Solving/ Analytical Skills Writing Skills Etiquettes: Telephone, Email, Social & Dinning Subject Knowledge Product/ System/ Process Knowledge Industry Knowledge </p>

Tips on Competence

- Know yourself in terms of your values, skills, areas of improvements, needs, hobbies, attitude, health etc.
- Take keen interest in Current Affairs
- Be an Avid Reader
- Know your subjects, if you are student
- Know your products, competition, company processes and systems, if you are a professional
- Know your peers, subordinates and seniors
- Have sound understanding of the industry you operate in
- Understand what your friends, peers, subordinates, bosses, parents and teachers think about you

Concluding Thoughts

We hope you have found this Art of Building Credibility e-Book useful. On the face of it, most of the points mentioned under various techniques of Building Credibility, look very easy. You will find some of these techniques your existing strengths and some of them you would like to improve upon

While going through various techniques that you can deploy to build rapport with an Individual or group, you would have identified some areas that you would like to improve upon immediately and some that you would like to improve upon in future

Please use the Art of Building Credibility Action Sheet to document the Improvement Plan. This sheet will help you document the following:

- Improvement Goal with action plan
- Timeline: Immediate, Week, Month, 3 Months, 6 Months, 1 year
- Specify Technique: Properness, Nobleness, Explore Common Ground, Competence

To start with you can make a one-year plan with 10 improvement goals with action plans

If you have any suggestions on how we can improve Art of Building Credibility e-Book, then please let us know at customerservice@skillpromise.com.

We would like to wish you all the best and hope that you will keep enjoying our programs

Vikas Mehra
Founder & CEO
www.skillpromise.com

Art of Building Credibility Action Sheet

Timeline	Technique	Improvement Goal with Action Plan

Art of Building Credibility Action Sheet

Timeline	Technique	Improvement Goal with Action Plan