



**YEARS TO GAIN,  
SECONDS TO LOSE...**

**CREDIBILITY**

**LESSON IN DEVELOPING &  
STRENGTHENING CREDIBILITY**

**MY FAVORITE  
ASSIGNMENT  
2016**

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# **WHAT IS CREDIBILITY?**

- **EXPERTISE & COMPETENCE**
  - **INTEGRITY**
  - **EMOTIONAL CONTROL**
  - **PROFESSIONAL IMAGE**
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# Building Credibility

It is all in the mind of the 'other person'



Their Belief Filter

**Credibility**

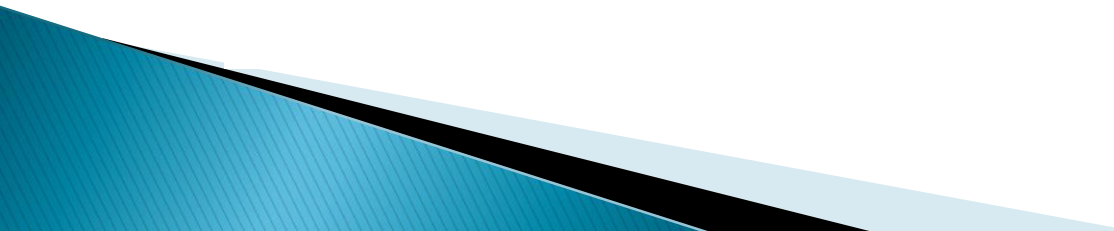
( Earned by communicating )

**Respect**

( Earned through action )

**Trust**

( An innate characteristic? + Ethics )



# TRUST



Trustworthiness  
+ Expertise

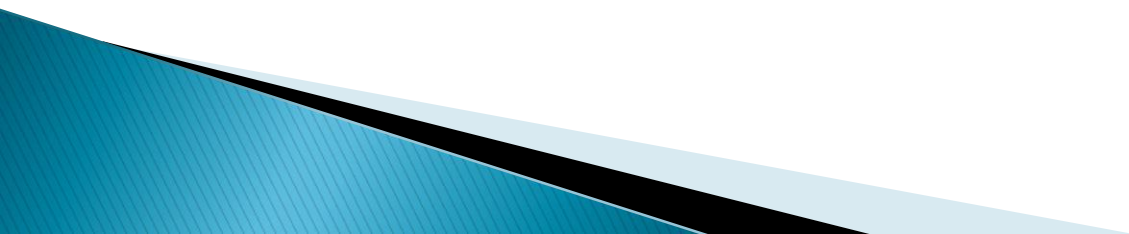
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Credibility

# HOW DO PEOPLE VIEW YOU? HOW DO YOU VIEW YOURSELF?







**STRENGTHS – WEAKNESSES – OPPORTUNITIES – THREATS**

**SWOT ANALYSIS**

**Directions:** To help you develop and strengthen your CREDIBILITY, you will need to assess your strengths, weaknesses, opportunities, and threats in your life. Minimum of three (3) in each category.

STRENGTHS	WEAKNESSES
<p>1.</p> <p>2.</p> <p>3.</p> <p>I am currently happy and proud that people perceive me as credible based on these factors.</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>I am disappointed and worried that I am weak in certain aspects of being perceived as credible.</p>
OPPORTUNITIES	THREATS
<p>1.</p> <p>2.</p> <p>3.</p> <p>These are actions and activities I can do to build my credibility now and in the future.</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>Here are some obstacles that can hinder my credibility based on how I am perceived by others.</p>



# OBJECTIVES OF THE ASSIGNMENT...

- ▶ Opportunity to reflect on how they view **themselves** based on their credibility? Also, how they believe **others** view them.
- ▶ Provides an experience speaking in front of others to **gain more confidence** in their presentation skills.
- ▶ Allows for genuine self-reflection of their ability to be perceived as **credible** and **trustworthy**.

# CREDIBILITY COUNTS!



# YEARS TO GAIN, SECONDS TO LOSE—

**CREDIBILITY** is an extremely positive “**active learning**” experience in an effort for students to **reflect** and **brainstorm** actions and activities to build their credibility both professionally and personally

## ANY QUESTIONS?



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