LEADERSHIP: CHARACTER OR REPUTATION?

by:
Lyda Valdez Bantugan
Senior High School Teacher III
Morong National High School-Senior High School

Leadership is built on reputation, regardless of the role. It takes many years to construct, one term, one gesture, and one deed at a time. Few things are more important than leadership. It is one of the most valuable and strong assets in the world. It’s what other people think of us, and it's the basis of how we set ourselves apart. Our reputation is highly personal to us, but it is also extremely easy to lose, and it is earned over time and lost fast. We must treat our reputation as though it were a valuable gift, nurturing and feeding it daily.

Character, on the other hand, is the most important aim in defining our reputation because it is our character that drives everything we do and say. If we want to learn about a person's true reputation, all we have to do is look at their character.

To make the best judgments as a manager, we need the correct moral compass and foundation to tell us what is right and what is vital. It may require every ounce of determination at times to act following your core principles, but doing so will allow our moral code to shine through in our actions. Furthermore, the purpose of communication should always be to connect perception and reality. Our reputation is built on both what we say and what we do.

Regrettably, our credibility is determined by what others think of us and how they judge us. We will miss everything if we get mixed up with everything. We'll miss out on what we've come to do and what we want to do. Keep in mind that it is our character, as proven time and over, that will reveal who we are to others. And how our abilities are
applied to our tasks, as well as our drive for excellence in whatever we do. At the end of the day, leading with our best self and allowing our character to speak for itself is the best way to service our reputation. Our credibility can take care of itself if we have character. Keep in mind that though reputation is important, character always takes precedence.

References: