



Kore Access

The Perception, Evaluation and Development of Your Credibility



Checklist

How Credible Are You and Your Organization?

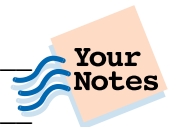
Are you and your organization viewed as credible by your stakeholders? Do the people who contribute to your personal and organizational success display confidence in you and your organization? Find out by reviewing your organization's credibility status with this easy-to-use checklist.

1. Personal Credibility Evaluation – Assess the current state of your personal credibility as viewed by the people with whom and for whom you work.

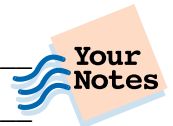


Evaluation of peer perceptions

Peers: Do your peers seek out your opinion? Request your participation?

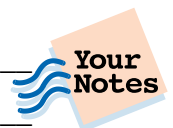


Co-Workers: Do co-workers invite your feedback? Seek you out for mentorship?

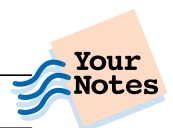


Evaluation of leader perceptions

Leadership: Are you recognized for your personal performance? Can you be depended upon to contribute to team and departmental success?



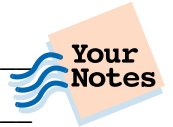
Supervisory Skills: Are you given tasks that require high levels of guidance? Or, are you chosen to lead meetings and teams? Spearhead initiatives?



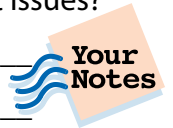
2. Organizational Credibility Evaluation – Assess the current state of your organizational credibility, as viewed by the market and by buyers.

Evaluation of market perception

Industry: At which level do your service ratings place you in industry surveys? Which of your credibility factors have high ratings? Knowledge? Innovation? Leadership? Other factors?

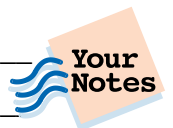


Media: How do the media portray your organization? Which credibility factors are most often attributed to your organization? Honesty? Thought leadership on pertinent issues?

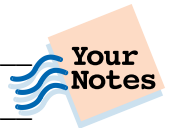


Evaluation of buyers

Customers: What policies do you have in place to manage sensitive issues such as safety? Complaints?



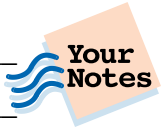
Prospects: Do buyers seek out your organization first? Do customers identify with the culture and values of your organization and staff?



3. Personal Credibility Development – Evaluate and develop initiatives to improve credibility scores.

Development of high credibility

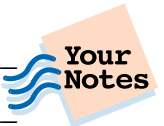
Are you consistent with your follow-up? Your follow-through? Are your actions guided by a set of unwavering values? Are you open to suggestions and change in order to make improvements?



4. Organizational Credibility Development – Evaluate and develop initiatives to improve credibility scores.

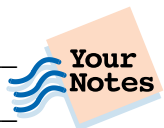
Development of online credibility

Does your online copy exaggerate or sound authentic? Do you cite credible third-party research? Do you include specific details in your customer testimonials? Are your product and service descriptions informative and accurate?



Development of offline credibility

Are you well published in your subject matter expertise? Do you work with customers to highlight, in publications such as case studies and white papers, the solution successes you have offered them?



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