

The value of Reputation

Would you share a key business lesson you learned?

Hi, my Business Networking International (BNI) associate and I are the education coordinators for our chapter and are writing 50 life/business lessons, one for each week. We will seek publishing later on down the line, and readers would value a diverse population. Do you have a story of a lesson you would wish to share?

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Your only asset with any true long-term value is your reputation.

Providing less than your very best, bad-mouthing your competition, overselling, under-delivering or misrepresenting yourself will all come back to bite you eventually. If you're honest, open and ethical in your business dealings, you may lose out to someone "less scrupulous" in the short term, but your reputation will ultimately earn you back far more in the long run. You'll also sleep easier at night knowing that you're doing the "right thing" for your customers and for yourself.