

It's About Credibility

As leaders in Life Care, Century Park or Life Care at Home, we have been given positions with the opportunity to exert considerable influence on customers and those who report to us (who are also our customers, by the way). But our influence has less to do with rank or title than it does with the life we live.

Author and speaker John C. Maxwell addresses this subject: "It's not about position, but production," he said. "It is not the education we get, but the empowerment we give, that makes a difference to others. The key word is credibility. We gain credibility when our life matches our talk and when both add value to others."

How are you doing when it comes to credibility? As a personal assessment, Maxwell poses the following vital questions:

- *Consistency*: Are you the same person no matter who's with you?
- *Choices*: Do you make decisions based on how they benefit you or others?
- *Credit*: Are you quick to recognize others for their efforts when you succeed?
- *Character*: Do you work harder at your image or your integrity?
- *Credibility*: Have you recognized that credibility is a victory, not a gift?

These are important considerations as we focus on the commitments to residents as our highest priority and to our associates as our most important resource in delivering their care, acknowledging the role God has allowed us to play within that awesome mission.

– Beecher Hunter