

## **Execution: Getting the Right Things Done, in the Right Way, by the Right People**

We easily lose the reputation for being someone others can count on when we miss one key item: execution – getting things done. Or, to put it another way, we lose hard won credibility when we don't do what we say we're going to do.

Consistent execution builds us a strong reputation. Failing to execute tears it down in what seems like minutes. How do you prevent this from happening to your reputation? Here's one action that will make an immediate and powerful impact on your ability to execute consistently and keep your reputation.

Here it is: Under-promise and Over-deliver. It sounds so simple, yet it is one thing that we flip around 180 degrees and as a result we frustrate the people around us, including ourselves.

Here's what I mean. We usually don't fail to do what we say we're going to do because we don't care, or because we don't intend to deliver on what we say we will..... we fail because we promise too much, with too little time and too few resources to make it happen. The solution is to be more deliberate. Be deliberate about the promises you make to people.

It feels good to make big promises. People are grateful, they think we are amazing and it solves the immediate issue we're dealing with (we get people off our back with a big promise). Until we don't deliver.

When we fail to execute, people lose trust in us, we start to lose trust in ourselves, and we become less believable next time – we don't even believe ourselves anymore after a while. Here's a way to turn that downward spiral around, so that you're creating more trust, so that you're adding to your credibility: Under-promise and Over-deliver.

Don't make promises unless you're sure that you can deliver on them, exactly as promised. But even that isn't fully what I'm getting at. Don't just do what you promised – do more than what you promised to do.

This is where the over-deliver part comes in. Practically, this is what it looks like:

Step 1: Only make promises that you are positive you can actually deliver on.

Step 2: Always do more than what you promised – even just a little bit more.

People will notice if you deliver more on your promises than what they expect you will. What this means is that you can't afford to make massive problems that require everything to go perfectly for you to actually deliver. Give yourself margin when you make promises, so that you can still deliver if things go sideways, and you can deliver more than people expect.

Don't see your promises as something to get you out of the immediate situation by promising BIG. Instead see your promises as an opportunity to build your reputation by always delivering more than people expect.

Being deliberate with your promises can increase the trust people have for you. Use your promises as a tool that will increase your professional reputation today!