THE SUPERINTENDENT RESOURCE & COLLABORATION CENTER

Professional Image

Behaviors

that sabotage an image

Certain behaviors negatively influence how others see us and the degree to which they recognize and appreciate our knowledge and expertise. Because they can sometimes be inadvertent, it is wise to take note of them and make a conscious effort to avoid them.

Aggravate people

Many times likable people are forgiven for mistakes or lacking skills. Research shows that most people prefer congenial employees to exceptionally competent jerks. Those who are particularly unpleasant find it much harder to be successful because their achievements are obscured by their behavior.

Undermine others

Subverting others to benefit yourself will have unpleasant consequences because sooner or later you'll receive the same in return. It's just not smart. You may look good in the short run, but it will not turn out well.

Neglect deadlines

If you set a date, the next day won't cut it. Letting a timeline slip is disrespectful of those who made an effort to be on time. Worse, your employees will take you seriously when you do need them to meet a deadline.

Lack focus

You are not a failure if you don't achieve lofty goals; you are a failure if you don't have any goals. Identify your vision for the district and constantly strive to reach it. Continuously communicate your commitment to progress by visibly aligning your district's activities and benchmarks with your goals. Be engaged and engage others!

Isolate yourself

You need to maintain professional boss/employee relationships, but don't insulate yourself. Develop and use relationships with others in your district and profession. Those who network effectively have an inside track on resources and information and effectively deal with organizational politics. Research shows effective networkers tend to serve on more successful teams, get better performance reviews, receive more promotions and be more highly compensated.