



# VIRGINIA BANKERS ASSOCIATION

## The Credibility Calculation: *Leading with Intention*

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**1. Follow Beyond Title.**

**2. Follow into the  
DIFFICULT.**

**3. They go to great  
lengths to never  
LET YOU DOWN!**

**What you believe**

**How you think**

**How you act!**

# Credible Leadership

A Quality of Inspiring



**Trust**

**Alignment**

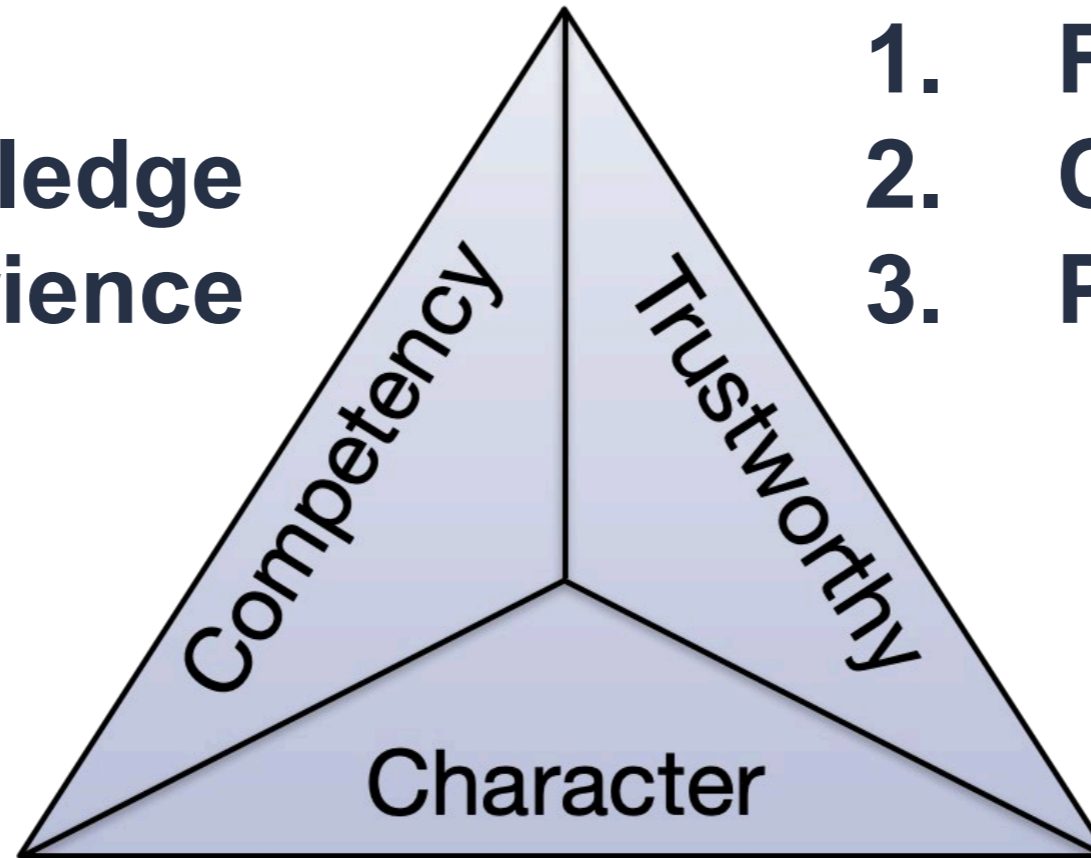
**Accountability**



**Self-worth, Self-concept, Self-esteem**

# Credibility Key Drivers

1. Skill
2. Knowledge
3. Experience



1. Follow-Through
2. Communication
3. Perception Mgmt.

1. EQ
2. Integrity
3. Charisma

# Credibility Killers

Limited knowledge

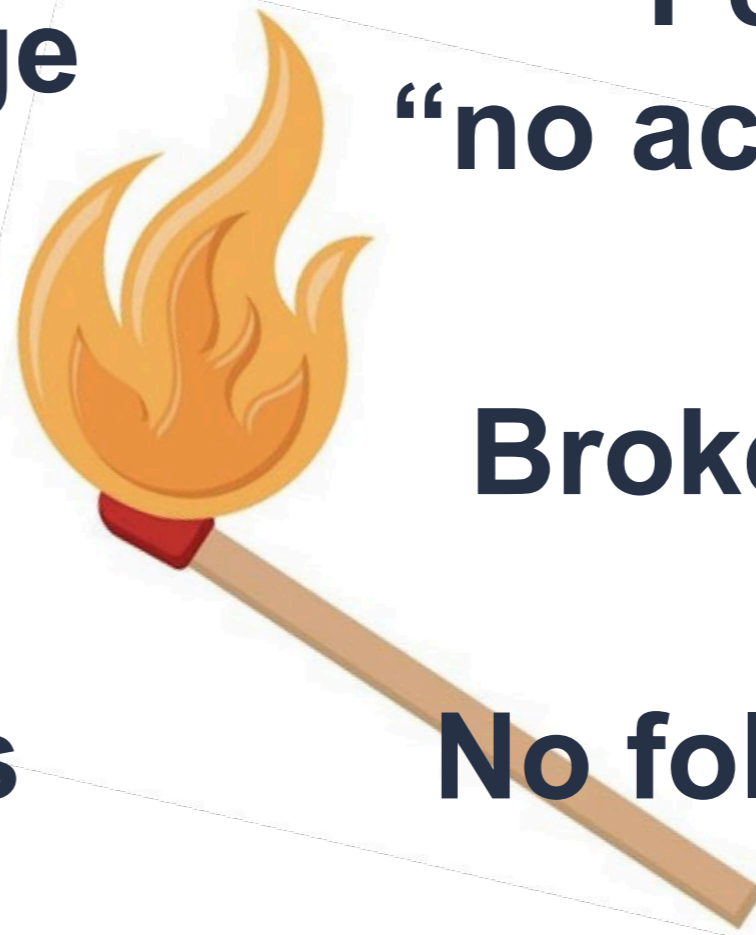
Speaking non-truths

Public put-downs

Permitting  
“no accountability”  
culture

Broken promises

No follow-through



# Seeing Credibility Clearly

**The outcome of credibility  
is the ability to influence...**

**The right way,  
at the right time,  
for the right reasons.**



# Leadership Value Chain





# Employee Engagement

# Leadership Engagement

# Customer Attachment

Highly Engaged

Impact-Based

Strongly

Non-Engaged

Accomplishment-Based

Positively

Actively Dis-Engaged

Relationship-Based

Non-Attached

Position-Based

Actively Detached



# Credibility By Design

**You are always teaching people  
what to think about you...**

**Teach them with INTENT!**

# Clarity of Standards

Conduct  
Unbecoming  
of a professional

Conduct  
Sets-Apart  
from others

Left Shoulder  
Self-preservation

Right Shoulder  
Standards





# Your Leadership Brand

*Leadership by Intent: An Experience to be Anticipated*

## “Wise” Advocate Standards Criteria:

1. It returns you to **YOU**. – Authenticity
2. It is of meaningful **SERVICE**. – Generosity
3. It makes your **TAIL WAG**. – Purpose
4. It gives you a story to **ENACT**. – Self-Concept
5. It becomes **INSTRUCTIVE**. – Clarifies interactions



# Power of Standards

## Mental Management:

- 1. Reduces anxiety by controlling your “shark music”.**
- 2. Avoid the “lock on, lock out, lock up” traps.**
- 3. Allows for “target upon arrival” clarity.**

Self-Awareness

Self-Regulation

Focus and Control

Planned Horizon Point

Outward Mindset

Elevated Credibility

Deploy Meaningful Influence

Beyond the Title

Into the Difficult

Won't let you  
Down



# Final Thought...

***Credibility is the result  
of your commitment...***

**...What are you MOST  
committed to?**