

WHAT HAPPENS
= In =
VEGAS

THE NEW RULES OF REPUTATION

1. Common sense is not that common
2. Live as though your mother is watching
3. KISS: KeeP It SuPer SiMple
4. 100% LinkedIn profile completion
5. Don't post whispers
6. Integrity & reputation are now one
7. What's your digital compass?
8. Be "FLAWsome"
9. Privacy is your problem
10. Have one digital identity
11. Complain = Digital Pain
12. Post it forward
13. Network before you need your network
14. Praise publicly, criticize privately
15. Words: Measure twice, post once
16. The three-second rule
17. We will make digital mistakes—how we handle them defines us
18. Multitasking = Mistakes
19. Be trustworthy
20. It's not the crime, but the cover-up
21. Make ginormous public goals
22. Face-2-Face cannot be replaced
23. Tinderbox Topics—Caution!
24. The power of a letter
25. Cyberbullying: Don't enable it
26. See your kids as others see them
27. Be authentic
28. Fail fast, fail forward, fail better
29. Freedom of choice—Not freedom from consequence
30. Adhere to the Golden Rule
31. You represent your company, organization & family
32. Be a Baker, not an Eater
33. Your Legacy = Digital Footprints + Digital Shadows
34. Surround yourself with success
35. Watch your language
36. Teach & train your team, employees & family

STAYS ON

**YOU
TUBE**