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Being Dependable

DEPENDABILITY is building trust with others by doing what you say you will do. The opposite of dependability is UNRELIABILITY, letting others down by failing to do what is expected of you.

Watch this quick commercial.

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<https://www.youtube.com/watch?v=fH0xVkb7jXQ>

Notice the tagline? The Dependability People. How does this commercial emphasize that Maytag appliances are dependable?

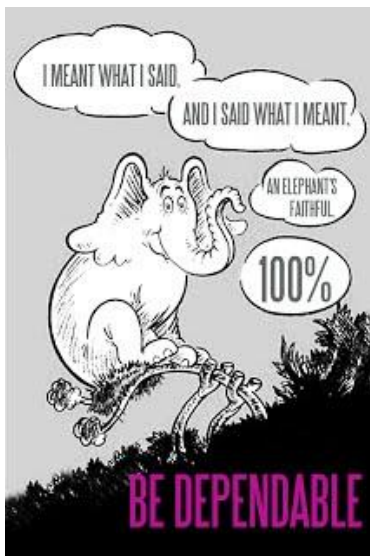
The ad campaign was designed to remind consumers of the perceived added value in Maytag products derived from the brand's reputation for dependability. Maytag advertisements stated "Ol' Lonely's (The Lonely Repairman's) predicament is testimony to the durability and reliability of Maytag appliances. Now if only he had something to do with his days."

The campaign proved a huge success, allowing Maytag to set a substantial price premium, as well as strongly influencing consumer preference at the higher end of the laundry appliance market.

MayTag has been in business since 1886. And they are still promoting dependability today...

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<https://www.youtube.com/watch?v=hYswHQOKYLM>



Why does it matter if products we buy are dependable?

How does that influence your decision to purchase an item again?

Give an example of a product that you've purchased that was unreliable.

Now, think for a moment about how YOU are a product. You will have to promote and sell yourself in your career. Your qualities will determine if a company wants to keep you working for them.

So how dependable are YOU?

Take the DQ - Dependability Quiz

Here's a quiz to see how each of us might grow in dependability this month. Get out a sheet of paper. Read each statement below. Rate yourself on this scale and write down if you agree or disagree (1-5) for each statement.

(Strongly Disagree) 1-----2-----3-----4-----5 (Strongly Agree)

1. I consistently show up where I'm supposed to be on time and ready to do my work.
2. I value commitments and timelines, and do my best to complete tasks on time.
3. I follow instructions and am willing to ask questions if I'm unclear about what is expected of me.
4. I give my best when working on time sensitive projects, and I attempt to change my plans to accommodate the needs of my teammates when necessary.
5. I proactively communicate when I realize there is a change in plans that will impact others. I don't wait until the last minute to let others know when I am not on schedule.
6. My coworkers would say I normally have a positive attitude.
7. I complete my tasks at the same level of quality regardless of my personal feelings about a difficult teacher or project.
8. I am committed to continual improvement and am open to learning new ways to approach my work more effectively.
9. I value others and can be trusted with sensitive information and with school materials.

Now add up what number (1-5) you wrote down for each of the nine statements. What is your score?

- 10–25 Practicing greater dependability will likely bring significant improvement in your personal and professional life.
- 25–40 You value dependability, and others consider you someone who is *usually* dependable.
- 40–50 You show consistent dependability as an employee and colleague! Keep it up!

Discuss: Do you agree or disagree with your score?

What is an area of dependability that you could work on improving this month?

*"Hired, **dependable**, motivated people are the first to be promoted.
Uncommitted workers are the first to be forgotten."*

-- CEO and president of Express Employment Professionals

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(Strongly Disagree) 1-----2-----3-----4-----5 (Strongly Agree)

I.	5	1. I consistently show up where I'm supposed to be on time and ready to do my work.
II.	5	2. I value commitments and timelines, and do my best to complete tasks on time.
III.	5	3. I follow instructions and am willing to ask questions if I'm unclear about what is expected of me.
IV.	5	4. I give my best when working on time sensitive projects, and I attempt to change my plans to accommodate the needs of my teammates when necessary.
V.	5	5. I proactively communicate when I realize there is a change in plans that will impact others. I don't wait until the last minute to let others know when I am not on schedule.
VI.	5	6. My coworkers would say I normally have a positive attitude.
VII.	5	7. I complete my tasks at the same level of quality regardless of my personal feelings about a difficult teacher or project.
VIII.	5	8. I am committed to continual improvement and am open to learning new ways to approach my work more effectively.
IX.	5	9. I value others and can be trusted with sensitive information and with school materials.

Discuss: Do you agree or disagree with your score?

50! Of course I agree with my score! In all honesty Mr. Haskin, this is a trait that my mom and dad instill in me and my siblings. I think the many leadership positions I hold at school and my church help keep me in check.

What is an area of dependability that you could work on improving this month?

Although I am strong in this area, I think that I can always work on communication. Even if you're considered strong, miscommunication can affect dependability.

100/100

I know you had a hard time ranking 5s because I know your personality, but I asked for honesty and I agree with your assessment. You have so much to share with our officer team and I am glad to have you!