

## Narrative

What does it mean when an individual says they are a professional? Is it the description of one's career or is it the way one behaves? Students must understand what it means to be professional and what business and industry expects. Being professional is important regardless of one's chosen profession. Through this session you will learn techniques to teach professionalism to your students through the use of various ideas and activities that will be shared. The various aspects of professionalism (attire, image, attitude, etc.) will be discussed.

## pro · fes · sion · al · ism

1. the skill, good judgment, and polite behavior that is expected from a person who is trained to do a job well
2. the conduct, aims, or qualities that characterize or mark a profession or a professional person (*see professional*)

Source: [www.merriam-webster.com/dictionary/](http://www.merriam-webster.com/dictionary/)

## What are the various aspects of professionalism?

Professionalism means different things to various individuals. The topic of professionalism includes, but is not limited to the following areas:

- |                           |                       |  |
|---------------------------|-----------------------|--|
| ✓ Attendance              | ✓ Being productive    | ✓ Good communication skills (oral and written) |
| ✓ Appearance and grooming | ✓ Being a team player | ✓ Cooperative attitude                         |
| ✓ Positive attitude       | ✓ Being organized     | ✓ Honor your commitments                       |
| ✓ Honesty                 |                       |  |

## "I'm a professional" – What does this mean?

Being a professional has different meanings to different people. A few ideals people have in mind when they say they are "professional" are as follows:

- I am well-groomed and dress well
- I am competent at the tasks that I perform
- I have a specialized knowledge
- I am accountable
- I monitor my own self improvement

## What do others say about professionalism?

*"The professional has learned that success, like happiness, comes as a by-product of work. The professional concentrates on the work and allows rewards to come or not come, whatever they like."*

-Steven Pressfield, Author, *The War of Art: Break Through the Blocks & Win Your Inner Creative Battles*

“Being a professional is doing the things you love to do, on the days you don’t feel like doing them.”  
-Julius Irving, NBA Champion

“Today I shall behave as if this is the day I will be remembered.”  
- Dr. Seuss, Famous American children’s books author

## National Standards for Business Education

Business educators understand the importance of teaching professionalism. This topic is included in detail as a part of the *National Standards for Business Education*. The competencies listed below should be covered when teaching professionalism as indicated in the national standards.

**Content Area:** Communication

### Section II - Interpersonal Skills

**Achievement Standard:** Apply interpersonal skills in personal and professional environments to communicate effectively.

#### A. Professionalism and Business Etiquette

##### Level 1 Performance Expectations

- List characteristics inherent in a positive attitude
- Differentiate between positive and negative communication styles
- Demonstrate positive nonverbal communication
- Use courtesy and tact when communicating with others
- Demonstrate appropriate etiquette and manners in specific situations
- Discuss personal hygiene and grooming
- Develop sensitivity to and awareness of diversity
- Demonstrate respect for authority
- Respect the rights and feelings of others
- Work cooperatively with peers and authority figures

## Lesson Plans

Lesson plans can address any key area of professionalism:

- |             |                 |                   |
|-------------|-----------------|-------------------|
| ✓ Ethics    | ✓ Communication | ✓ Time Management |
| ✓ Integrity | ✓ Appearance    | ✓ Much, much more |

- **Professionalism in the Workplace (Telecommunications & Networking)**. Texas Education Agency.

<http://goo.gl/gTfljY> (PDF)

- **Professionalism in the Workplace (Communications)**. Texas Education Agency.

<http://goo.gl/CWnXIY> (PDF)

- **Appearance Lesson Plan (Volume 2. Module 4)**. Georgia Department of Technical and Adult Education.

<http://goo.gl/laQJH9> (Direct link to a Doc file)

## Video resources

There is a wide variety of videos available on the Internet that cover the topic of professionalism. When searching for videos on YouTube, you may some search terms to being with include:

- professionalism
- professionalism in the workplace
- professionalism in the workplace funny
- work ethics

## Other Lesson Ideas

- Guest speakers from human resource profession
  - Invite professionals from business and industry to speak to your classes
  - Discuss your initiatives and key topics with such guest speakers prior to their presentation
- Classroom “Business Enterprise”
  - Turn your classroom into a simulate business with the teacher as the supervisor and the students who are employees who receive “evaluations from human resource personnel”
- Professionalism Infographics
  - Have students use and create infographics centered around professionalism topics

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### Sources

National Business Education Association. *National Standards for Business Education* (4th ed.). Reston, VA

Silverthorn, Michelle. (2016). *Stop Complaining About Millennials*. Retrieved on 2/23/2016 from [www.2civility.org/stop-complaining-about-millennials/](http://www.2civility.org/stop-complaining-about-millennials/)

United States Department of Labor

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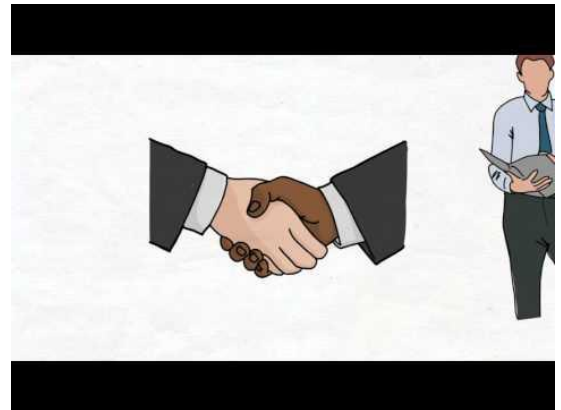
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## Video Links

Being A Professional: Dale Atkins at  
TEDxYouth@EHS  
<https://www.youtube.com/watch?v=sLv7sdGJWPI>



Professional Behavior at Work  
<https://www.youtube.com/watch?v=14bCsM16bYo>



What is Professionalism?  
[https://www.youtube.com/watch?v=4II\\_d7d4MVw](https://www.youtube.com/watch?v=4II_d7d4MVw)



# Infographics

## Personal Branding: 10 Steps Toward a New Professional You

<http://www.marketingprofs.com/chirp/2016/30429/personal-branding-10-steps-toward-a-new-professional-you-infographic>

**PERSONAL BRANDING: 10 STEPS TOWARD A NEW PROFESSIONAL YOU**

A snapshot of ideas from a new book by Mel Carson, Founder & Principal Strategist at Delightful Communications

- 1 GET A PROFESSIONAL HEADSHOT**  
Your new professional image starts with an image. Sourcing, smiling and dressing sharply make you more competent, likable and influential.
- 2 BE DISCOVERABLE ONLINE**  
Someone somewhere will be searching for you at some point in your career. Use your real name on the Internet and optimize your social media profiles for discovery!
- 3 HAVE A PROFESSIONAL PURPOSE**  
What gets you out of bed in the morning? What helps you be better at what you do? A professional purpose is way more than a paycheck.
- 4 LEARN TO LISTEN & PRACTICE EMPATHY**  
To have a well-rounded personal brand, you need to strike the balance between what you know and what you have yet to learn and understand.
- 5 PRACTICE WRITING**  
Think before you jot down and share your thoughts online and hone your writing skills over time.
- 6 REENGINEER YOUR DIGITAL PRESENCE**  
Keep all your social profiles up to date and add social channels to all your professional touch points.
- 7 ANALYZE YOUR COMPETITORS**  
Make time to understand what other people in your niche are doing, saying and how successful they are.
- 8 CRAFT YOUR PERSONAL BRANDING STATEMENT**  
Include your audience, mission, value, and avoid using buzzwords!
- 9 EMBRACE AND EXPOND YOUR EXPERIENCE**  
We all have great experience and stories. Start weaving a professional narrative more completely!
- 10 BE SOCIAL BY DESIGN**  
Use social media tactics to boost discoverability, speaking engagements, in-person interaction, and more.

For more insight and detailed tips, please:  
Read Introduction to Personal Branding eBook: <http://delightful.co/PersonalBR> and Amazon  
Listen to Introduction to Personal Branding by iTunes: <http://delightful.co/TunesDelightful>  
Listen to Introduction to Personal Branding on Audible: <http://delightful.co/AudibleDelightful>

Brought to you by Mel Carson, Founder & Principal Strategist at Delightful Communications  
[www.DelightfulCommunications.com](http://www.DelightfulCommunications.com)  
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<https://s-media-cache-ak0.pinimg.com/originals/75/f4/c3/75f4c3dcefa50985be576a391ae75967.jpg>

**PROFESSIONALISM IN THE WORKPLACE - BY THE NUMBERS**

- 96% of resumes are rejected before the professional enters the interview.
- 92% of resumes are rejected due to formatting.
- 51% of resumes are rejected due to lack of content.
- 96% of resumes are rejected due to lack of content.

**Top Characteristics of Today's Professional**

- Interpersonal Skills: 34%
- Time Management: 21%
- Communication Skills: 25%
- Knowledge: 9%
- Appearance: 25%
- Work Ethic: 27%

**IT Misuse on the Job**

- 83% excessive use of social media
- 82% not managing of professional time
- 78% inappropriate internet use
- 55% excessive personal cell phone usage
- 8% inappropriate access of company files

**Deadly Interview Mistakes**

- Inappropriate Attire: 40%
- Late for Interview: 28%
- Lack of Preparation: 25%
- Poor Verbal Skills/Grat: 23%

**CPE**  
Center for Professional Excellence at York College of Pennsylvania's 2012 Professionalism in the Workplace Study. To download a copy of the full report, visit [www.cpe.org](http://www.cpe.org)

York College of Penn