

## PROFESSIONALISM IN THE WORKPLACE

‘Professionalism’ is the term used to describe the internationally accepted standards or expectations that society has of people’s conduct and levels of competence in the workplace. These standards of conduct are set by society, management, our peers, our customers, our staff, our families and of course, us

Being professional means that your conduct has to remain above reproach at all times—and must fit in with the circumstances and situations in which you find yourself. Being professional requires that you comply willingly with the highest ethical standards and that you have a deep awareness and understanding of appropriate business behaviour in various cultures. It also requires a high degree of knowledge, skill, ability, attitude and sound judgement.

Professionalism is measured on:

1. Emotional Intelligence
2. Image
3. Business etiquette
4. Telephone and e-etiquette
5. Manners
6. Communication: verbal, non-verbal (body language) and written
7. Relationships
8. Competence
9. Responsibility and accountability
10. Trustworthiness
11. Empathy and compassion
12. Respectfulness.
13. Work ethics.

## DURATION

One or two days.