
Personal Professionalism

Richard Beal

Topics

Introduction

Colloquial Use

A Model of Professionalism

Professionalism in Operation

Observations and Issues

Introduction

- ❖ Student in DBA program, Swinburne University, Melbourne, Australia
 - Bachelor of Applied Sciences
 - Master of Business Administration

- ❖ Management Consultant
 - Accenture and Fujitsu
 - Organisation Effectiveness and Change Management
 - Experience across sectors and geographies

- ❖ Professionalism
 - My own
 - Observation of others

- ❖ The dream...

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Colloquial Use

Television presenter, Ukraine

According to V.Dokalenko, the program was closed because of the low professionalism of the presenter. In particular, he said: “I had serious claims about the level of preparing the program, the presenter’s behavior, the on-line organization.”

Professional billiards player, USA

“I believe (my parents) instilled professionalism in me by making me take the game seriously... (over time, I learned to admire) consistency, attitude, conduct, passion...”

Music, USA

“Bands and Professionalism, I view this is a very important topic. There are many bands that don't cross their T's and dot their I's. Remember, you're being paid to do a job, and as fun as that job might be it is still in fact, a job.”

Diplomat, Nigeria

“Everyone I spoke to had told me of Gambari’s integrity, high professionalism, extensive contacts and broad knowledge of issues and in fact, everywhere I looked, I could see that it had been touched by Gambari.”

Nursing students, Canada

“There’s a fine line between freedom of expression and being appropriate and professional; respecting the dignity of yourself and other students, respecting your peers and human rights”

Local Government, UK

“He commended the supervisors and their tireless efforts and professionalism over the past year during the intense negotiations”

Topics

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Colloquial Use

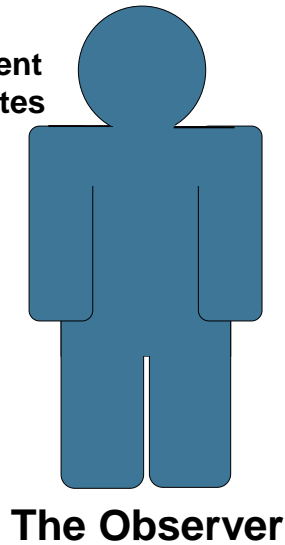
A Model of Professionalism

Professionalism in Operation

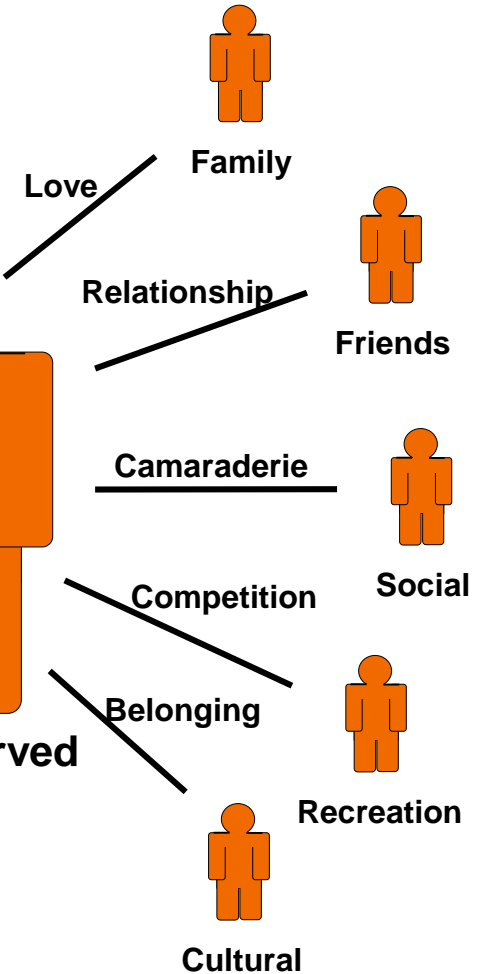
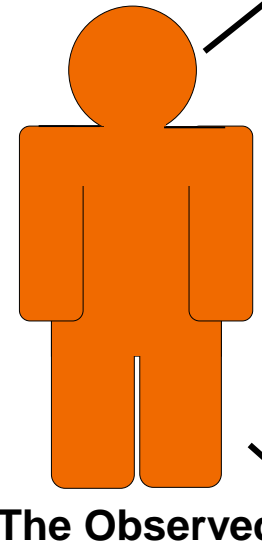
Observations and Issues

A Model of Professionalism

- Clients / customers
- Employer & line management
- Employees, line subordinates
- Colleagues, peers
- Suppliers
- Competitors
- Other



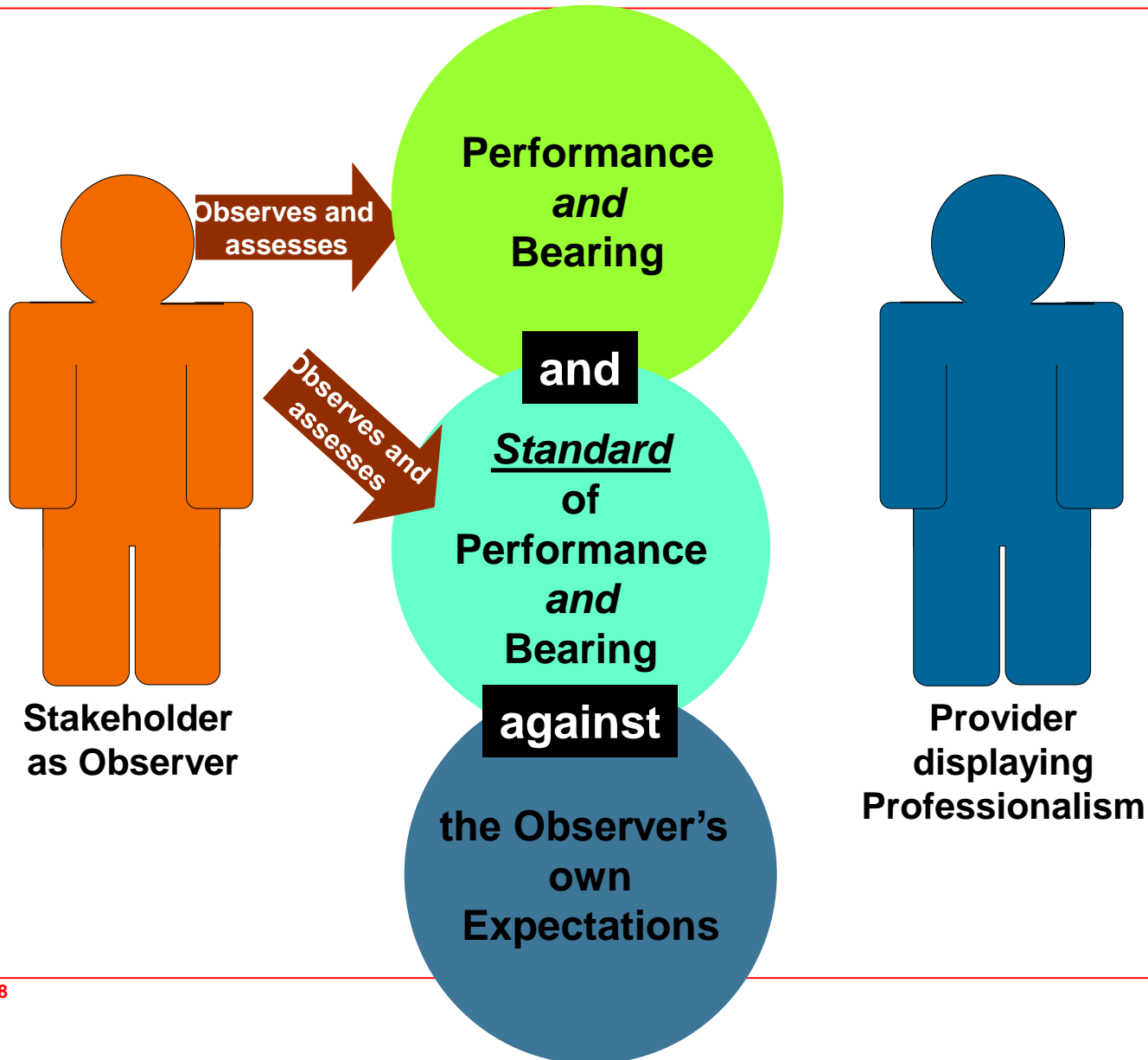
Utility:
A 'business / commercial / objective' reason for interacting



The 'commercial/business relationship' has a few characteristics:

- Utility purpose
- Expectations of:
 - Reciprocation
 - Standards
 - Fulfilment

A Model of Professionalism



A Model of Professionalism

Professionalism =

Individual's (Performance and Bearing)

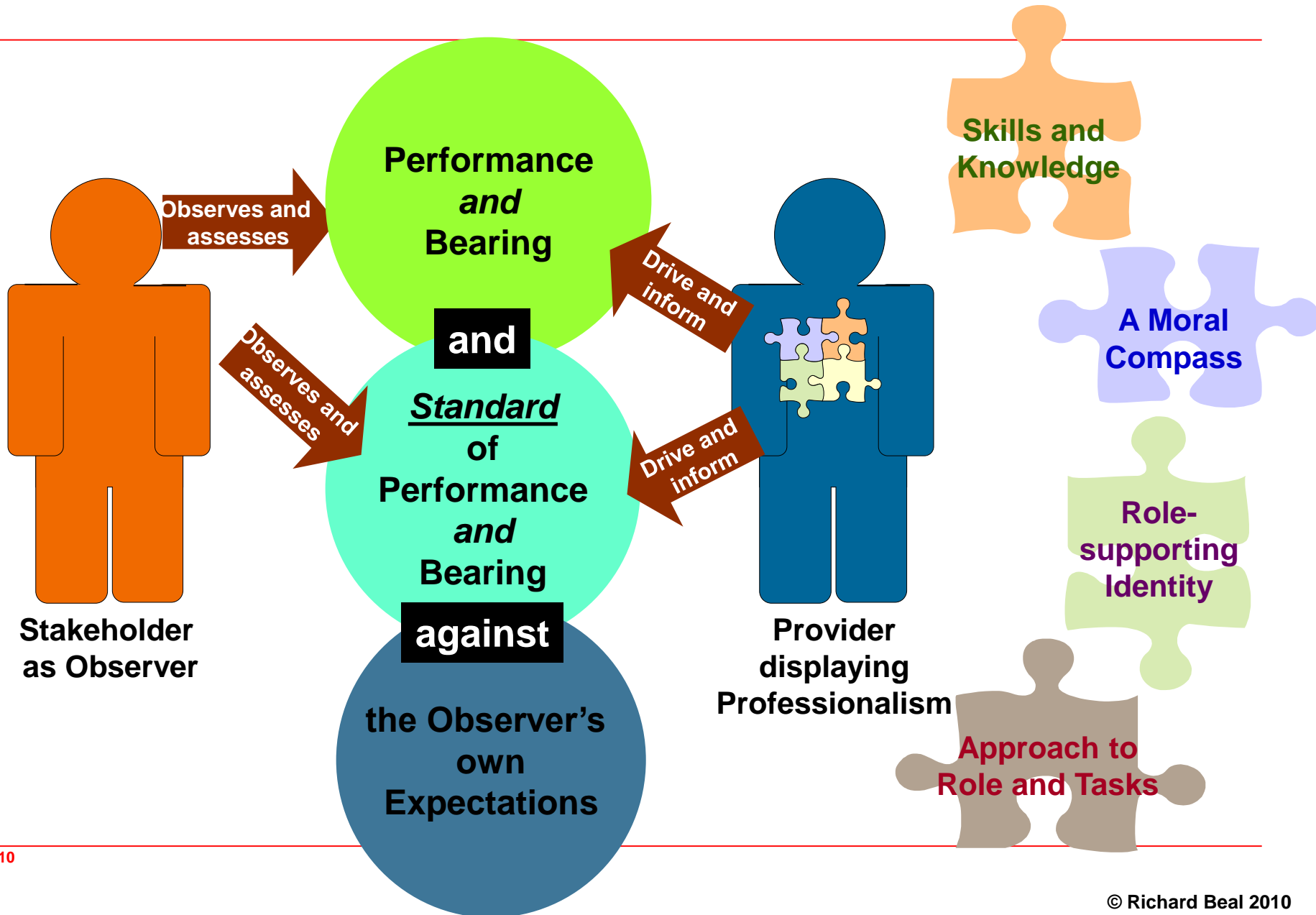
AND

(Standard of Performance and Standard of Bearing)

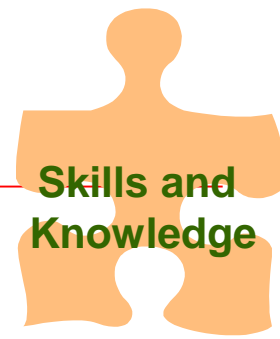
meet, exceed or re-set

the Observer's expectations

A Model of Professionalism



Skills and Knowledge



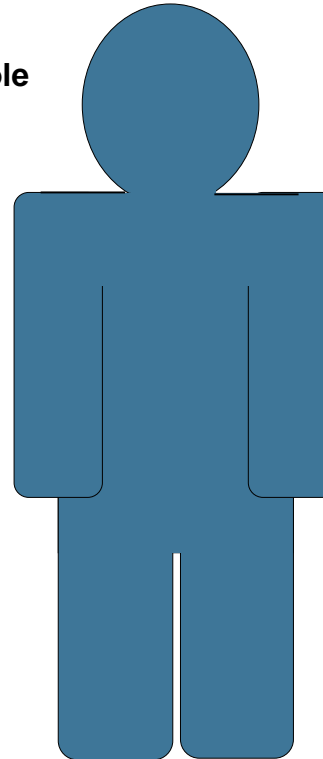
- Doing things the *right* way

Domain Skills

- Skills, capabilities and competencies to fulfil the role
- Expert, artistic and/or masterful skill level
- Qualified where required / appropriate

Knowledge

- Skills in context – context is king!
- Wisdom
- Possess or create Body of Knowledge to fulfil role
- Understand expectations on self
- Influencing expectations on self and on others



Complementary Skills

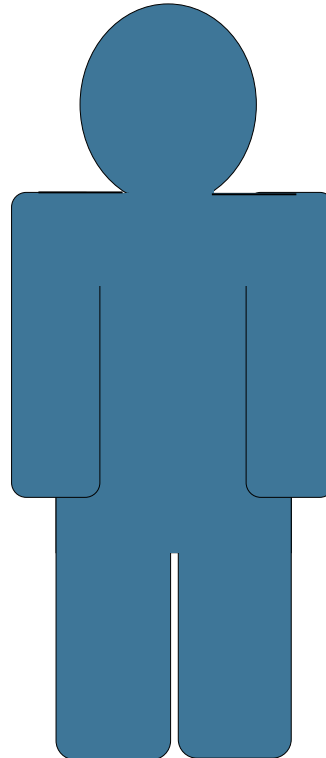
- Organisational, administrative
- Interpersonal and political
- Management, leadership



- Doing *right* things

Aligned, non-conflicted or conflict-managed ethics

- Personal ethics ideally aligned with, or at least not in conflict with prevailing ethics of the:
 - occupation or profession
 - organisation
 - industry
 - social, cultural and legal
- Personal values ideally aligned with those of the employer – pulling in the same direction



Attributes

- Honesty
- Ethical
- Integrity
- Responsible
- Character
- Principles
- Disinterest
- Accountable

Active (proactive)

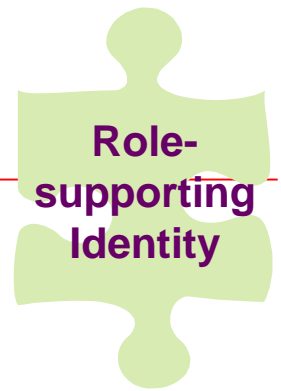
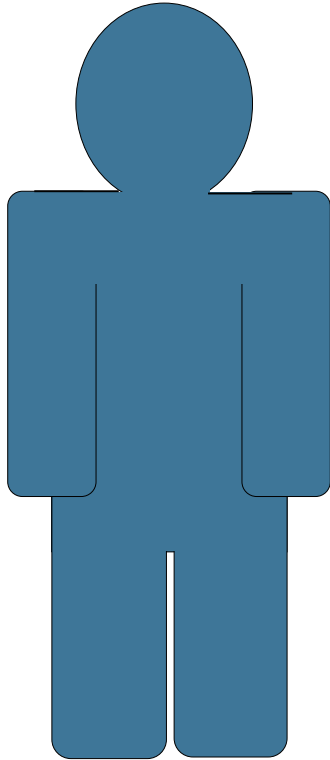
- Guides Approach, Identity and S&K to “doing right” in the role
- Values and principles

Reactive

- Knowing what/how to act when unethical or even illegal activity is indicated
- Developing and following due process in acting upon breaches; eg whistle-blowing

Identity

- The person I am in the workplace
- An identity that helps me do my job



Demeanour

(observable behaviour)

- Distant but personable
- Assertive
- Energised

Attitude

(underlying feelings)

- Enthusiastic
- Objective
- Committed
- Serious
- Purposeful

Presentation

- Appearance

Presence

- Inspires confidence in ability to do the job

The mantra of the professional individual...

Always Appropriate

Approach

Approach to Role and Tasks

- The way I go about my work-role
- How I do my job

Prepare

- Rigorous
- Specific
- Focused, structured and purposeful
- Match skill type and level to task ahead
- Learn new skills, practise existing skills
- Evidence-based
- Understand and clarify expectations, e.g.
 - outcomes required
 - authority to execute
 - scope
 - quality

Plan

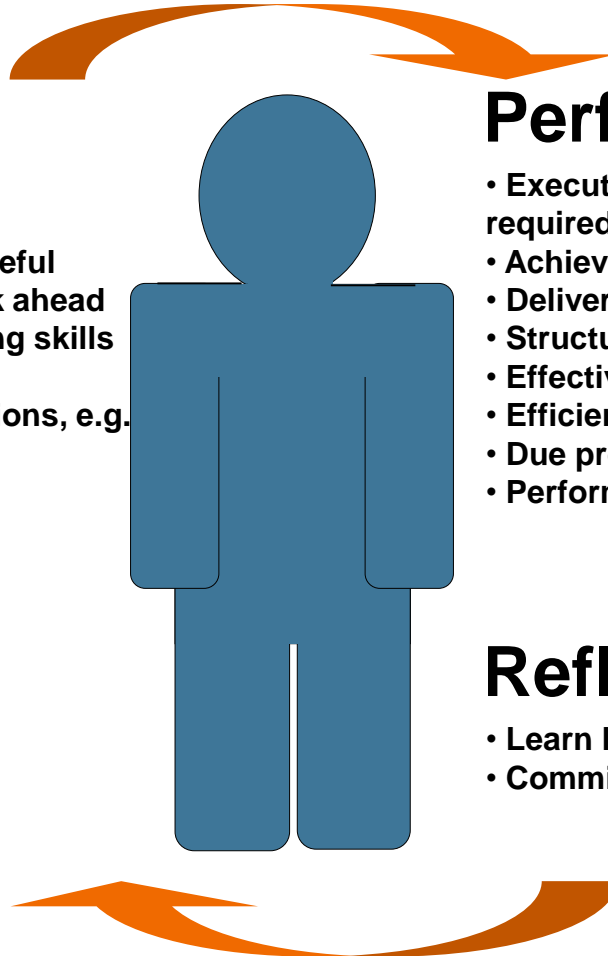
- Draw on knowledge base
- Match intended performance with required outcome

Perform

- Execute skills to high/masterful standard at required time
- Achieve outcome
- Deliver what was agreed
- Structure and purpose
- Effective
- Efficient
- Due process
- Perform my job, not someone else's

Reflect, review

- Learn lessons
- Committed to team



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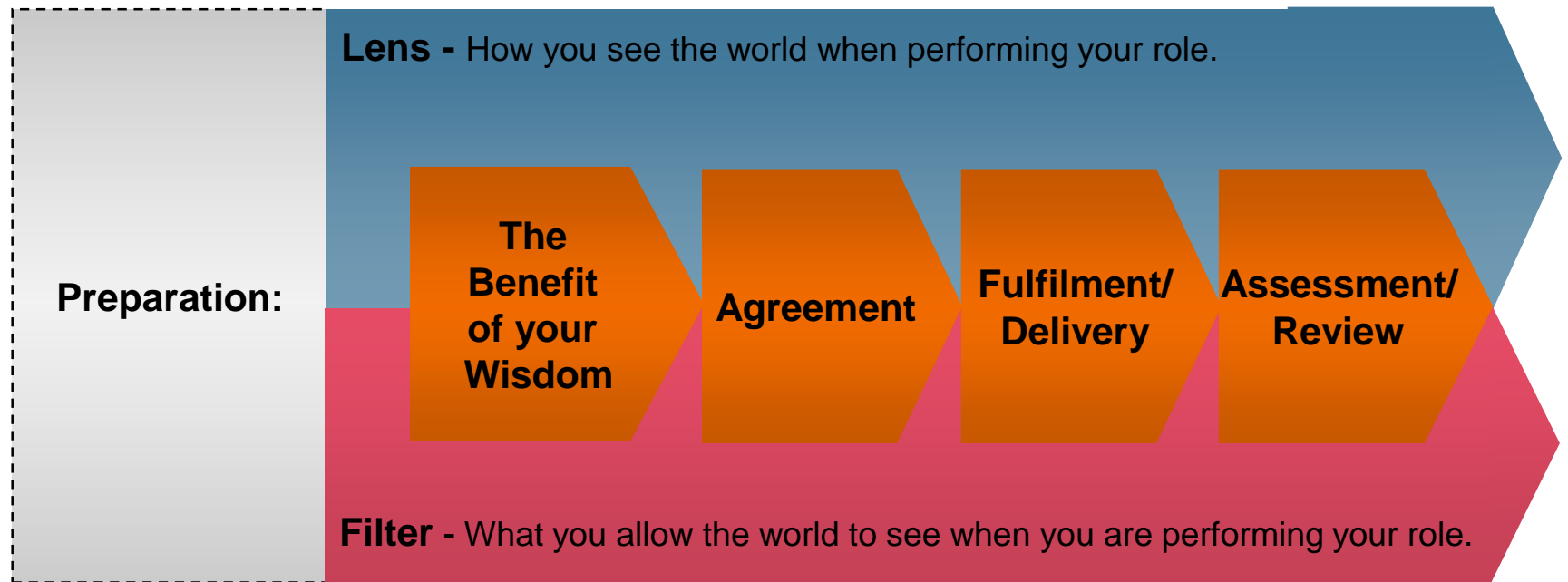
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Observations and Issues

So what?

Benefits:

❖ *For the Individual:*

- Facilitates reputation for:
 - Fulfilling purpose of role
 - Performance
 - Trustworthiness
 - Representing the employer
- Progresses autonomy
- Enhances role satisfaction
- Improved career prospects

❖ *For the Organisation:*

- Supports true engagement of people
- Can act as a proxy for trust
- Enables workers to have greater autonomy
- Could reduce time managing individuals
- People understand their role in context
- People could be more focused and purposeful

Observations and Issues

❖ **Measured over time
or in the moment?**

❖ **Sharedness of
environment**

❖ **The Place of Passion**
- misdirection and sleight of hand

❖ **Consummately professional, professional,
unprofessional and not professional**
- on and off the scale

❖ **Expectations:**
- fair and reasonable
- specific to role
- whose expectations are important?
- culturally informed

Thank You