Professionalism

Justine Price-O'Neil & Jason Haskins

Wake Technical Community College

Individualized Learning Center

What employers say...

86.9% of employers rated *professionalism* as either "very important" or "extremely important" newly hired college grads

44.2% of employers rated recent grads as either "very proficient" or "extremely proficient" when it came to *professionalism*

2022 Job Outlook Study by the National Association of Colleges and Employers

Gray, K. (2021, December 3). *Competencies: Employers weigh performance versus new grad proficiency*. National Association of Colleges and Employers. https://www.naceweb.org/career-readiness/competencies/competencies-employers-weigh-importance-versus-new-grad-proficiency

What does professionalism mean to you?

Agenda

- What is Professionalism & Why Does it Matter?

- Communication

- Professional Behaviors

- Interviews

- Technology

- Creating a Professional Plan of Action

What is Professionalism?

- Professionalism isn't one thing; it's a combination of qualities.

- Responsibility

- Integrity

- Accountability

- Excellence

- It means communicating effectively and appropriately and always finding a way to be productive.

Importance

Professionalism in the workplace is still incredibly important. Particularly with the rapidly changing nature of work, presenting yourself appropriately is essential to communicating that you are a capable, dependable person regardless of the context.

the professional behavior of all staff is necessary for the long-term success of a business – regardless of its size.

Professional Communication

- Who is my **audience**?

- What is my **purpose**?

- What **tone** is appropriate?

How important is communication?

95.6% of **employers & 96.8% of students** rated *communication* as the most important competency for career success

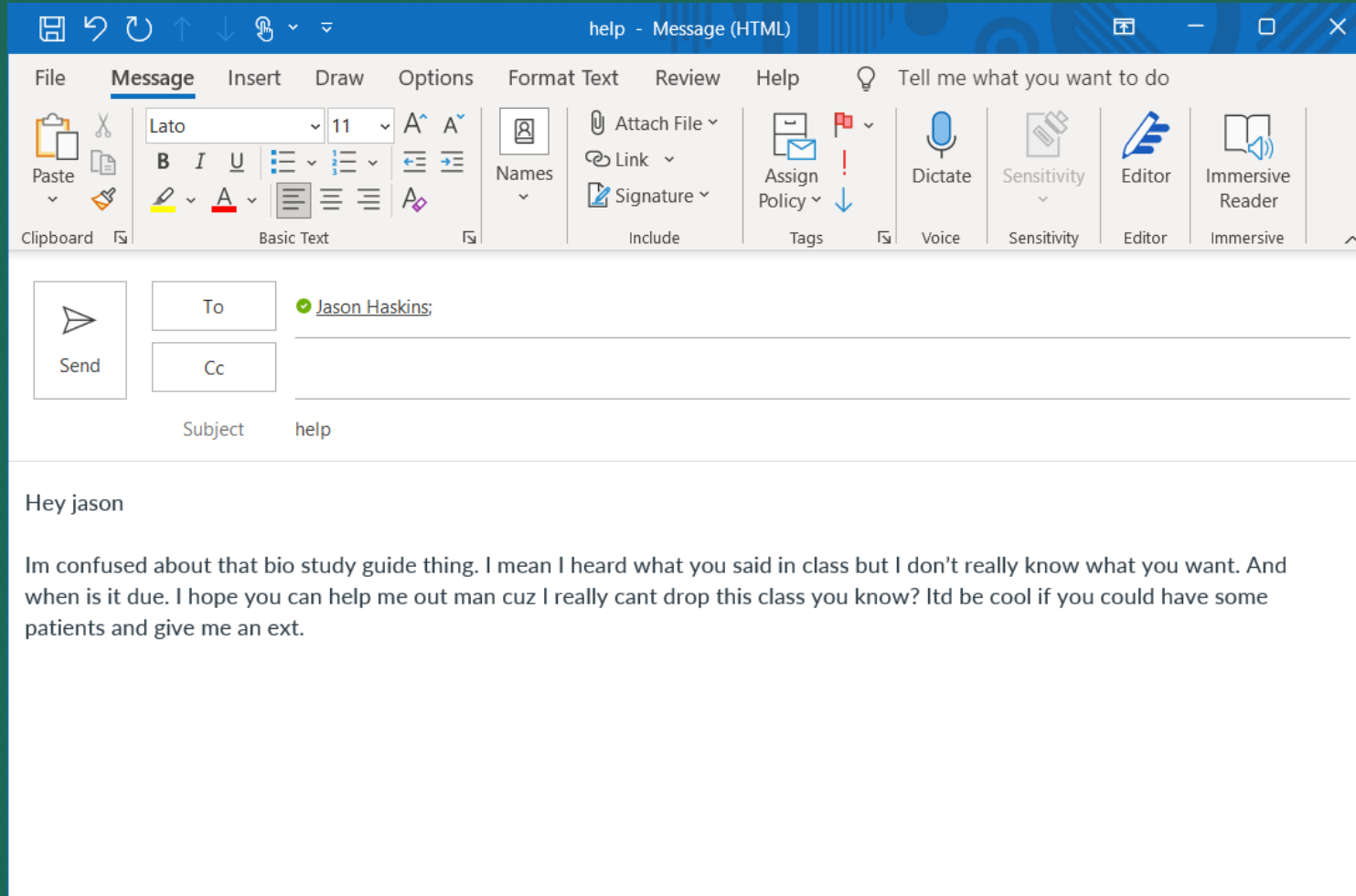**79.7%** of **students** rated themselves as "very proficient" or "extremely proficient in communication"

46.9% of **employers** rated students as "very proficient" or "extremely proficient" in communication

2022 Job Outlook Study by the National Association of Colleges and Employers

Gray, K. (2021, December 3). *Competencies: Employers weigh performance versus new grad proficiency.* National Association of Colleges and Employers. https://www.naceweb.org/career-readiness/competencies/competencies-employers-weigh-importance-versus-new-grad-proficiency

Written Communication

File | Message | Insert | Draw | Options | Format Text | Review | Help | Tell me what you want to do

Lato | 11

Paste

Names | Attach File | Link | Signature | Assign Policy | Dictate | Sensitivity | Editor | Immersive Reader

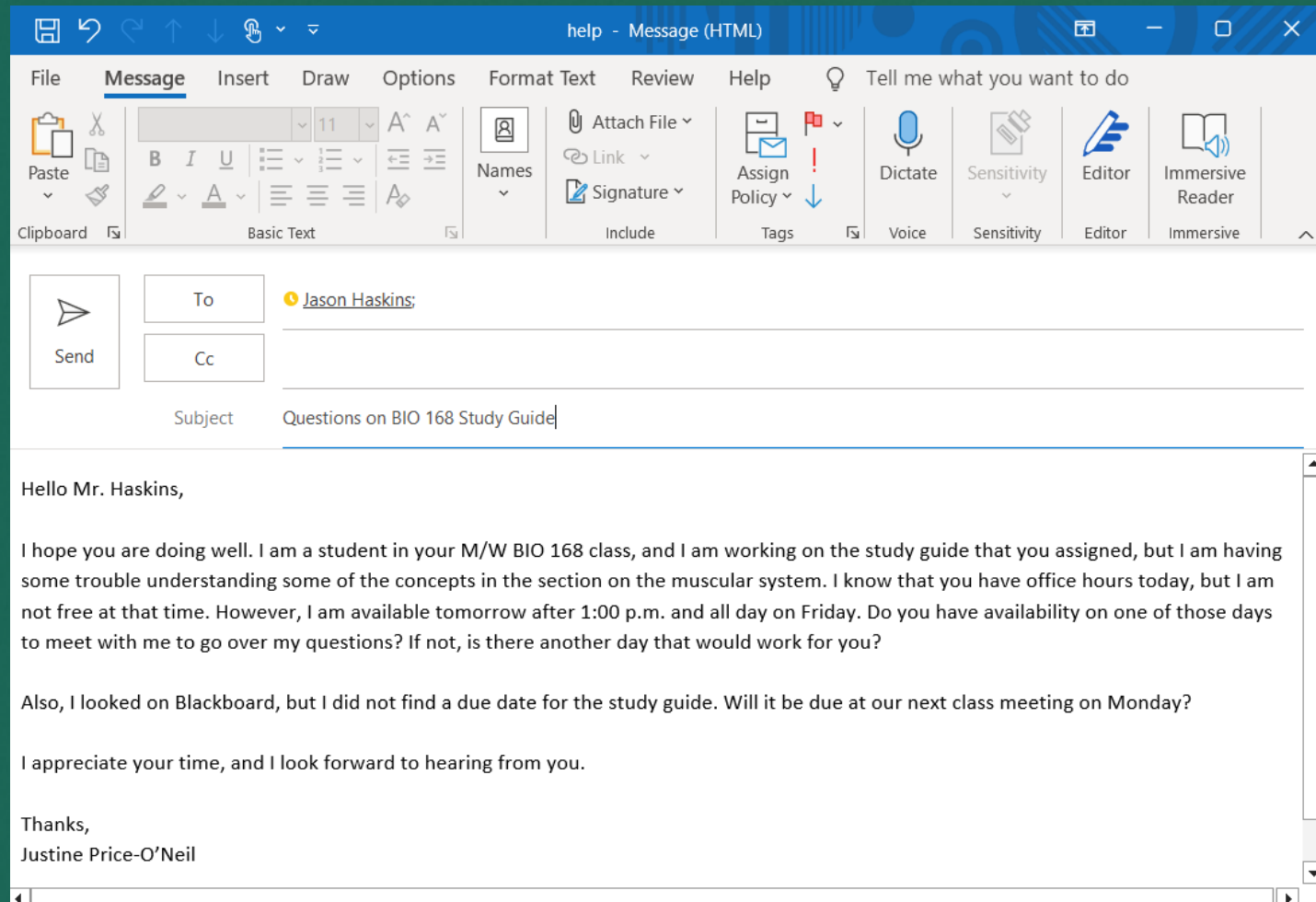Clipboard | Basic Text | Include | Tags | Voice | Sensitivity | Editor | Immersive

Send

To | ✓ Jason Haskins;

Cc

Subject | help

Hey jason

Im confused about that bio study guide thing. I mean I heard what you said in class but I don't really know what you want. And when is it due. I hope you can help me out man cuz I really cant drop this class you know? Itd be cool if you could have some patients and give me an ext.

Email Etiquette

- ✓ Subject
- ✓ Greeting
- ✓ Tone
- ✓ Purpose
- ✓ Closing
- ✓ Proofread

Oral Communication

1 Pause and think before you talk

2 Use respectful words, tone, and body language

3 Be a good listener: ask questions & repeat back what you heard

Professional Behaviors

How do professionals act?

What is the message about myself that I want to convey?

What actions can I take now to grow professionally?

#1: Professionals are *focused*

Be engaged

Avoid distractions

Take notes
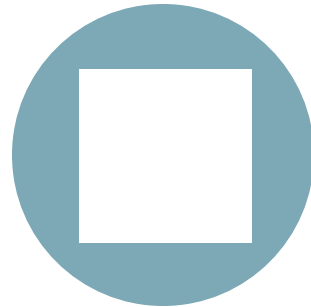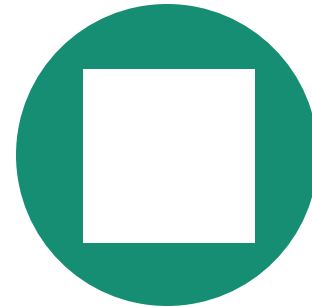
#3: Professionals are *team players*

GET INVOLVED!

COMMITTEES

VOLUNTEER WORK

CLUBS AND ORGANIZATIONS

Interviewing

- The interview is your foot in the door with your next potential employer, but you only get one shot at impressing them.

Interview Attire

Do some research ▶ How does the company present itself, its workplace culture, its employees

Interview Skills

Interview Do's

Project confident body language	Stay relaxed
Create a dialogue	Listen carefully and stay focused
Research	Ask questions

Interview Don'ts

- Slouching
- Panic/Answering quickly
- Avoid one-way conversations
- Change topics
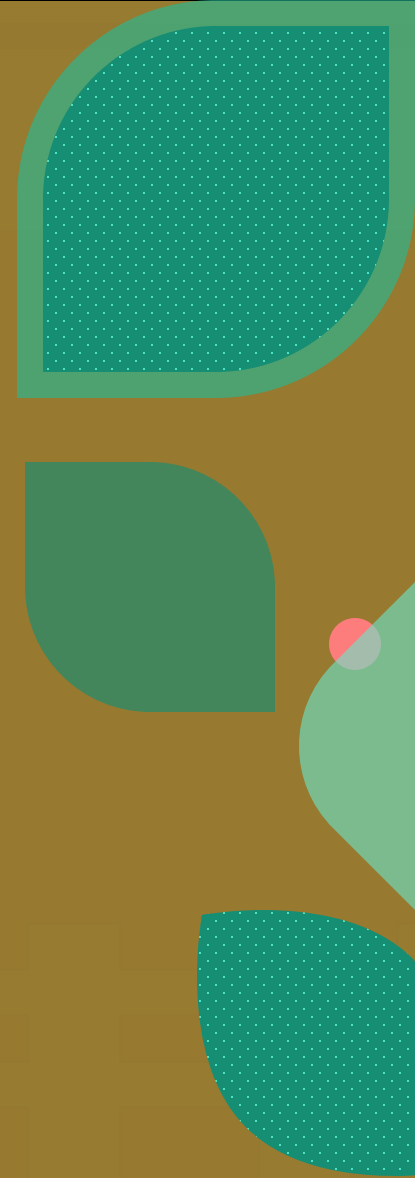- "Wing" it

Technology and Social Media

- Social media presence can be used to:

- Build your personal brand

- Grow your network

- Give prospective employers a glimpse into your personality

Technology and Social Media

- If not careful, can become a pitfall.

- Things to avoid:
    - Oversharing personal information
    - Trash talking employer
    - Sharing sensitive company information

Technology and Social Media

- Personal and professional accounts are not always isolated
  - Brand identity
  - Think before you post
  - Know your privacy settings

Creating a Professional Plan

Consider areas where you can grow and improve to become your best professional self

Professionalism Self-assessment

1. I display a positive attitude and professional demeanor through my actions and words.
2. I readily accept and incorporate professional feedback.
3. I value diversity and treat all people, regardless of differences, with respect.
4. I am an active and effective listener.
5. I demonstrate self-reliance and take initiative in my work.

6. I am confident in my interviewing skills and have an updated resume.
7. I display a professional virtual image online.
8. I actively build my professional network and participate in networking opportunities.
9. I am mentally engaged in my work and able to avoid distractions.
10. I am on time and productive when it comes to my professional commitments.

11. I can think critically and solve problems effectively.
12. I am skilled in delivering a professional message in written and oral communication.
13. I am a team player and collaborate well with others in professional group settings.
14. I have strong organizational skills.
15. I am flexible and able to adapt to new situations that occur at work.

Your Professional Plan

1-5: Hone your professional image:

➢ Professional development and leadership opportunities
➢ New projects or training
➢ Find a mentor
➢ Get involved

6-10: Make yourself marketable:

➢ Practice interview skills and update resume
➢ LinkedIn and other online networking
➢ Build your network of professional contacts

11-15: Develop your soft skills

Breakout sessions: Problem solving and critical thinking, Time management, Presentations, Working within a group, Organizational skills, Adaptability

What's your plan?

Questions?

waketech.edu/student-services/individualized-learning-center