

Personalize Your Professionalism

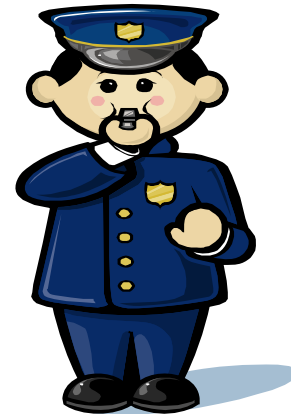


Philosophy Behind Dress Code

1. Conform to Safety Standards



2. Identifies the Profession



Professional Attributes

18-30

1. Skill Level
2. Communication
3. Dress Code
4. Manners Etiquette

30+

1. Communication
2. Dress Code
3. Manners Etiquette
4. Skill Level

Definition

pro·fes·sion·al·ism [prō féshən'l ìzzəm,
noun

- 1. professional standards:** the skill, competence, or character expected of a member of a highly trained profession.

Encarta

Core Definition

- Accountable
- Confident
- Competent
- Motivation toward a particular goal
- Respect for hierarchy and humanity
- Less the emotion

What Does Professionalism Look Like?



Professional Image

- Appropriate professional appearance
- Use of correct manners and etiquette
- Effective communication
- Appropriate personal behavior



What is the Significance of a Professional Image?

Confidence

Respect

Trust

Poll Question



What are the acceptable dress code standards at your place of employment?

- 1) Uniform other than scrubs
- 2) Scrubs
- 3) Street clothes

Poll Question



Where is your personal value on dress code?

- 1) I think the current dress code standards are acceptable.
- 2) I think the current dress code standards are still too restrictive.
- 3) I think the current dress code standards are too relaxed and needs to be improved.

Poll Question



Are you held accountable for your professional appearance?

- 1) Yes
- 2) No

Personal Reflection Questions

- Who holds me accountable for dress code and what are the consequences for infractions?
- Have I ever or do I routinely push the limits of my place of employment's dress code standards? If so why?

Professional Image

- **Appropriate professional appearance**
- Use of correct manners and etiquette
- Effective communication
- Appropriate personal behavior



Appropriate Professional Appearance

- The Profession
- Company Policies
- Level of Customer and Client Interaction
- Geographic Location
- Clothing Care and Maintenance
- Appropriate Styles of Individual Body Type
- Types of Functions
- Budget and Purchasing Techniques

Personal Grooming



Professional Image

- Appropriate professional appearance
- **Use of correct manners and etiquette**
- Effective communication
- Appropriate personal behavior



Use of Correct Manners and Etiquette

- Making introductions and appropriate greetings
- Being able to initiate and maintain conversations
- Respecting customs of others
- Being able to express appreciation
- Knowing appropriate dining rules and protocol
- Extending courteous behavior to others
- Knowing how to behave in difficult situations

Professional Image

- Appropriate professional appearance
- Use of correct manners and etiquette
- **Effective communication**
- Appropriate personal behavior



Nonverbal communication
sends

BIGGER

messages

about your professional

image than verbal

communication.

Effective Communication

- Posture
- Facial gestures
- Neatness
- Listening
- Personal behavior
- Punctuality



Professional Image

- Appropriate professional appearance
- Use of correct manners and etiquette
- Effective communication
- **Appropriate personal behavior**



Appropriate Personal Behavior

- Respecting the organization and its rules
- Being a loyal employee
- Conducting business in an ethical manner
- Assuming responsibility
- Respecting the diversity of people

Guidelines for Appropriate Personal Behavior

1. Demonstrate Honesty and Fairness
2. Respect Others
3. Take Responsibility

Significance of Professional Image

- Selection for participation on project teams
- Inclusion in social settings with customers or clients
- Selection for presentations
- Promotions to positions of greater responsibility
- Performance rating
- Overall competitiveness in numerous situations

Effects of a Professional Image on Self-Confidence

- When you believe you are dressed appropriately, know the required protocol, and are comfortable communicating with others, you tend to feel a heightened sense of self-confidence because you know what to do and how to do it.
- Gaining the respect of others.

Personal Freedom vs. Conformity





Other Areas of Consideration

- Personal Telephone Calls – Cell Phones/Texting
- Children at the Workplace
- Outside Employment
- Attendance
- Confidentiality



Key Concepts for a Professional Image

- The business world makes judgments based on professional image.

Concept # 1

Personal Appearance

- The business world has certain expectations for appropriate professional appearance in the business environment.

Concept # 1

Personal Appearance

- Professional image consists of personal appearance as it relates to clothing, grooming, manners and etiquette, personal behavior, and communication effectiveness.

Concept # 1

Personal Appearance

- Professional appearance is a composite of professional dress and grooming.
- Professional dress is dressing in such a manner as to enhance your authority, promote your respect, aid in promotions, and promote advancement opportunities in the work place.

Concept # 2

Correct Manners and Etiquette

- Good Afternoon Ms. Smith, my name is Kathie and I will be drawing your blood this afternoon.
- Ms. Smith do you have pets/children/a garden?
- Ms. Smith I understand you do not wish to have your blood drawn. Let me speak with your physician.
- Please have a seat, the Dr. will be right with you. Thank you for your patience. We appreciate having you as a patient.
- Use the fork on the outside first.
- Ms. Smith I can see that you are upset, but calling me names will not solve the situation. Perhaps if we could work together to find a solution.

Concept # 3

Effective Communication

- Nonverbal communication sends a bigger message about your professional image than verbal communication.

Concept # 3

Effective Communication

- Verbal communication
 - Use correct grammar
 - Do not use slang
- Nonverbal communication
 - Posture
 - Facial gestures
 - Neatness
 - Listening
 - Personal behavior
 - Punctuality
 - Written communication

Concept # 4

Appropriate Personal Behavior

- Respect the organization and its rules
- Be a loyal employee
- Conduct business in an ethical manner
- Assume responsibility
- Respect the diversity of people

Poll Question



Have the standards of allied health professionalism changed to accommodate the millennial health care provider?

1) Yes

2) No