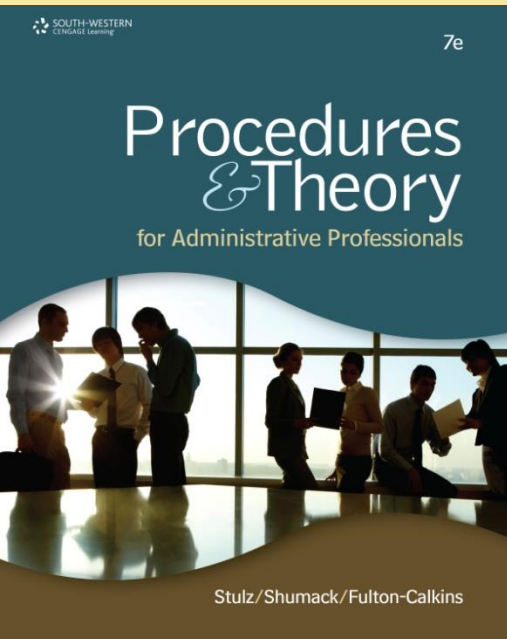


CHAPTER

2

Your Professional Image



- 1 Characteristics of a Professional
- 2 Your Professional Look
- 3 Understanding Business Etiquette

Your Professional Image

- The impressions you make on others
- Your attitude toward your work and coworkers
- Your work ethic
- Professional dress
- Familiarity with business etiquette

Your ability to get a job, keep a job, and advance in your career will hinge on your professional image.

First Impressions

- Be on time or early.
- Be comfortable and confident with your skills and abilities.
- Dress professionally.

First Impressions

- Smile.
- Be conscious of body language.
- Be positive.
- Be courteous.



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Positive Attitude

- Your attitude comes through in everything you do.
- You can control it.
- A positive attitude can help you
 - Get jobs
 - Be offered important responsibilities
 - Gain promotions

Work Ethic

- A set of values based on the merits of hard work and diligence
- A belief in the benefit of work and its ability to build a person's character

People with a strong work ethic ...

- Arrive at work on time
- Stay until their shift is over
- Meet all deadlines
- Show integrity and trustworthiness
- Follow rules and procedures
- Make productive use of work time

Professional Skills

- Communication
- Interpersonal relations
- Time management
- Critical thinking
- Decision making
- Creative thinking



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Professional Skills

- Teamwork
- Technology
- Leadership
- Stress management
- Problem solving
- Customer focus

Work Characteristics

- Your workspace
- Your desk
- Your daily work
 - Pay attention to detail.
 - Strive for accuracy.
 - Acknowledge mistakes.



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Professional Organizations

- Offer certification programs and seminars
- Provide helpful information
 - Websites
 - Newsletters and articles
- Examples
 - International Association of Administrative Professionals
 - ARMA International

Business Networking

- An accepted part of everyday business
- People network ...
 - By telephone
 - At professional conferences
 - In company settings
 - Online (LinkedIn, BranchOut)
 - Just about anywhere

Your Professional Look

- Dressing the part
 - Professional business attire
 - Business casual attire
 - Other dress considerations
- Appearance
- Jewelry



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General Courtesy and Manners

- Treat others as you would like to be treated.
- Thank people for their help.
- Apologize for mistakes.
- Greet people appropriately.
 - A polite “hello” shows good manners.
 - “How are you?” shows interest.

Dining and Restaurant Etiquette

- Business discussions take place after the meal is over.
- Hosting a business meal
- Attending a business meal
- Using good table manners

International Customs and Etiquette

- Dining etiquette varies by culture.
- Professional dress is usually conservative.
- Research both.
- Other international issues
 - Gifts
 - Holidays
 - Business hours
 - Greetings
 - Time
 - Body language

Making Introductions

- Name the most important person first.
- Say each person's name clearly.
- Use titles when appropriate.
- Add interesting information.

Being Introduced

- Stand and greet the other person.
- State your name and position.
- Smile and establish eye contact.
- Shake hands firmly.
- Repeat the person's name.
- Have a conversation.
- Tell the person you enjoyed meeting.

Introducing Yourself

- Stand.
- Smile and establish eye contact.
- Greet the other person.
- State your name and position.
- Shake hands firmly.
- Repeat the person's name.

Greeting Visitors

- Greet the person graciously.
- Learn and use the person's name.
- Determine the purpose of unscheduled visits.
- Be pleasant to difficult visitors.
- Handle interruptions well.
- Manage angry or upset visitors appropriately.

Telephone Skills and Etiquette

- In an office, calls may be overheard.
- Be mindful of
 - The volume and tone of your voice
 - The language you use
 - The content of your phone calls
- Avoid or limit personal calls while working.