

5 Principles of Professionalism:

Demonstrate respect

First and foremost, a professional demonstrates respect. The professional considers what will make others comfortable and will build trust. This includes a well-groomed appearance and appropriate dress. It includes word choice that speaks to their audience without offending, condemning, or condescending. A professional demonstrates an attitude of confident humility.

Show up and follow through

A professional can be counted on. They show up and follow through. They are punctual and prepared. They persevere until a task is complete. They demonstrate a strong work ethic and pull their weight on a team. They are responsible. They are focused. They seek to help others succeed to reach collective goals. Professionals are reliable. They fulfill what they promise.

Demonstrate competence

A professional demonstrates competence. They are always learning and building their knowledge and skills. When they speak, they back up what they say with evidence, examples, and experience. They work within their area of expertise and refer to others when asked to perform outside their scope of practice. A professional can be trusted.

Communicate with empathy and confidence

A professional communicates with empathy as well as confidence. This requires stepping inside the thoughts and feelings of others. It means listening first; and listening well. It means responding thoughtfully rather than reactively. A professional has the confidence to hear opposing views, find common ground, and present the truth with warmth and competence.

Hold to the highest standard

A professional demonstrates integrity. They are trustworthy. They uphold the highest ethical standards. When others cut corners, they refuse to follow. They are honest. They are credible. They don't take undeserved credit but give it where it is due. They don't pass blame but admit and learn from their mistakes. They do what is right, even when no one is looking.