

FIGURE 11.1 The Six Dimensions of Professional Behavior

Professional Dimension	What Professionalism Means on the Job
Courtesy and respect	<ul style="list-style-type: none">• Be punctual.• Speak and write clearly and in language others can understand.• Apologize for errors or misunderstandings.• Notify the other person promptly when running late.• Accept constructive criticism.• Provide fair and gentle feedback.• Practice active listening.
Appearance and appeal	<ul style="list-style-type: none">• Present yourself pleasantly with good hygiene and grooming.• Choose attractive, yet not distracting business attire.• Understand that appropriate dress and behavior are the first indication of professionalism and create lasting impressions.• Display proper business and dining etiquette.
Tolerance and tact	<ul style="list-style-type: none">• Demonstrate self-control.• Stay away from public arguments and disagreements, including in written documents and e-mail.• Eliminate biases and prejudices in all business dealings.• Keep personal opinions of people private.• Avoid snap judgments especially when collaborating with others.
Honesty and ethics	<ul style="list-style-type: none">• Avoid even the smallest lies at all cost.• Steer clear of conflicts of interest.• Pay for services and products promptly.• Keep confidential information confidential.• Pass up opportunities to badmouth competitors—emphasize your company's benefits, not your competitors' flaws.• Take positive, appropriate actions; avoid resorting to vengeful behavior when you feel wronged.
Reliability and responsibility	<ul style="list-style-type: none">• Be dependable.• Follow through on commitments.• Keep promises and deadlines.• Perform work consistently and deliver effective results.• Make realistic promises about the quantity and quality of work output in a projected time frame.
Diligence and collegiality	<ul style="list-style-type: none">• Deliver only work you can be proud of.• Strive for excellence at all times.• Give to customers more than they expect.• Be prepared before meetings and when presenting reports.• Do what needs to be done; do not leave work for others to do.• Show a willingness to share expertise.• Volunteer services to a worthy community or charity group.• Join networking groups and help their members.