Professionalism 101: Skills to Succeed and Advance at Work
Professional Image • Working Together • Business Etiquette

INTRODUCTION

This instructor's guide will assist you in using the three-part video series: *Professionalism 101: Skills to Succeed and Advance at Work* to best advantage. The information presented here will help prepare your students before the programs are viewed and provide follow-up activities to reinforce key learning points and core principles.

DESCRIPTION OF PROGRAMS

Individuals who conduct themselves professionally, exhibit leadership traits, possess a strong sense of ethics, and are well-mannered and well-dressed are more likely to get ahead faster in their chosen professions than their contemporaries who abuse time off, gossip, are not accountable or demonstrate antisocial or disagreeable behavior in the workplace.

Each program in this series presents young professionals in a casual focus-group setting, discussing many topics from the "do or don't" perspective and relaying their own real-life experiences from their first (or current) jobs. Experts elaborate on key points and provide detailed bits of information on everything from how to dress and ask for a raise, to how to resign gracefully and professionally. Vitally important reminders of phone etiquette, meeting protocol and time management are also addressed. The programs will educate novice workers in the ways and means to be professional and successful—and to advance in whatever careers they pursue.

LEARNING OBJECTIVES

After viewing the programs, students will be able to:

- Identify professional attire and know how to assemble suitable work wardrobes.

- Know the difference between casual demeanor and professional demeanor.

- Recognize the rewards of being a lifelong learner and how it helps to advance one's career.

- Find ways to respond to mistakes with accountability.

- Identify and emulate leadership traits and characteristics.

- Decipher and respect workplace chain of command.

- Know the difference between taking time off and taking advantage of time off.

- See the hazards of office politics and learn ways to avoid them.

- Manage workplace conflicts reasonably and without drama.

- Know how to conduct oneself in meetings and at work-related social gatherings.

- Recognize potential unethical situations and how to behave in an ethical manner.

- Adopt a personal code of conduct that will work in all professional situations.

- Learn basic workplace etiquette for phone, e-mail, and social media.

- Adopt time-management skills applicable to all careers.

- Observe protocol at lunch meetings and social gatherings.

- Know the right and wrong way either to ask for a raise or to resign.

PROGRAM OVERVIEWS AND MAIN TOPICS:

PROGRAM # 1: PROFESSIONAL IMAGE
Some young people need a little help transitioning from college and "pay the rent" jobs to their first "real" jobs. In this program, viewers learn important points on how to project a professional image, no matter how corporate or avant-garde one's chosen profession may be.

Segment 1: Professional Attire
Helps novice workers define a professional image in terms of clothing and accessories—i.e., know how one's image can be improved and how that good image can help with advancing one's career goals. Gives tips on consulting a company's dress code, mirroring the clothing that administrators and managers wear, and putting together a fail-safe wardrobe for both a male and female employee.

Segment 2: Professional Demeanor
A "walk the walk; talk the talk" section to explain that how you behave is integral to projecting a professional image. Includes reminders to maintain a positive attitude at work and keep individual and communal workspaces clean, neat, and organized.

Segment 3: Lifelong Learning
Encourages viewers to make the most of every learning opportunity through formal education, seminars, training, reading or casual conversations with experienced colleagues. Provides tips such as joining career-related associations and explains why lifelong learning is key to building a successful career.

Segment 4: Accountability
Everyone makes mistakes but not everyone understands that taking responsibility for them—i.e., being accountable—can make or break you on the job. Demonstrates what to do when you discover a mistake—how to handle it professionally and what the potential consequences are if you don't.

Segment 5: Leadership
Provides insight into the characteristics that define a leader and gives examples of situations in which initiative—strongly identified with leadership potential—can be demonstrated. Points out that developing leadership qualities helps with team building and could lead to advancement.

PROGRAM # 2: WORKING TOGETHER
A job—any type of job—is fraught with the potential for conflict. But recognizing where such hazards may be lurking is a big advantage for "newbies." An even bigger advantage is learning ways to sidestep, prevent, and resolve those conflicts, all of which are dealt with in this program.

Segment 1: Chain of Command
Explains that chain of command is what links everyone in an organization and defines who reports to whom. Gives tips on how to respect the chain and how to update superiors on work progress.

Segment 2: Time Off
To a new employee, it might not seem critical to let others know when he or she will be taking paid or unpaid time off. This chapter explains how to request, schedule, and notify the right people in the organization—and how not to abuse the benefit of time off. Sick days and time off for civic duties or bereavement leave are also discussed.

Segment 3: Office Politics and Managing Conflict
Every workplace, office or not, is subject to the havoc that office politics can cause. This segment explains and demonstrates how to avoid, respond to, and perform a job free of political entanglements. It also provides ways to deal with and resolve common workplace conflicts with a step-by-step process. Gossip, harassment, and bullying are also discussed.

Segment 4: Proper Meeting Protocol
Provides insight into the importance and relevance of meetings: how to prepare for them, how to participate, and how to benefit from them. Videoconferencing and virtual meeting tips are included.

Segment 5: Ethics at Work
Implied confidentiality is something that first-time professionals might learn the hard way without this program. Why and how not to discuss the company's inner workings, financials, etc., is covered, as are the three levels of ethical consideration: legal, fair, and according to one's own conscience.

PROGRAM # 3: BUSINESS ETIQUETTE
This program advises viewers on basic business etiquette—suitable for any work environment (especially corporate)—and the best ways to handle themselves in the workplace, on the phone, through e-mail, and at work-related lunches and social gatherings. It also provides time-management tips and advice on asking for a raise or resigning from a position according to the rules of proper business etiquette.

Segment 1: Personal Code of Conduct
Defines business etiquette as respectful, courteous manners and explains the importance of adopting professional behavior on the job. Provides insight on nonverbal communication and the hazards of expressing strong personal opinions.

Segment 2: Workplace Etiquette
This section introduces topics that might never occur to a young professional as being part of workplace etiquette, such as keeping your individual workspace neat and clean and chipping in to help keep common areas tidy. Tips on how to be prepared for impromptu events, such as meetings or visitors, are also included.

Segment 3: Time Management
Offers step-by-step suggestions to keep the workday on-track and efficient. Also explains the importance of managing individual workloads and meeting assigned deadlines so that the work of coworkers or team members is not derailed.

Segment 4: Phone Etiquette
Essential advice on how to use the work phone politely and efficiently. Includes tips on how to deal with problem callers, using "hold" or speakerphone, and taking messages. Stresses that personal calls should not be made or taken on company time.

Segment 5: E-mail and Social Media Etiquette
This section's basic concept is that at-work communication should be related to work. Also details the dos and don't of social media sites like Facebook and Twitter, describes how to write a professional e-mail, and advises against firing off an angry or abrupt-sounding e-mail.

Segment 6: Lunch Meetings and Social Gatherings
This chapter provides basic how-to instruction for observing etiquette at work-related meals or company parties and social events. A basic table setting and how to navigate it is shown and explained.

Segment 7: Salary Requests and Giving Notice
How professionals ask for a raise or resign is covered in this chapter. Also includes alternatives in lieu of getting more money, such as asking for flextime.

QUICK TIPS

- The path to success in any career involves developing and refining a professional image.

- Dressing appropriately for work means according to the type of work you do and the way others in the workplace dress. It might also mean a uniform (which needs to be neat and clean at all times).

- It's important to mirror the clothing that top managers are wearing or observe the company dress code, if there is one.

- Smiling, nodding, and saying "hello" to people when appropriate is the sign of a positive attitude—one that's worth developing if it doesn't come naturally.

- Gossip, griping, a messy desk, or missing deadlines are the signs of somebody who doesn't care about getting ahead in the organization.

- Political posters, strong opinions, and controversial viewpoints are generally not welcome in the workplace.

- Find out if your company offers training, seminars, webinars, or any other bit of education and learning opportunities—and take advantage of as many as you can.

- Oops—made a mistake? Acknowledge it, solve it, apologize and take responsibility for it—and then move on.

- People who aren't natural-born leaders can become leaders in the workplace through taking initiative, asking for extra training, and maintaining a professional image.

- Who's in charge? Learn the chain of command and respect it.

- Lucky you—your job comes with time off. Be sure to keep everyone in the loop as to when you will or won't be on the job.

- Engaging in office politics often leads to workplace conflicts. Respect all your coworkers and never align yourself against another coworker.

- Whether it's a real meeting or a virtual conference, be prepared, attentive, and helpful—and participate when asked to contribute thoughts and ideas.

- There are three important questions to ask yourself when encountering potentially unethical situations at work: is it legal, is it fair, and what does your conscience tell you to do?

- Keep some dressier clothes stashed at work in case there's an impromptu meeting or an unexpected visitor shows up.

- The best workers are also efficient workers. Time management is key to getting the greatest amount of work done each day.

- Some companies have specific messages that they want delivered when you answer your work phone. Find out what they are and use them.

- E-mail, texting, and checking out social media sites may be part of your daily routine, but keep these communications work-related when you're at work.

- Forks on the left, knives and spoons on the right, napkin in your lap. Knowing dining etiquette is important for those who want to rise to the top of the organization.

- Hoping for a raise? Before you ask for one, update your boss on the progress you've made with the projects assigned to you, what extra work you've accomplished, and what your plans are for even greater accomplishments in the future.

- People who stomp out yelling "I quit" are known as bridge-burners. They won't be able to come back, and they won't get good references from that employer for the next job they want.

- When resigning a position, be respectful, let your boss know well in advance that you're leaving, and finish all work before you go.

VOCABULARY TERMS

Attire–clothing, especially dressy or even formal clothing. Professional attire refers to appropriate clothing for a particular work environment, such as a corporate office.

Burning bridges–the act of doing something or quitting a job that causes bad feelings about you or the work you did; means you can't get hired back or get a good reference from the employer.

Casual Friday–refers to the day on which the usual dress code of an office is more relaxed, but not so casual as to include sweatpants and T-shirts.

Conference call–use of the telephone for a group of people to share information or have a meeting.

Damage control–an effort to control loss or damage and make things right when a mistake has been made.

Demeanor–the way a person behaves, especially toward others.

Ethics–moral principles that govern the way a person or group behaves.

Implied confidentiality–refers to information about products, services, staff, clients, or finances of a company that employees may know but are expected to keep confidential and not relay to outsiders.

Protocol–unwritten rules or guidelines that are specific to every culture or organization and are expected to be observed by all when conducting business in or out of the workplace.

Resignation–an oral or written statement that someone is resigning from (quitting) a job.

Videoconferencing–a conference or meeting conducted via video between people at different sites.

PRE-PROGRAM DISCUSSION QUESTIONS

1. What do you think professional attire refers to?
2. Define professional demeanor.
3. What's an ethical standard?
4. Is it ok to text your friends while you're at work?
5. Should you ignore a mistake you make at work and hope nobody notices?

POST-PROGRAM DISCUSSION QUESTIONS

1. Give a few examples of how you can be a lifelong learner.
2. List a few ways that engaging in office gossip or politics can hurt your career.
3. Name the steps to take when you make a mistake on the job.
4. Give an example of ethical behavior vs. unethical behavior.
5. Name the basic elements of a place setting at a business lunch or dinner.

GROUP ACTIVITIES

"You're wearing that to work?!"
A day before this exercise, divide the class into four groups:
1 – Team Corporate Attire;
2 – Team Anticorporate Attire;
3 – Team Casual Workplace; and
4 – Team Crazy Workplace.
Ask each team to bring accessories and/or wear articles of clothing that (1) are in keeping with a traditional corporate office setting, (2) are inappropriate for a corporate setting; (3) would be fine in a casual workplace, and (4) should never be worn to work anywhere. Examples would be (1) a white shirt and tie or a nice dress, (2) jeans and a flannel shirt or club clothes, (3) khaki pants with a polo shirt, and (4) frayed jeans with flip-flops or board shorts with a muscle shirt (no sleeves). Accessories include handbags, briefcases, floppy hats, ball caps, T-shirts with risqué sayings, etc. Assign points based on how accurately each team has portrayed the given attire.

Back-to-Back Meetings

Pick two students to each lead a 3- to 4-minute business meeting. Each leader will pick a team to "attend" the meeting(s) and then will list and assign roles to the attendees, such as the person who's prepared for the meeting, the person who runs in late and disrupts the meeting, people who talk and text while the meeting is going on, a person who is loud and confrontational, another attendee who participates politely and with interest, a person who's dressed in a crazy fashion or eats and drinks while the meeting is in progress, etc. The rest of the class will take notes on each meeting as it plays out and discuss why behaviors were good or bad after both meetings have concluded.

INDIVIDUAL STUDENT PROJECTS

My Ethics

Have students prepare a one-week chart with the heading of "My Ethics" (meaning what they believe in or adhere to). Ask them to list the qualities that they believe are ethical (such as honesty, punctuality, efficiency, politeness, respect for others, etc.) and put a plus sign next to the qualities that they fulfill over a week's time. A minus in a box indicates falling short of the goal in that category. At the end of the week, students will tally the plus and minus signs to determine strengths and weaknesses.

Are You a Leader Too?

Ask students to describe the qualities that they think designate a leader in any field: business, education, nonprofit, politics, etc. Then ask them to consider if they possess any of the qualities they've described or if they think they could attain those qualities. Discussion could include any local or in-school leaders and the attributes they display.

INTERNET ACTIVITY

Use the Internet to research "business dining etiquette" either by searching randomly for the term or visiting www.etiquetteoutreach.com/business-dining-etiquette-tips. List five things always to remember and five things never to do (or say) when having a business lunch or dinner.

ASSESSMENT QUESTIONS

Q 1   A professional image means _____.
a) wearing work-appropriate clothes
b) behaving in a professional manner
c) being accountable, responsible, and ethical
d) all of the above

Q 2   True or False: As long as I consider it "professional attire," nobody should tell me what I can and can't wear to work.

Q 3   A chain of command is the formal line of authority, communication and _____ within an organization.
a) respect
b) responsibility
c) financial status
d) all of the above

Q 4   Name one or two reasons why someone would engage in office politics.

Q 5   True or False: If they're serving alcohol at the office holiday party, it's ok to eat and drink as much as I want and hang out with my pals from work.

Q 6   When a coworker starts to gossip about another coworker, you should _____.
a) excuse yourself and get back to work
b) listen sympathetically and nod in agreement
c) tell your supervisor that someone's a gossip
d) all of the above

Q 7   If you handle customer service on the phone and a caller gets angry, it's ok to_____.
   a) hang up on them
   b) tell them to "just calm down"
   c) put them on hold until they cool off
   d) none of the above

Q 8   An example of an unethical situation would be _____.
   a) taking office supplies for at-home use
   b) sending personal texts, e-mails and social media postings during the workday
   c) checking out the papers and files on a coworker's desk
   d) all of the above

Q 9   True or False: If you make a mistake at work, it's best to keep it to yourself and hope no one else finds out.

Q 10   Time management is necessary because _____.
   a) it showcases your good work skills
   b) it creates unity among the team
   c) it helps others keep up with the work you're doing with them
   d) all of the above

ASSESSMENT QUESTIONS ANSWER KEY

Q 1   A professional image means _____.
   a) wearing work-appropriate clothes
   b) behaving in a professional manner
   c) being accountable, responsible, and ethical
   d) all of the above

A 1   d) all of the above
A 1 Feedback: Projecting a professional images takes everything about you into account: what you wear, how you conduct yourself, how you deal with coworkers, and how you handle the work itself.

Q 2   True or False: As long as I consider it "professional attire," nobody should tell me what I can and can't wear to work.

A 2   False
A 2 Feedback: Some companies have a dress code to help workers define professional attire and to help them avoid wardrobe mishaps.

Q 3   A chain of command is the formal line of authority, communication, and _____ within an organization.
   a) respect
   b) responsibility
   c) financial status
   d) all of the above

A 3   b) responsibility
A 3 Feedback: **Authority**: who reports to whom; **communication**: what information needs to be communicated to whom; and **responsibility**: whose is it within the chain? Therefore, answer b) is the classic third component of the chain of command within an organization.

Q 4   Name one or two reasons why someone would engage in office politics.

A 4   Power, authority, or a promotion/raise are the usual reasons.
A 4 Feedback: Office politics can take many forms, even bullying someone to try to show who's got more power. The best way to recognize and avoid office politics is to never engage in any activity or discussion that you wouldn't want your boss to know about.

Q 5   True or False: If they're serving alcohol at the office holiday party, it's ok to eat and drink as much as I want and hang out with my pals from work.

A 5   False.
A 5 Feedback: Eat and drink in moderation and try to talk with as many coworkers and their guests as possible.

Q 6   When a coworker starts to gossip about another coworker, you should _____.
   a) excuse yourself and get back to work
   b) listen sympathetically and nod in agreement
   c) tell your supervisor that someone's a gossip
   d) all of the above

A 6   a) excuse yourself and get back to work
A 6 Feedback: Be as polite as possible: just say, "I'm sorry but I need to get back to work" and don't comment on the gossip to anyone.

Q 7   If you handle customer service on the phone and a caller gets angry, it's ok to____.
   a) hang up on them
   b) tell them to "just calm down"
   c) put them on hold until they cool off
   d) none of the above

A 7   d) none of the above
A 7 Feedback: Customer service requires patience, a sympathetic ear and the willingness to find a solution for the caller. Listen carefully, take notes, ask questions, be polite, and tell the caller you'll try to help get their problem resolved.

Q 8   An example of an unethical situation would be _____.
   a) taking office supplies for at-home use
   b) sending personal texts, e-mails and social media postings during the workday
   c) checking out the papers and files on a coworker's desk
   d) all of the above

A 8   d) all of the above
A 8 Feedback: Stealing is unethical, no matter if it's taking home pens, stealing time from your employer when you're supposed to be working, or stealing information from another worker.

Q 9　True or False: If you make a mistake at work, it's best to keep it to yourself and hope no one else finds out.

A 9　**False.**
A 9 Feedback: When you discover you've made an error, it's essential to inform your supervisor immediately, take responsibility for the mistake, apologize, and find a solution.

Q 10　Time management is necessary because _____.
　　　a)　it showcases your good work skills
　　　b)　it creates unity among the team
　　　c)　it helps others keep up with work you're doing with them
　　　d)　all of the above

A 10　**d) all of the above**
A 10 Feedback: The workers who advance the fastest are the ones who make good use of every minute of the workday and who are conscious of not wasting their own—or anybody else's—time.

ONLINE RESOURCES

- www.lifescript.com/resignation

- www.emilypost.com

- www.livestrong.com/etiquette-business/

- http://smallbusiness.chron.com/

- www.etiquetteoutreach.com

- www.dba-oracle.com/dress_code.htm

- www.wisebread.com (dining basics for young professionals)

- www.careerbuilder.com (salaries, promotions, asking for a raise, etc.)

- ww.about.com (career planning; e-mail etiquette)

- www.respectfulworkplace.com/

- nonverbal.ucsc.edu/

- www.mayoclinic.com/health/time-management/wl00048

ADDITIONAL RESOURCES AT www.cambridgeeducational.com

The titles in the series *Professionalism 101: Skills to Succeed and Advance at Work* include:

Professional Image: Professionalism 101
Being well-dressed is only one part of presenting a good workplace image. What if you've done your best to maintain fast-track skills and then are asked to perform a menial task? This program guides viewers through a breakdown of just what constitutes career-appropriate demeanor. With an emphasis on having a good attitude, the video discusses handling mistakes, determining dress codes, staying abreast of industry trends, workplace appearance, and even kitchen etiquette. A list of specific—and learnable—leadership qualities is provided, while a group of young professionals recounts anecdotes of workplace successes and mistakes throughout. A viewable/printable instructor's guide is available online. A Cambridge Educational/MotionMasters Coproduction. Part of the series *Professionalism 101*. (25 minutes)

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DVD (Chaptered)

Working Together: Professionalism 101
Because career success can depend just as much on getting along with colleagues as it does on job knowledge, this program addresses the issues that most frequently come up when working in groups. Through input from human resources reps, viewers learn how to handle conflict, gossip, and office politics; determine the types of information that should and should not be shared with their supervisors; and understand their organization's chain of command. The video also covers in-office and virtual meetings (where to sit, what to say, conversational protocol), taking time off, ethics, bullying, and harassment; and a group of young professionals share examples of bad behavior in meetings. A viewable/printable instructor's guide is available online. A Cambridge Educational/ MotionMasters Coproduction. Part of the series *Professionalism 101*. (25 minutes)

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Business Etiquette: Professionalism 101

How should you balance social media and your job? What's the best way to ask for a raise? Who should pick up the tab for a business lunch? In this program, both business experts and a focus group of young professionals advise viewers on the proper way to conduct themselves in different types of work-related situations. Among the many topics covered are nonverbal communication and "personal space," handling dissatisfied callers, when and how to interrupt a busy colleague, composing professional e-mails, asking for a raise, and managing time effectively. The focus group also offers tips and anecdotes on what not to do at work. A viewable/printable instructor's guide is available online. A Cambridge Educational/MotionMasters Coproduction. Part of the series *Professionalism 101*. (25 minutes)

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Related titles include:

Communication Essentials

Talent, ambition, and great ideas won't amount to much if they're not supported by good communication. This four-part series helps high school and college students improve their communication skills in four critical areas: listening, speaking, writing, and reading. Viewers are challenged to improve their habits and aim for several concrete goals—such as the ability to actively participate in discussions and meetings, to craft effective messages in speech or text, to process and understand workplace communication, and more. Viewable/printable discussion questions are available online. A Coproduction of Films for the Humanities & Sciences and MotionMasters. 4-part series, 20–25 minutes each.

Item: 40421
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DVD (Chaptered)

Enterprise and Entrepreneurship

This program explores the process of setting up a business enterprise by following the story of Olive—a dynamic young woman with a passion for social media. As Olive begins her own e-business in the competitive field of media monitoring, viewers learn just what it takes to be a successful entrepreneur, including careful research and planning, finding a niche market, promoting the new company, and more. Throughout the video an app developer, a graphic designer for go-karts, and a fashion designer share their insights into the challenges and rewards of starting their own business. A viewable/printable worksheet is available online. (19 minutes)

Item: 47566
Copyright date: © 2011
DVD (Chaptered) ISBN 978-1-62102-379-1

Common Job Interview Mistakes: What NOT to Say or Do

It's true that a job seeker needs to stand out from the crowd—but there are good and bad ways to do that! Having all the right credentials and experience doesn't count for much if a candidate comes off as unprepared, unmotivated, and unprofessional in an interview. This video shows how to avoid that fate with concrete advice from experts, eye-catching graphics that reinforce core concepts, and clear-cut dramatizations that illustrate interview dos and don'ts. For newcomers to the job market, a firm grasp of the "don'ts" definitely comes in handy—after all, young people may not realize they should turn off their cell phones before an interview or refrain from asking too early about the position's salary. From tips on ensuring punctuality to strategies for giving the most positive, team-oriented impression possible, this is a first-rate informational resource for employment counseling and business education. A Coproduction of Cambridge Educational and MotionMasters. (25 minutes)

Item: 44855
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DVD (Chaptered) ISBN 978-1-62102-250-3