

PROFESSIONALISM

OBJECTIVES

- Staff will understand what professionalism is and how to demonstrate it
- Staff will understand the organization's professionalism expectations

As employees' of the county, each of us is an ambassador of the organization and our respective office's. The first impression we give the public and coworkers generally determines their attitude toward the organization, our office and us as individuals.

What information does the public use to rate or evaluate our organization? Is it the beautiful rustic building, the nice shiny cars or is it their contact and interaction with employees? They base their judgment on your level of professionalism and how good or bad the value of service you provide. If we look and act professional, the public tends to regard us as such, but if we look and/or act unprofessional or indifferent that will be the basis for their negative attitude and impression. Each of you is the true face of the organization!

WHAT IS PROFESSIONALISM

Professionalism Definition: The conduct, aims, or qualities that characterize or mark a profession or a professional person.

COUNTY PROFESSIONALISM EXPECTATIONS

Our level of professionalism is demonstrated by everything we do, by our integrity, intent, capabilities, and results. Every interaction, every comment, every task.

The following characteristics: integrity, intent, capabilities, and results are the qualities, behaviors and attitudes the county or any other employer would expect from staff.

INTEGRITY

- Honesty
- Governed by ethics
- Walking the talk
- Having the courage to act with values and beliefs
- Being a team player (internally and externally)

INTENT

- Primarily oriented to the public
- No hidden agenda, motives are straightforward and based on mutual benefit
- Lack self-interest
- Establish professional relationships
- Promote the organization and members
- Take pride in the quality of our work
- Care about the people you serve

CAPABILITIES

- Possess the skills, knowledge and talent for job
- Ability to gain and maintain trust
- Ability to inspire confidence
- Ability to problem solve

RESULTS

- Provide high quality service
- Our track record (*As an organization, is it good or bad*)
- Our performance (*As an organization, has our performance been good or bad*)
- Are we getting the right things done

Professionalism is a choice we make during every interaction and every activity. We are paid to provide a high level of service. This service equates to a high level of professionalism. Professionalism is about demonstrating integrity, and treating the public with respect, and servicing them in a prompt, sincere and knowledgeable manner. This practice will help create a professional image and reputation, for each of us, and the organization.

CLOSING

- *Discuss the presentation and employee comments made during the presentation*
- *Discuss our current public image and things we can do to improve our image*