Ten Steps to Enhance Your Professional Image

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Objectives

• Discuss why professionalism is important

• Share an example of professionalism in action

• Review ten steps to strengthen your professional image
Audience Feedback

What does being professional mean to you?
Why is Professionalism Important?

- Establishes standards of behavior
- Encourages improvement
- Maintains accountability
- Promotes respect
- Minimizes conflict

1. Demonstrate Respect for Others

- Listen
- Encourage
- Remember etiquette
- Be inclusive

Be the kind of person you’d like to meet
2. Convey a Positive Attitude and Demeanor
3. Regulate your Emotions

"There's nothing bad or evil about having a bad day. There's everything wrong with making others have to have it...with you"

- Neil Cavuto
4. Establish and Maintain Appropriate Boundaries

- Avoid inappropriate complaining
- Avoid participating in or condoning gossip
5. Be Aware of Your Verbal and Nonverbal Communication

- Be clear
- Give credit to others when appropriate
- Be aware of your facial expressions, gestures, eye contact, and posture
- Consider your audience
6. Polish Your Appearance

- Dress according to industry and organizational standards
- Dress for the job you want, not the job you have
7. Ensure Your Online Communication is Deliberate and Diplomatic

• Follow email etiquette
• Don't forget your greeting and signature
• Manage your social media presence
• T-H-I-N-K
8. Expand Your Professional Knowledge, Network, and Experience

• Stay up-to-date on knowledge in your field
• Know your strengths
• Acknowledge your limitations
9. Manage Your Time and Stay Organized

- Prioritize
- Plan
- Schedule
- Meet commitments
10. Behave Ethically and with Integrity
Which step do you think is most important in your profession and why?
Connect with Career Services

Access Everything from Our Website:
http://careercenter.waldenu.edu

E-mail: careerservices@mail.waldenu.edu
Resources

- Article: *Importance of Business Communications*  

- Article: *What is Workplace Gossip?*  
  https://www.hrzone.com/hr-glossary/what-is-workplace-gossip

- Resources by College on the Walden Career Services website  
  https://academicguides.waldenu.edu/careerservices/resources/bycollege

- Toastmasters International  
  https://www.toastmasters.org/

- Video illustrating Stephen Covey’s metaphor for managing priorities:  
  https://www.youtube.com/watch?v=zV3gMTOEWt8

- Walden Career Services video on Time Management  
  https://youtu.be/J5JX0W6g3_g

Thank You for Participating!