

Presenting a Professional Image

Professionalism
Traits

Is there anyone in your life that you would consider to be a true professional?

What kind of traits does this person demonstrate?

Three Indicators
of
Professionalism

Visual

Verbal

Written

Visual Indicators of Professional Attitude

Everything Speaks-Disney

How do you carry yourself?

What does your body language transmit?

The appearance of your workspace

How do you
carry
yourself?

Dress

Body language

- Posture
- Open vs. defensive
- Handshakes: palm up,
palm down

Verbal Indicators of Professional Attitude

- Communication Skills
 - Messages are clearly sent
 - Messages are correctly interpreted
 - Active Listening
 - Paraphrasing
 - Tone



Verbal Indicators of Professional Attitude

Workplace etiquette

Language

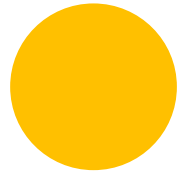
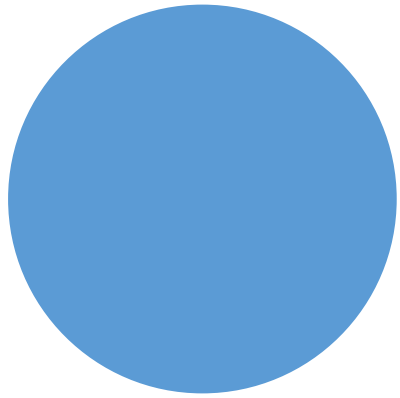
- Use of jargon
- Slang

Presentation Skills

- Key leadership trait
- Confidence
- Engaging
- Motivating

Written Indicators of Professional Attitude

- Business writing
 - Grammar
 - Spelling
 - Formatting
 - Etiquette



Workplace Etiquette
Challenge

Workplace
Etiquette
Challenge

It is acceptable to address someone by their first name when introducing them or writing to them?

False

Workplace
Etiquette
Challenge

Always introduce
the women first
in a business
meeting.

False

Workplace Etiquette Challenge



Introduce the person of the
highest precedence first.

True

Workplace
Etiquette
Challenge

It's acceptable to
introduce only the
people closest to you.

False

Workplace
Etiquette
Challenge

If you can't remember someone's name it's best to say, "Sorry, but I don't remember your name."

False

Workplace
Etiquette
Challenge

John, I want to introduce
you to my boyfriend.

False

Workplace
Etiquette
Challenge

It's acceptable to leave
someone on hold for 2
minutes

False

Workplace
Etiquette
Challenge

It's acceptable to answer a phone call with, "Thank you for calling Kean University Human Resources"

False

Workplace
Etiquette
Challenge

If someone calls and needs to be transferred, it is acceptable to say “please hold for the transfer.”

False

Workplace
Etiquette
Challenge

The maximum amount of time to respond to a voicemail or email is 24 hours.

True

Workplace
Etiquette
Challenge

It's acceptable to text in a meeting or a presentation.

False

Tips for
introductions

Don't point

Stand up

Ask for name

Tips for phone and email etiquette

Answer in 3 rings

Proper greeting

Don't eat or chew gum

Hold time: 30 seconds

Ask if it is ok to hold or transfer

Give key information in a transfer

Make sure your voicemail is up to date

Answer voicemails and emails in 24 hours

Leave clear messages

Email etiquette: no text language, proofread, reply to all, subject line

Tips for meetings and events



- Silence your cell phone
- Don't answer your cell phone
- If you must answer it, leave the room quietly
- Don't speak to others while the speaker is speaking
- Raise your hand
- Stay alert
- Always bring paper and pen

Tips for Attire

What attire is expected?

Professional: no sayings, conservative

Clean

Ironed

Power colors

No Head Bands
Or Wraps

**If you look like this in
anyway shape or form
GO HOME & CHANGE**

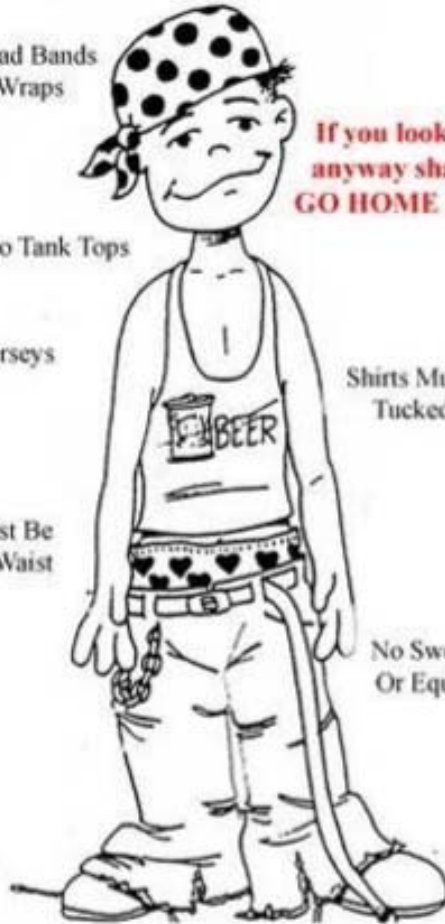
No Tank Tops

No Jerseys

Shirts Must Be
Tucked In

Pants Must Be
Worn At Waist

No Sweatpants
Or Equivalent



Culture Shock

What are some gestures that have different meanings to different cultures?





Conclusion

Image is built on various factors

Listen to others

Use good judgment

Ask for feedback

Keep brushing up your skills