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Professionalism by Design – The art of success in any field

By Judi Moreo

Becoming a professional isn't just a matter of learning all of the technical aspects of your job. You determine whether you are a professional or not by how you look, talk, write, act and work. Many businesses have come to accept less than professional performance from their team members. Casual dress and casual attitudes have lead to casual performance.

So what is a professional? A professional is someone who communicates and interacts effectively with everyone. Self motivated and confident, the professional maintains a positive attitude and understands the importance of appearance and presentation. Focused and clear headed, a professional tackles difficult assignments with confidence and skill, correcting and learning from mistakes along the way. Determined, optimistic and persistent, a professional delivers high-quality work in a timely manner and earns the reputation of a highly valuable contact.

The first step to becoming a professional is to make the commitment to be a professional wherever you are. Take advantage of every opportunity and commit to learning something new every day. Develop your own style and look, keeping in mind dress standards in your industry. Build your confidence by learning all you can about your job, your industry and the market you serve. Invest in yourself and your skills. Even if you change jobs, your confidence and skills will carry you to a successful outcome.

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