



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

*Trawsnewid Addysg, Trawsnewid Bywydau*  
*Transforming Education, Transforming Lives*

ECGE6002Q

Skills for Life: Employability and Future Pathways  
Professional Behaviours



[www.uwtsd.ac.uk](http://www.uwtsd.ac.uk)



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

## Session Aims:

- An exploration of professional behaviours in the workplace including:
  - Competency
  - UWTSD Professional Behaviours
  - Self-Evaluation
  - A Critical Reflection
  - Attributes to professional behaviour



# Competency

- ‘The terms ‘competency’ and ‘competencies’ focus on someone’s personal attributes or inputs. They can be defined as the behaviours (and technical attributes where appropriate) that individuals must have, or must acquire, to perform effectively at work’.
- “‘Competence’ and ‘competencies’ are broader concepts [than skills] that cover demonstrable performance outputs as well as behavioural inputs. They may relate to a system or set of minimum standards needed to perform effectively at work.’

# Why Competencies?

- It is widely accepted that it is advantageous to be able to show that we can do something rather than that we know how to do something.
- Therefore, we can demonstrate our competency by the way that we behave in the workplace.
- We can illustrate our competencies by giving examples of our professional behaviour e.g. by using the STAR technique.

# Professional Behaviours

- The concept of Professional Behaviours was first adopted by the health care sector as part of person centred practice
- The concept of professional behaviours moves the focus **from** stating values **to** exhibiting our values by the way that we act
- In other words it is a focus on what an organisation and its staff do rather than what they say in their vision statements and policies

# Professional Behaviours

- Consider the following links to research behaviours that are appropriate to our work sector:

Allen Hall, A. & Berardino, L. (2006) 'Teaching Professional Behaviors: Differences in the Perceptions of Faculty, Students, and Employers'. *Journal of Business Ethics*, Vol. 63 Issue (4), pp.407–415. Available at: [https://www-jstor-org.ezproxy.uwtsd.ac.uk/stable/25123721?seq=1#metadata\\_info\\_tab\\_contents](https://www-jstor-org.ezproxy.uwtsd.ac.uk/stable/25123721?seq=1#metadata_info_tab_contents) [Accessed 09/12/2022]

General Medical Council, The (No Date) <https://www.gmc-uk.org/education/standards-guidance-and-curricula/guidance/student-professionalism-and-ftp/professional-behaviour-and-fitness-to-practise> [Accessed 09/12/2022]

University of Bristol (2019) Professional Behaviours Available at: <http://www.bristol.ac.uk/staffdevelopment/professional-services/professional-behaviours/> [Accessed 09/12/2022]

Yusoff, M. S. B. (2009) 'Professional Behaviour: What Does It Mean?' *Education in Medicine Journal* Vol. 1 Issue (1) Available at: [https://www.researchgate.net/publication/200582956\\_Professional\\_Behaviour\\_What\\_Does\\_It\\_Means](https://www.researchgate.net/publication/200582956_Professional_Behaviour_What_Does_It_Means) [Accessed 09/12/2022]

# Professional Behaviours

- For example, UWTSD has chosen to promote the following professional behaviours;
  - *Collaboration*
  - *Inclusivity*
  - *Creativity*
  - *Community*
  - *Sustainability*

Gwnawn ymwneud â datblygiad proffesiynol parhaus a chefnogi eraill drwy wrando'n weithredol a thrwy gydweithio er mwyn cyflawni nodau a rennir.

We will engage in continuous professional development and support others through active listening and collaboration to achieve shared goals.

Gwnawn gofleidio yng nghynwysoldeb a pharchu amrywiaeth, a bod yn ystyriol o effaith ein geiriau a'n gweithredoedd ar eraill.

We will embrace inclusivity and respect diversity and be mindful of the impact of our words and actions on others.

Gwnawn ofalu am ein hunain ac eraill drwy ein harfer, a pharchu'r ffynonellau sydd ar gael gan ystyried ein hanghenion i'r dyfodol.

We will take care of ourselves and others and through our practice respect the resources available with consideration of future needs.

Byddwn yn rhagweithiol ac yn gweithredu'n creadigol wrth ymdrin â sefyllfaoedd newydd, gan fodlu meddylfryd cadarnhaol.

We will be proactive and act creatively when approaching new situations, modelling a positive mind set.

Gwnawn chwarae ran fwiadol yn ein cymunedau, gan ddathlu perthyn drwy annog hyder a dyheadau mewn gwlad ddwyieithog.

We will play a purposeful role in our communities celebrating belonging through encouraging confidence and aspirations in a bilingual country.





Prifysgol Cymru  
Y Drindod Dewi Sant  
University of Wales  
Trinity Saint David

Yr Athrofa  
Institute of Education  
Addysg i Gymru Education for Wales

## CYDWEITHIO

Gwnawn ymwneud â datblygiad proffesiynol parhaus a chefnogi eraill drwy wrando'n weithredol a thrwy gydweithio er mwyn cyflawni nodau a rennir.

## COLLABORATION

We will engage in continuous professional development and support others through active listening and collaboration to achieve shared goals.





Prifysgol Cymru  
Y Drindod Dewi Sant  
University of Wales  
Trinity Saint David

Yr Athrofa  
Institute of Education  
Addysg i Gymru Education for Wales

## CYNWYSOLDEB

Gwnawn gofleidio yng nghynwysoldeb a pharchu amrywiaeth, a bod yn ystyriol o effaith ein geiriau a'n gweithredoedd ar eraill.

## INCLUSIVITY

We will embrace inclusivity and respect diversity and be mindful of the impact of our words and actions on others.





Prifysgol Cymru  
Y Drindod Dewi Sant  
University of Wales  
Trinity Saint David

Yr Athrofa  
Institute of Education  
Addysg i Gymru Education for Wales

## CREADIGRWYDD

Byddwn yn rhagweithiol ac yn gweithredu'n greadigol wrth ymdrin â sefyllfaoedd newydd, gan fodelu meddylfryd cadarnhaol.

## CREATIVITY

We will be proactive and act creatively when approaching new situations, modelling a positive mind set.





Prifysgol Cymru  
Y Drindod Dewi Sant  
University of Wales  
Trinity Saint David

Yr Athrofa  
Institute of Education  
Addysg i Gymru Education for Wales

## CYMUNED

Gwnawn chwarae ran fwriadol yn ein cymunedau, gan ddathlu perthyn drwy annog hyder a dyheadau mewn gwlad ddwyieithog.

## COMMUNITY

We will play a purposeful role in our communities celebrating belonging through encouraging confidence and aspirations in a bilingual country.





Prifysgol Cymru  
Y Drindod Dewi Sant  
University of Wales  
Trinity Saint David

Yr Athrofa  
Institute of Education  
Addysg i Gymru Education for Wales

## CYNALADWYEDD

Gwnawn ofalu am ein hunain  
ac eraill drwy ein harfer, a  
pharchu'r ffynonellau sydd ar  
gael gan ystyried ein  
hanghenion i'r dyfodol.

## SUSTAINABILITY

We will take care of ourselves  
and others and through our  
practice respect the resources  
available with consideration of  
future needs.



# Professional Behaviours

- *However, can you see a problem with the previous statements?*
- The issue is that these are still statements and organisations and staff need to agree and understand what they mean in practice
- It also increases the need to have an effective and accurate staff appraisal and CPD programme to assist staff who are not demonstrating the behaviours

# Professional Behaviours

- Questions for reflective practitioners include;
- *How do they provide a steer for our responses to everyday situations?*
- *Can we agree a set of professional behaviours?*
- *We can recognise them in ourselves and others?*
- *What do we do if we do not recognise them in ourselves and others?*

# Professional Behaviours: Self-Evaluation

- Using the Self-Evaluation sheet on Moodle, reflect on the competencies and behaviours listed there
- This is a **self**-evaluation and no-one will be checking on the results.
- However, for it to be effective you need to be honest with yourself
- For those areas where you have assessed yourself as not being competent yet then you should start to think of ways of developing these competencies
- You might want to use this to inform your discussions with, for example, the Careers Adviser



# Professional Behaviours: A Critical Reflection

- **Competency:** Integrity
- **Behaviour(s):** Consistent honesty; being able to be trusted with the property of others; can be trusted with confidential information; complete and accurate documentation of service user care

*When have I seen these behaviours demonstrated?*

*When have I seen these behaviours ignored?*

*What do my experiences make me think about the organisation in question?*

# Professional Behaviours: A Critical Reflection

- **Competency:** Empathy
- **Behaviour(s):** Showing compassion for others; responding appropriately to the emotional response of service users and family members; demonstrating respect for others; demonstrating a calm, compassionate and helpful demeanour toward those in need; being supportive and reassuring to others.

*When have I seen these behaviours demonstrated?*

*When have I seen these behaviours ignored?*

*What do my experiences make me think about the organisation in question?*

# Professional Behaviours: A Critical Reflection

- **Competency:** Respect
- **Behaviour(s):** Being polite to others; not using derogatory or demeaning terms; behaving in a manner that brings credit to the profession

*When have I seen these behaviours demonstrated?*

*When have I seen these behaviours ignored?*

*What do my experiences make me think about the organisation in question?*

# Professional Behaviours: A Critical Reflection

- **Competency:** Service User Advocacy
- **Behaviour(s):** Not allowing personal bias or feelings to interfere with service user care; placing the needs of service users above self-interest; protecting and respecting service user confidentiality and dignity.

*When have I seen these behaviours demonstrated?*

*When have I seen these behaviours ignored?*

*What do my experiences make me think about the organisation in question?*

# Professional Behaviours: A Critical Reflection

- **Competency:** Careful Delivery of Service
- **Behaviour(s):** Mastering and refreshing skills; performing complete equipment checks; demonstrating careful and safe ambulance operations; following policies, procedures and protocols; following orders

*When have I seen these behaviours demonstrated?*

*When have I seen these behaviours ignored?*

*What do my experiences make me think about the organisation in question?*

# Professional Behaviours: A Critical Reflection

- However, it is most important to note that we are all human and will make mistakes
- The purpose of **Professional Behaviours** is to use them as part of our constructive, objective **Reflective Practice**
- It is not about thinking what we did wrong, but why the incident happened and what we can do to prevent it in the future.
- If your organisation has identified professional behaviours then this helps you in your reflective practice

# Professional Behaviours: Continued

- Professional behaviour is acting with integrity, respect, and honesty in the workplace.
- It's about following rules, yes, but it's more about understanding how company rules benefit everyone.
- For instance, if it's discouraged to talk in team meetings, that's maybe because most of those who are present want to concentrate on the speaker to hear important updates.
- Out of politeness, a professional tries to keep disturbances to a minimum.



# Being Punctual

- Aim to be early to work, client calls and meetings, which can help you be on time even if there are unforeseen delays. If you are consistently early to work, it can leave a good impression on management.
- One day, it might advance your career prospects.
- It's also a good idea to leave the office at appropriate times to avoid disrupting others who stay later than you do.

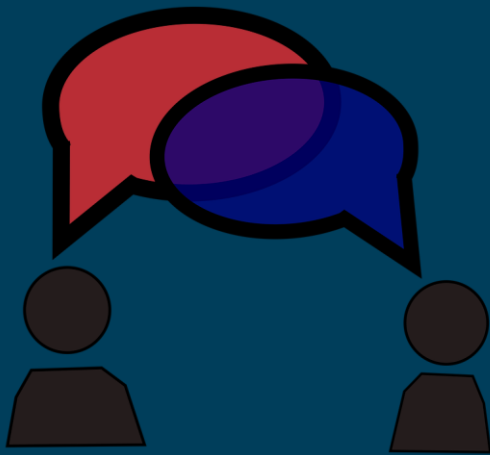


# Dressing Professionally

- Dressing professionally shows that you care about your appearance at work.
- Review your company's dress code to adhere to the policies regarding proper attire for the role and company overall.
- If you're expected to dress business-casual, stay on the business side, as far as you're comfortable.
- Having pieces of clothing you can mix and match can also help you maintain a wardrobe that is functional and in line with company policy.

# Communicating Respectfully

- Be mindful of how you communicate with others, your tone of voice, and verbal or non-verbal messages.
- Try to maintain a pleasant facial expression, even if a situation becomes tense.
- Show confidence and respond positively with a mature manner to constructive feedback. Show respect for everyone's opinions, even if you disagree with them.
- Maintain politeness during conversations with co-workers and bosses and speak of others respectfully in their absence.



# Being Honest and Ethical



- Everything you do affects your reputation. Work to create a positive reputation and preserve it through your behaviour at work.
- Consider being honest and maintaining professionalism in the workplace by not using company resources for personal purposes.
- Also, maintain a high level of integrity by being sincere to everyone and avoiding gossip.

# Honing Your Expertise

- To hone your expertise, consider taking supplemental company training when available.
- You can also reinforce what you learn with books and videos on the same or similar topics.
- If you have the motivation, go outside of your skill set by learning something new about your company's field.
- This fortifies what you learned from the company and prepares you to aid your team members with your new knowledge.



# Having a Positive Attitude

- Your attitude defines how you interact with your colleagues, managers and clients.
- Having a positive attitude can help you build rapport with those you work with and clients, so consider ways to create a positive community.
- If someone asks you to look at their work, do so while avoiding criticism.
- Speak positively and without complaining about policies or other people. Instead, speak about solutions to whatever problem you and the team may experience.



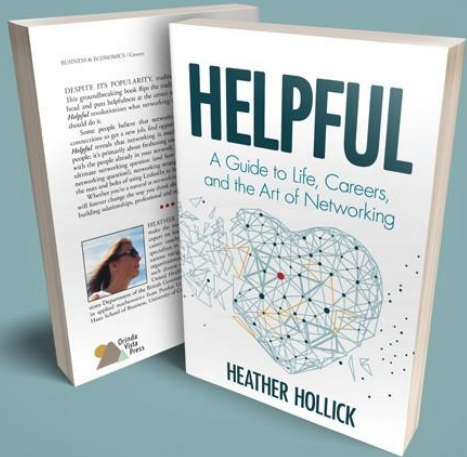
# Taking Responsibility



- Taking responsibility can include keeping your promises and commitments, being proactive and taking the initiative with tasks.
- When you have hard decisions to make, know when it's time to ask for help or guidance.
- Follow instructions closely, and if a mistake happens, take responsibility right away.
- It takes discipline and honesty to take responsibility when you've made a mistake, but it can raise you in the sight of management.
- It's how you deal with your mistake that shows character.

# Being Helpful

- Be an asset to your team and offer help when appropriate, and try to identify opportunities in which you can help team members develop their skills.
- Be willing to work with other team members. If someone asks for your help, joyfully provide it.
- If you've honed your skills in different areas, share the knowledge with other team members.





# Being Reliable

- A reliable employee is someone who has a strong sense of responsibility and is punctual, respectful, and cooperative in the workplace.
- You've become reliable when your manager trusts you to get things done on time and without errors.
- Even if the task is simple, complete it as best you can without delay.
- Being reliable is following through on commitments.



# Managing Your Time

- Managing your time efficiently helps you keep on track and achieve deadlines on schedule.
- Use your mobile device planner or personal calendar to make a schedule for the day with the tasks listed down in order of importance.
- Keep it realistic but challenging.
- Clear distractions away from your desk to help you focus better on remaining on schedule.
- Disable social media notifications on your phone and computer so they don't distract you during work hours.



# Staying Calm

- Developing ways to help you remain calm can show your level of professionalism in moments of frustration.
- Instead of complaining or displaying negative emotions, consider taking a moment to reflect on the situation and potential solutions.
- Identifying stressors and implementing positive ways to mitigate issues when they arise can help you continue to build positive rapport with co-workers and customers.



# Following Meeting Etiquette

- Meetings are a place to learn, share knowledge, collaborate and explain your thoughts to others.
- Arrive early enough so you have time to organise your thoughts before the meeting starts.
- Take notes on important points that are discussed in the meeting and, as part of internalising them, either summarise them to yourself or discuss them later with other people who were at the meeting.
- Make contributions when you can without talking over others.
- Bring a notepad or agenda of questions you'd like to ask after the meeting.

# Perfecting your Telephone Etiquette



- When working with others via telephone, consider the proper way to answer and address their concerns or questions effectively.
- After saying, 'Hello', state your name, department and the company's name clearly.
- Then listen to the caller and address the reason for their call.
- If you are the caller, follow the same introduction, then state the reason for your call succinctly.

# Collaborating with Others

- Teamwork entails a willingness and an ability to share ideas, knowledge and resources with other members of the team.
- Consider being flexible, as in adjusting to others' behaviour when necessary and being patient when collaborating with other members of the team.
- A successful workplace is a collaborative environment where team members from different backgrounds work together to achieve goals and objectives.
- An individual who is a good teammate often finds room for advancement within a company.



# Being Resilient

- Resilience is the ability to recover from difficulties and to withstand outside forces or events that may cause adversity or stress.
- In the workplace, it's important to bounce back after a failure or setback.
- An individual who is resilient overrides negative experiences.
- For example, your team may run into an obstacle that halts the project.
- Before turning to management immediately, brainstorm solutions instead.
- Also, continue to behave professionally even if you are experiencing some personal difficulty.



# Professional Behaviours: The Importance

- Behaving professionally affects how far you intend to go with your career.
- Even if your plans with your current job are short term, continue to practise this behaviour.
- If you plan to change companies or careers, professionalism is likely to be a requirement wherever you wish to be.
- If your plans within the company are long term, professionalism is almost indispensable and can be a deciding factor when upper management considers promotions.
- It can give you a competitive advantage when others of a similar skill set are waiting in line for the same job.
- Professional behaviour in the workplace improves relationships with your colleagues and management.
- It affects how your work gets perceived.
- The respect professionals have for the company they work for inspires them to provide excellence.
- Professionals produce work that reflects a sense of pride, and because of this, they often exceed the expectations set for them.

# References

- CIPD (2020) *Competence and competency frameworks* Available at: <https://www.cipd.co.uk/knowledge/fundamentals/people/performance/competency-factsheet#gref> [Accessed 22/03/2021]
- Janosik, S. M. (2007) *Common Issues in Professional Behavior*. NASPA journal, 44(2), pp.NASPA journal, 2007–01-12, Vol.44 (2). Available at: <https://www-tandfonline-com.ezproxy.uwtsd.ac.uk/doi/abs/10.2202/1949-6605.1796> [Accessed 09/12/2022]
- Kowalski, K. (2016) 'Professional Behavior in Nursing'. *Journal of Continuing Education in Nursing*. Vol. 47 Issue (4) pp.158-9 <https://pubmed.ncbi.nlm.nih.gov/27031029/> [Accessed 09/12/2022]
- Indeed (2024) *What is Professional Behaviour at Work?* Available at: [What is professional behaviour at work? \(With examples\) | Indeed.com UK](#) (Accessed: 01/03/2024)