

Navigating the New World of Professionalism

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At the end of today's session, you will be able to ...

- Identify contemporary trends and expectations shaping Professionalism in today's workplace, and how to adapt to them
- Define the core attributes and behaviors that constitute The New Professionalism
- Explain how a Growth Mindset is critical to developing staff as Professionals



Let's warm up!

At your tables, list elements of “Professionalism.”
5 mins.

Same for “Unprofessional.”
5 mins.

*Report out in large group –
listen for redundancies and only report new items*



How do leaders demonstrate professionalism?

 ChatBox

🌟👔 Leaders shine with professionalism by setting a positive example, communicating effectively, and handling challenges with grace. A leader's professionalism inspires others to do their best! 💪 #Leadership #Professionalism 🧑💼

Write an anecdote about someone who was unprofessional at work

 ChatBox

🧑🧑🙅 Once upon a time, there was a colleague who always arrived late to meetings, interrupted others while they were speaking, and never responded to emails in a timely manner. Their unprofessional behavior created tension in the team and made coordination a nightmare! #WorkplaceDrama #UnprofessionalAntics 🕒🗣️✉️



Large Group Discussion

What have you experienced or what are you experiencing related to expectations of Professionalism on your teams?



A Little History

Professional Workspaces: Through WWII

- Ancient Rome – communal places where people would collaborate on similar tasks
- 1700s: Dedicated office buildings, first in London, Old Admiralty Building, to deal with Navy matters across the empire; East India House for East India Trading Company
- 19th and early 20th Centuries: Open-plan offices become popular; rows of desks and hovering bosses
- Technology advances facilitate skyscrapers with private offices, lunch rooms, meeting rooms; acoustics and “warmer” spaces took workers into account
- WWII: many offices close, men go off to war, workplace becomes female-dominated



From “Evolution of the Workplace: Past, Present and Future,” Avocor, accessed at <https://www.avocor.com/blog/evolution-of-workplace/> on June 15, 2024.

Professional Workspaces: Post-WWII to present

- 1960s: office boom, “Burolandschaft” = “office landscape” – genesis of collaborative workspaces
- 1980s: desktop computers and cubicles
- 1990s: global offices boom
- 2000s: work from home/hybrid workplaces
- Present: Covid drives work-from-home, leverages digital transformation; 43% of Americans spend at least some time working remotely, being just as productive (or more) than they would be in an office



Professional Workspaces: Now

- Real-time collaborative technology
- Flexible scheduling, to work when most productive
- Managers leading hybrid/remote teams
- Tech-savvy Millennials (born '81-'96) and Gen Z'ers (born after '96) shaping workspaces/norms
 - ✓ Often prefer flexible work facilitated by digital tools
 - ✓ Embrace Diversity, Equity and Inclusion
 - ✓ “I want to bring my whole self to the workplace.”



Generations in the Workplace



As of 2017

- Traditionals (prior to '46): 2%
- Boomers ('46-'64): 25%
- Gen X ('65-'80): 33%
- Gen Y/Millennials ('81-'96): 35%
- Gen Z ('97-'12): 5%
- (Alphas [BTW-'13+])

By 2025, Gen Y/Millennials will comprise 75% of the workforce



<https://forms.workday.com/en-us/whitepapers/engaging-the-workforce-across-generations/form.html>
<https://www.pewresearch.org/short-reads/2018/04/11/millennials-largest-generation-us-labor-force/>

Generations in the Workplace

“Status Incongruence”



2014

38% of American workers
had a younger boss,
up from 34% in 2012

2020

40%



<https://forms.workday.com/en-us/whitepapers/engaging-the-workforce-across-generations/form.html>

Q&A: The rise of younger, less experienced bosses in the workplace (2023, October 20) retrieved 4 July 2024 from <https://phys.org/news/2023-10-qa-younger-experienced-bossesworkplace.html>

“3 in 4 Americans say the workplace has become less formal.”

Why Americans Believe Workplaces Have Become Less Formal

Casual dress becoming more common



Changes in societal norms and values



Younger generations' influence on the workforce



Tech advances supporting remote/flexible work



Increased emphasis on work-life balance



63% of Americans said this **shift** in workplace formality **is positive**.

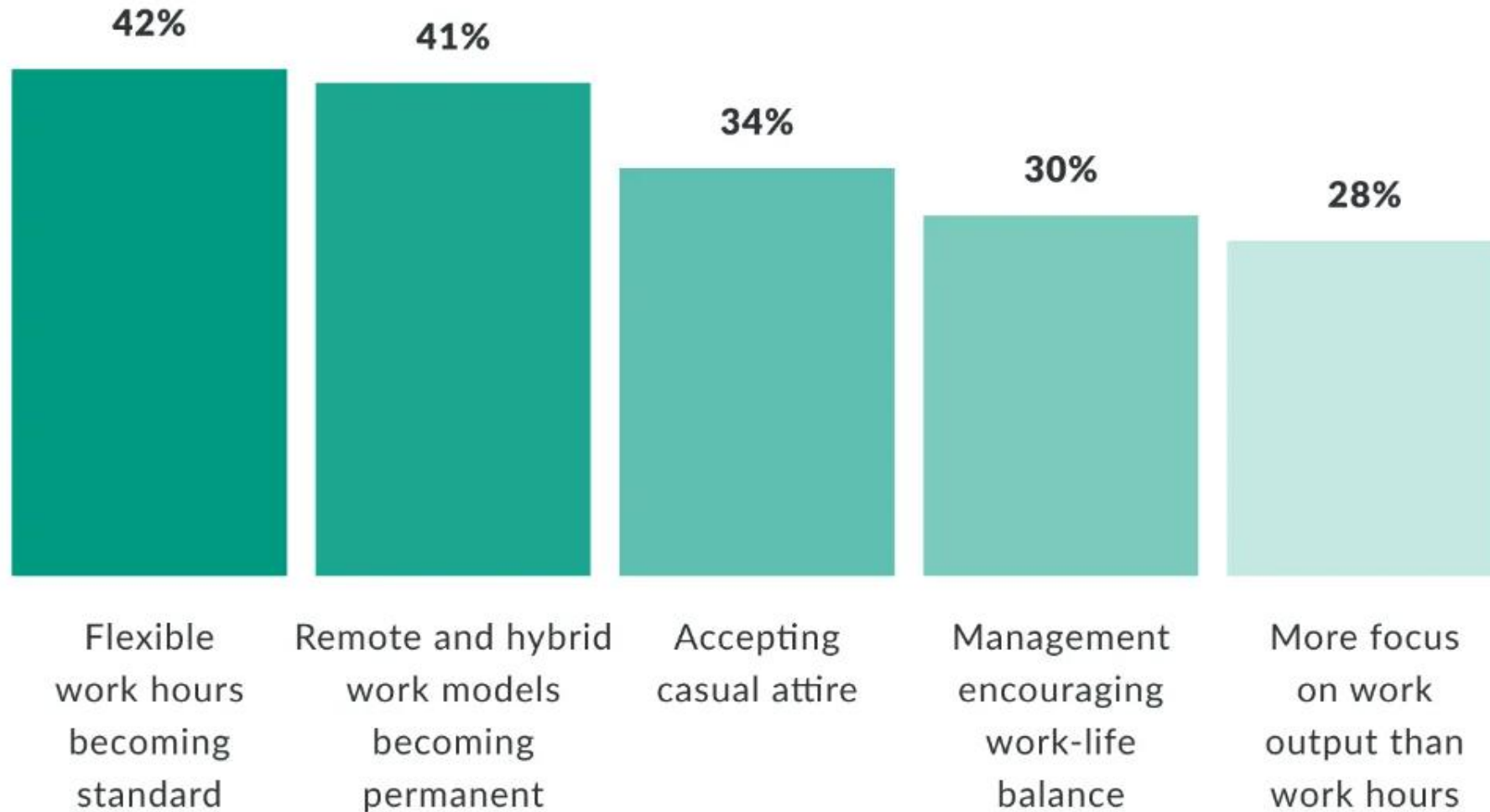
Over 70% of Americans said the **decrease** in **workplace formality** has **improved their productivity**.



Why does all this background info matter to a discussion of Professionalism?

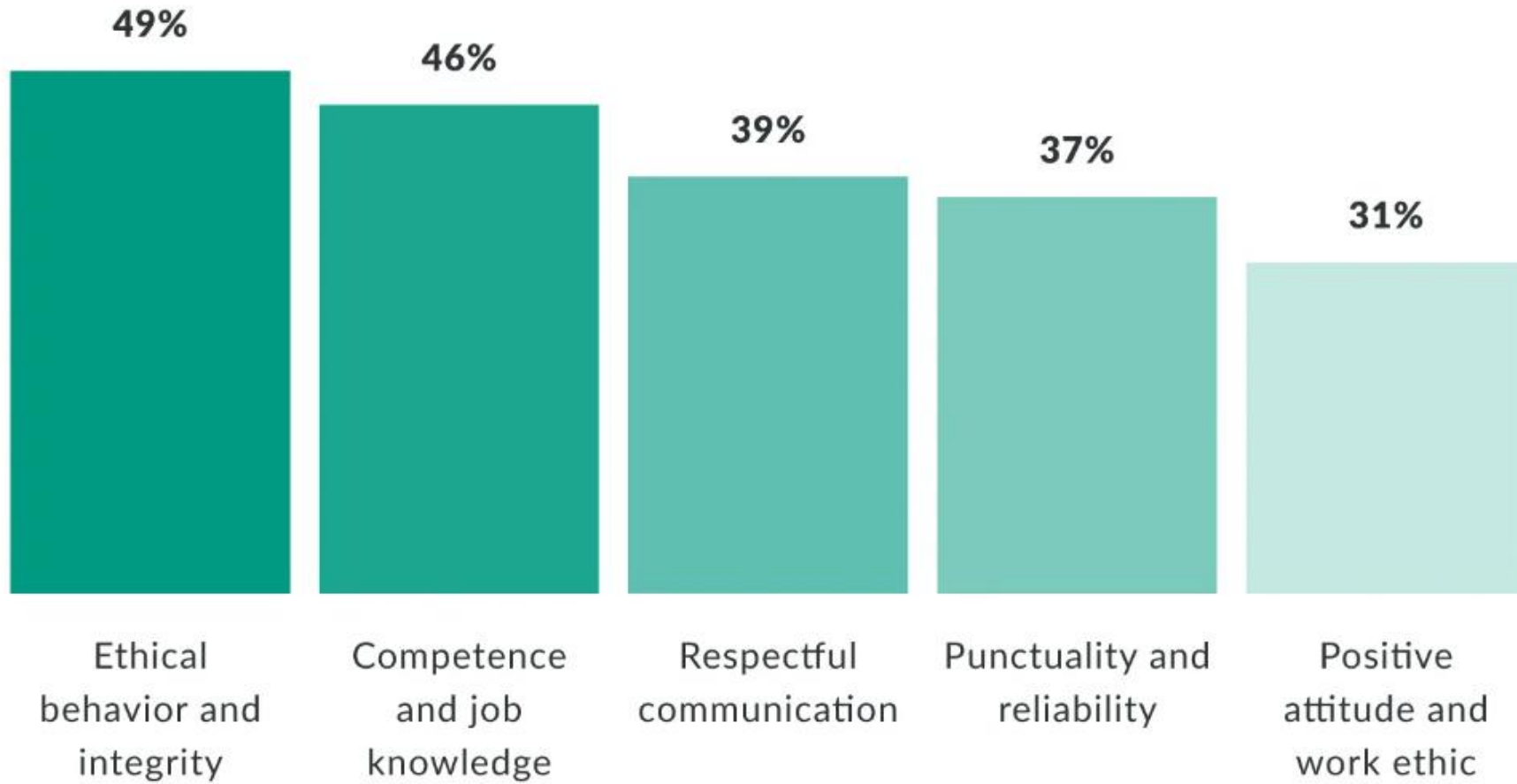


How Americans Think Workplaces Will Change in the Next 5 Years



From Emma Parker, "Professionalism in a Changing World," Clarity Capital, accessed at <https://clarifycapital.com/the-new-standards-of-professionalism> on June 15, 2024.

What Does Professionalism Mean?



From Emma Parker, "Professionalism in a Changing World," Clarity Capital, accessed at <https://clarifycapital.com/the-new-standards-of-professionalism> on June 15, 2024.

Core Attributes of Professionalism

- Ethical
- Functionally Proficient
- Demonstrates Initiative
- Adaptable
- Collaborative
- Emotionally Intelligent
- Communicates Effectively
- Resilient

What about Appearance?



POSSIBLE Attribute of Professionalism

Appearance, aka Personal Style

How do we balance respect for differences with upholding the organization's brand?

What behaviors should not be chalked up to Personal Style and require coaching?



Core Attributes of Professionalism

1. Ethical/Acts with Integrity

- Does the right thing when no one's looking
- Stewards/models the values of the organization
- Doesn't play favorites – in recruitment, development, feedback
- Acts respectfully toward others



Core Attributes of Professionalism

2. Functionally Proficient

- Has the skills to perform the job
- Updates skills as needed
- “Top Gun” skills = even better



Core Attributes of Professionalism

3. Demonstrates Initiative

- Comfort with ambiguity
- Focuses on results
- Creative/Innovative
- “Breakthrough” mentality



Core Attributes of Professionalism

4. Adaptable

- Open to change
- Embraces new technologies
- Willing to “pivot” strategies
- Systematic approach to change management
- Maybe even change your definition of “Professionalism”!



Core Attributes of Professionalism

5. Collaborative

- Willing to invite the opinions of others
- Values cross-functional input
- Inclusive
- Listens



Core Attributes of Professionalism

6. Emotionally Intelligent/Culturally Competent

- Self-aware
- Shows empathy
- “Reads” the room
- Effectively manages relationships
- Tactful
- Gets educated about different cultures/lifestyles/life experiences



Core Attributes of Professionalism

7. Communicates Effectively

- Across all channels, with Emotional Intelligence
- Timely (e.g., response to emails, on time to meetings, virtual and in-person)
- Zoom/Teams presence includes camera on
- In formal presentations
- Listens
 - ✓ Evidence: Asks questions/reflects back/provides feedback
- Aligns with culture of the organization



Core Attributes of Professionalism

8. Resilient

- Responds constructively to failure
- Comfort with “Failing forward”
- Support others when they need affirmation
- Adapt to change with a positive attitude
- Stay focused and composed under pressure



Having a Growth Mindset Can Help You Develop Professionalism on your Teams

Growth Mindset:

- The understanding that abilities and understanding can be developed
- Those with a growth mindset believe that they/others can upgrade their performance through putting in time and effort.
- Delivering/processing feedback is a priority activity.

Fixed Mindset:

- Assumes abilities and understanding are relatively fixed.
- Those with a fixed mindset may not believe that a person's performance can be enhanced, or that you either "have it or you don't" when it comes to abilities and talents.
- Delivering/processing feedback is not a priority activity.





Fixed Mindset

Everyone is born with certain skills and aptitudes.

Believe abilities and knowledge that come easily indicate natural talent, and that if something isn't easy, it cannot be learned.

Generally avoid challenges and see obstacles as signs they are in the wrong direction.

Hides or makes excuses for mistakes; becomes discouraged and frustrated by failure.

Rejects negative feedback and can become defensive; likely focuses on positive feedback.

Success is limited to a few specific areas along a firmly defined pathway.

Beliefs about human potential

Effort and Difficulty

Challenges and Obstacles

Mistakes and Failures

Feedback, Criticism, and Suggestions

Outlook on the future



Growth Mindset

With effective strategies and time, people can improve their skills and aptitudes.

Value the effort itself as a key element of gaining knowledge and mastery.

Seek out new challenges and see obstacles as problems to solve and ways to grow.

Takes ownership of mistakes and understands that failure often leads to learning and long-term success.

Appreciates the perspectives of others and welcomes candid feedback.

Success is possible in many areas, once individuals create their own learning pathways.



How can leaders demonstrate a Growth Mindset
as we seek to develop our teams'
Professionalism?



Summation

- Workplaces now value intelligence, novel ideas, and innovations over conformity/formality
- We can now bring our whole selves to work
- We can own our differences, uniqueness and personalities
- Work-Life Balance becomes Work-Life Integration



Summation

- The “New Professionalism” can engender opportunities for authentic, genuine relationships with colleagues, clients and stakeholders
- Transparency can engender trust
- Trust is vital to team and organizational performance



Table Discussions + Large Group Report-Out

What did you hear that you can take back to your workplaces and discuss/explore?



You should now be able to:

- Identify contemporary trends and expectations shaping Professionalism in today's workplace, and how to adapt to them
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