



Objectives

- Definition of professionalism – Professional or Job Holder: Which will you be?
- Professional organizations
- Leadership
- Image of the laboratory
- Personal image

Professional: ADJECTIVE

- a. **Of, relating to, engaged in, or suitable for a profession: lawyers, doctors, and other professional people.**
- b. **Conforming to the standards of a profession: professional behavior**
- c. **Having or showing great skill; expert**

Professional: NOUN

- a. **A person following a profession, especially a learned profession**
- b. **One who earns a living in a given occupation**
- c. **A skilled practitioner; an expert**

Professionals:

- Express competence by the way they dress, speak and behave and by the seriousness with which they approach their work.
- Maintain competence through continuing education and learn from experiences
- Adhere to a code of professional conduct or ethics
- Participate in professional associations

Professionals:

- Look for ways to demonstrate professionalism to others
- Provide consultation about their body of knowledge
- Support other professionals by sharing knowledge and expertise

Profession: NOUN

“A vocation or occupation requiring advanced training in some liberal art or science, and usually involving mental rather than manual work”

*Webster's New World Dictionary of the American Language

Characteristics of Recognized Professions

- A unique, specialized body of knowledge, both technical skills and ethics that only others in the same profession possess
- Long, intensive, and continuing academic preparation

Characteristics of Recognized Professions

- An altruistic sense of duty toward the welfare of patients such that they can trust us, not only to know, but also to do the right thing

Characteristics of Recognized Professions

- Evidence that we control matters related to the profession
- Endeavoring to elevate the profession to a position of dignity and social standing.
- Esteem and recognition from others

Characteristics of Recognized Professions

- A professional organization and a professional culture of shared beliefs, values, and symbols

Characteristics of Recognized Professions

- National Labor Relations Board Ruling

Making Decisions about Membership in Organizations

When you join a membership organization, make sure it is going to join

YOU!

Look at the name of the organization

- American Society for Clinical Laboratory Science
- American Association of Blood Banks
- American Society for Clinical Pathology
- American Society of Microbiology
- American Association for Clinical Chemistry
- Clinical Laboratory Management Association
- College of American Pathologists
- American Hospital Association

Tangible Membership Benefits

- Legislative influence
- Continuing education at reduced rates
- Public awareness activities
- Professional recognition
- Publications
- Special student programs
- Special member features

Intangible Membership Benefits

- Networking
- Rewards
- Opportunities

Leadership

“As for the best leaders, the people do not notice their existence...When the best leader’s work is done, the people say, ‘we did it ourselves!’”

*Lao Tzu, a Chinese Taoist philosopher

Principles of Leadership*

1. Lead yourself exceptionally well.
2. Lighten your leader’s load.
3. Be willing to do what others won’t.
4. Do more than manage – lead.
5. Invest in relationships.

Principles of Leadership*

6. Don't waste your boss's time.
7. Know when to push and when to back off
8. Become a go-to player
9. Be better tomorrow than you are today.

*John Maxwell, *The 360 Degree Leader: Developing Your Influence from Anywhere in the Organization*

*Dave Glenn, *How to Lead Your Boss, Advance*, April 7, 2008

Defining our image issue: Where are we now?

- How has the profession/work environment changed in recent years?
- How do we perceive ourselves?
- How do other healthcare providers perceive us?
- What misconceptions exist?

How should it be?

- How should laboratory professionals be viewed?
- In what ways do our relationships with others that provide patient care need to change?
- In what ways do our relationships with non-clinical administrators need to change?

How do we achieve this?

- **What can individuals do?**
 - What changes do we need to make in ourselves?
 - What can we do on a daily basis to improve the image of the laboratory?
- **What can the workplace (administrators, lab managers, supervisors, pathologists) do?**
 - How can we strengthen our working relationships with others?
 - How can respect/recognition for employees be elevated?

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Margaret Mead

“Never doubt that a small group of thoughtful, committed people can change the world.

Indeed it is the only thing that ever has.”

**YOUR PERSONAL IMAGE --
Make It Sell YOU**

(YOU CAN!)

Know the right -

- ✓ Clothes To Wear,
- ✓ Body Image,
- ✓ Hair Style,
- ✓ Rules of Etiquette,
- ✓ Way to Talk...
- ✓ and More

Personal Image

- ❖ You must know the best clothes for you... what to wear and not to wear so you always look your absolute best.
- ❖ You must know what to wear for business for the best business image and business success...
- ❖ as well as how to look good and have a great personal image.

You must know ...

- ❖ The best hair style for you to show off your face to the best advantage.
- ❖ Exactly how to best present your body image.
- ❖ The rules of...
 - ✓ Etiquette and
 - ✓ how to sit and
 - ✓ how to stand and
 - ✓ how to eat and
 - ✓ how to relate to other people.

WHY?

- ❖ Well, we've all heard the old saying, "you never get a second chance to make a good first impression."
- ❖ But do you know how little time you have before someone starts to form his or her own perception of you?

ABOUT 7 SECONDS...

- ❖ Yes, just 7 seconds.
- ❖ That's about the time it takes you to walk across a room and sit down in a chair.
- ❖ In this brief span of time, a new "personal" acquaintance, an employer, a customer, or a business associate will...

CHECK YOU OUT

- ✓ The way you're dressed...
- ✓ The way you walk...
- ✓ The way you talk...
- ✓ and begin forming an impression of you.

That instant opinion of you could determine...

- ✓ Whether you get a job,
- ✓ Make a sale,
- ✓ Form a new business, or
- ✓ Personal relationship

Why does this critical evaluation happen so fast?

- ❖ Simply because people want and need to “size you up”.
- ❖ To get a quick sense of whether you are credible as a potential...
 - ✓ Employee,
 - ✓ Salesperson,
 - ✓ Associate, or
 - ✓ Personal friend.

Personal Image can be the key to your success or failure in life.

- ❖ Appearance, dress, and the way you act in business, professional, personal or social situations are not just elements of the other person’s immediate perception of you.
- ❖ It has been estimated that about 70% of all selling situations are shaped in a positive or negative way by the other person’s perception of you.

The same is true whether you are...

❖ Trying to sell yourself as...

- ✓ a person,
- ✓ an employee,
- ✓ as a salesperson for products or services or
- ✓ as friend or associate.

The way others see you is critical to your...

- ✓ Personal,
- ✓ Business,
- ✓ Professional, and
- ✓ Social life.

MAKE THE BEST OF YOU!
