



E-LEARNING

Level 3



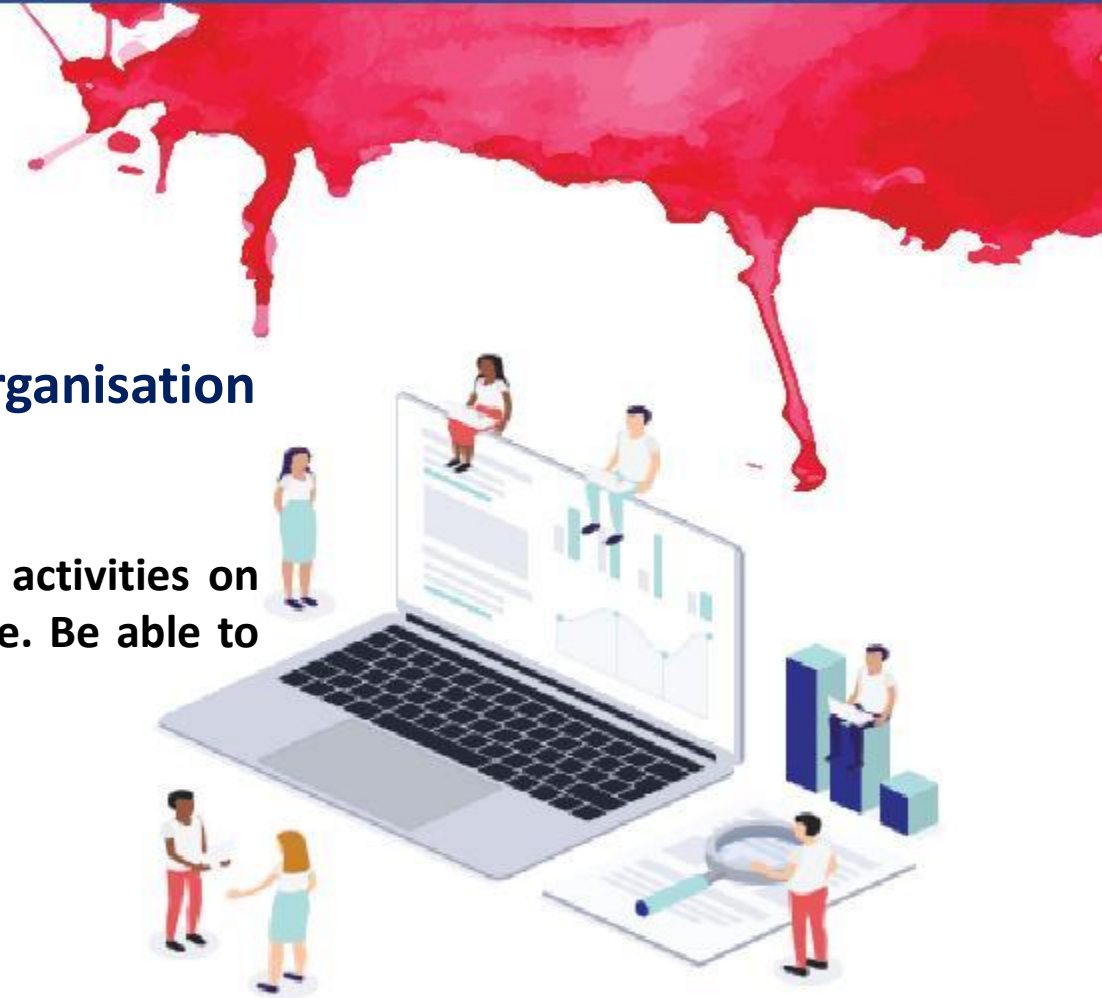
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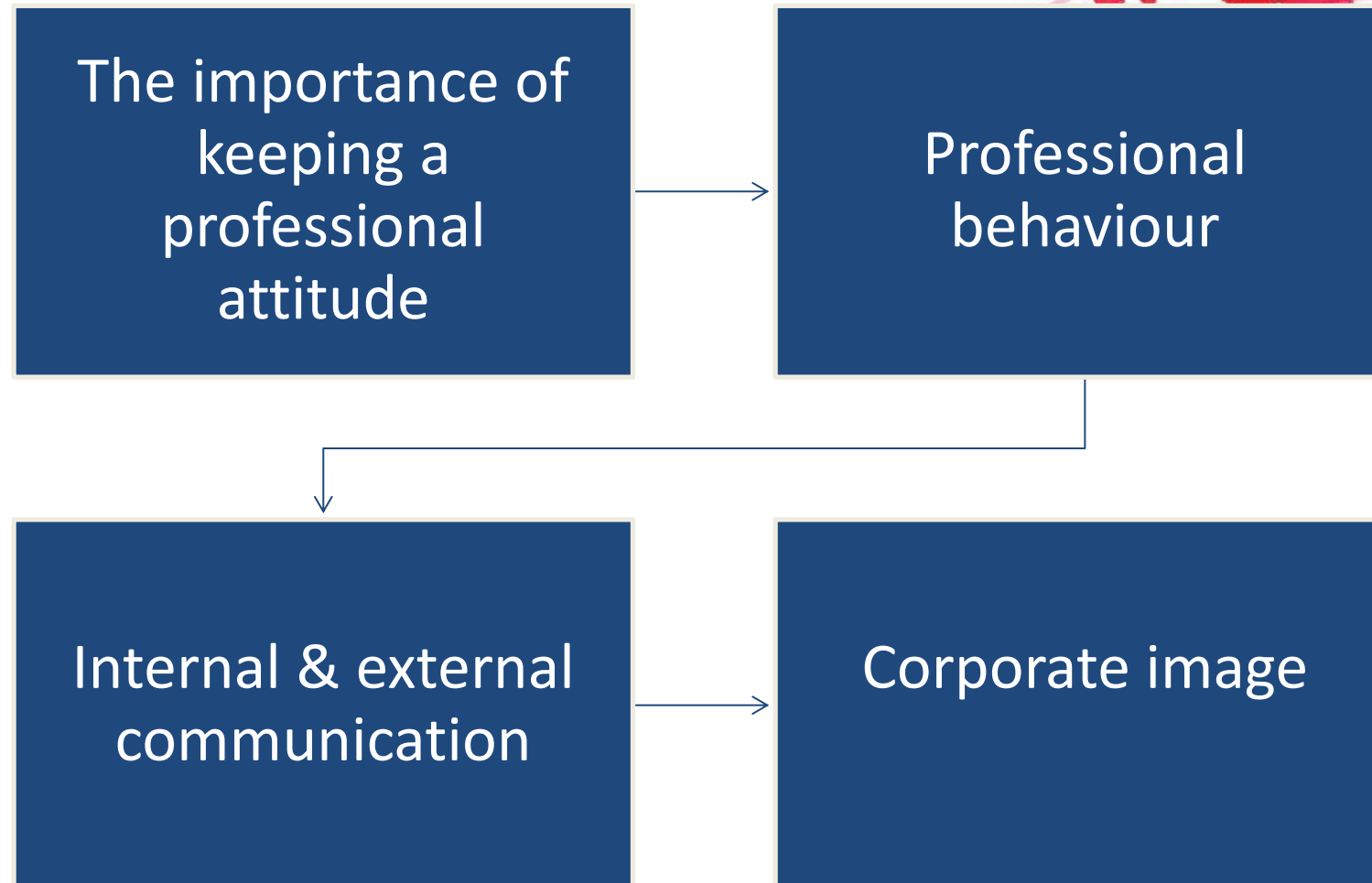
Work Area 17 Business Environment

3.22 Present a positive image of self and the organisation through adaptation of behaviour – Part B

LO3.61: Demonstrate initiative and flexibility when undertaking activities on behalf of the organization in order to improve or reinforce image. Be able to generate solutions in the case of problematic issues.



Route map



Standards of professional behavior

- **What is a professional organization?**

A professional association (also called a professional body, professional organization, or professional society) is usually a nonprofit organization seeking to further a particular profession, the interests of individuals engaged in that profession and the public interest.

- **What is a professional image?**

- A set of qualities and characteristics that represent perceptions of your competence and character as judged by both influencers and peers
- The image you project in both a professional and non-professional environment
- What someone will remember about you
- A lasting first impression

6 key characteristics of a profession

- Members join together to apply a specialised skill
- The skill has been developed through appropriate education
- Members have a special relationship with those served
- Recognised by the public as an authority in a field of expertise, able to serve the public interest
- Standards of competence and conduct of members
- High level of integrity by members in exercising judgement

Expectations from a professional

- Demonstrating, and applying appropriately, specialist skills
- Providing reliable up-to-date technical knowledge and advice
- Complying with the profession's code of conduct and standards
- Complying with legislation and regulator's standards
- Performing statutory roles to a high standard
- Behaving ethically
- Exercising judgement with high level of integrity
- Communicating well
- Having due regard to the interests of those affected

Definition of professional behavior

- Professional behavior includes behaving with integrity, honesty and good ethics.
- It also includes communicating with others in a respectful manner, showing initiative, meeting commitments and responsibilities, contributing and participating in team events, recognizing and learning from personal mistakes, being punctual and accepting responsibility for one's own actions.



- **Code of Conduct**
 - Six principles accepted by members as a condition of membership.
 - Ensure public trust and confidence in professionals.
 - Provide, through a Disciplinary Committee, a mechanism for aggrieved parties to address a grievance against a member. Committee has powers of reprimand, suspension and, subject to the resolution of Council, cessation of membership.

Professional Behaviour

The six principles address:

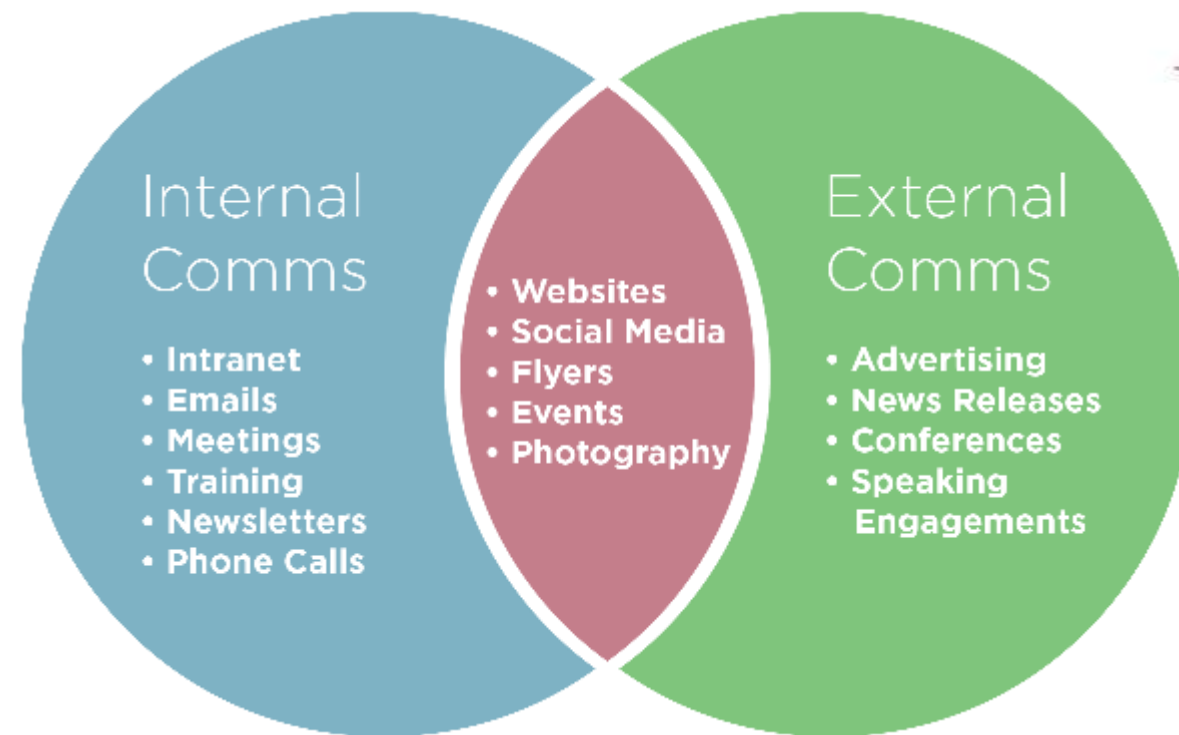
- ✓ Professional conduct
- ✓ Professional integrity
- ✓ Public interest
- ✓ Fidelity
- ✓ Technical competence
- ✓ Impartiality



Internal & external communication

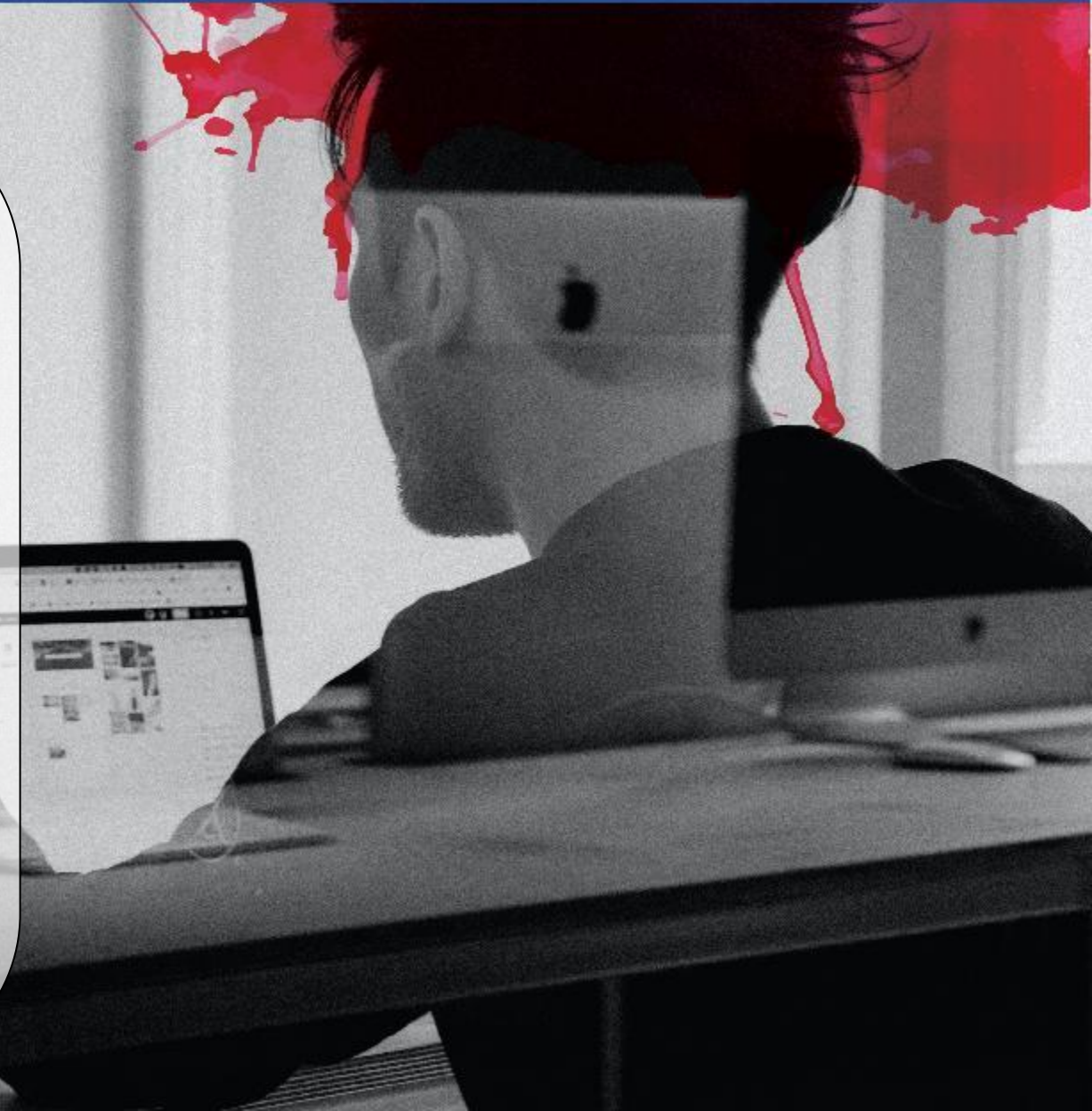
✓ Internal Communications is the function responsible for effective communication or trade among participants within an organization.

✓ External Communications is the exchange of information and message between an organization and other individuals outside its formal structure.



Activities

1. Be Authentic
2. Identify Shared Goals and Values
3. Develop Mutual Respect
4. Share Some Vulnerability
5. Make Meaningful Connections for People to Network with Each Other
6. Get More Personal
7. Plan Something Fun to Do Together
8. Let Go of Expectations
9. Schedule Brainstorming Time
10. Offer Something Before Asking for Something



Corporate image

- A corporate identity or corporate image is the way a corporation, firm or business presents themselves to the public, such as customers and investors as well as employees.
- It is a primary task of the corporate communications department to maintain and build this identity to accord with and facilitate business objectives. It is typically visually manifested by way of branding and the use of trademarks. But also includes things like product design, advertising, public relations and the like.

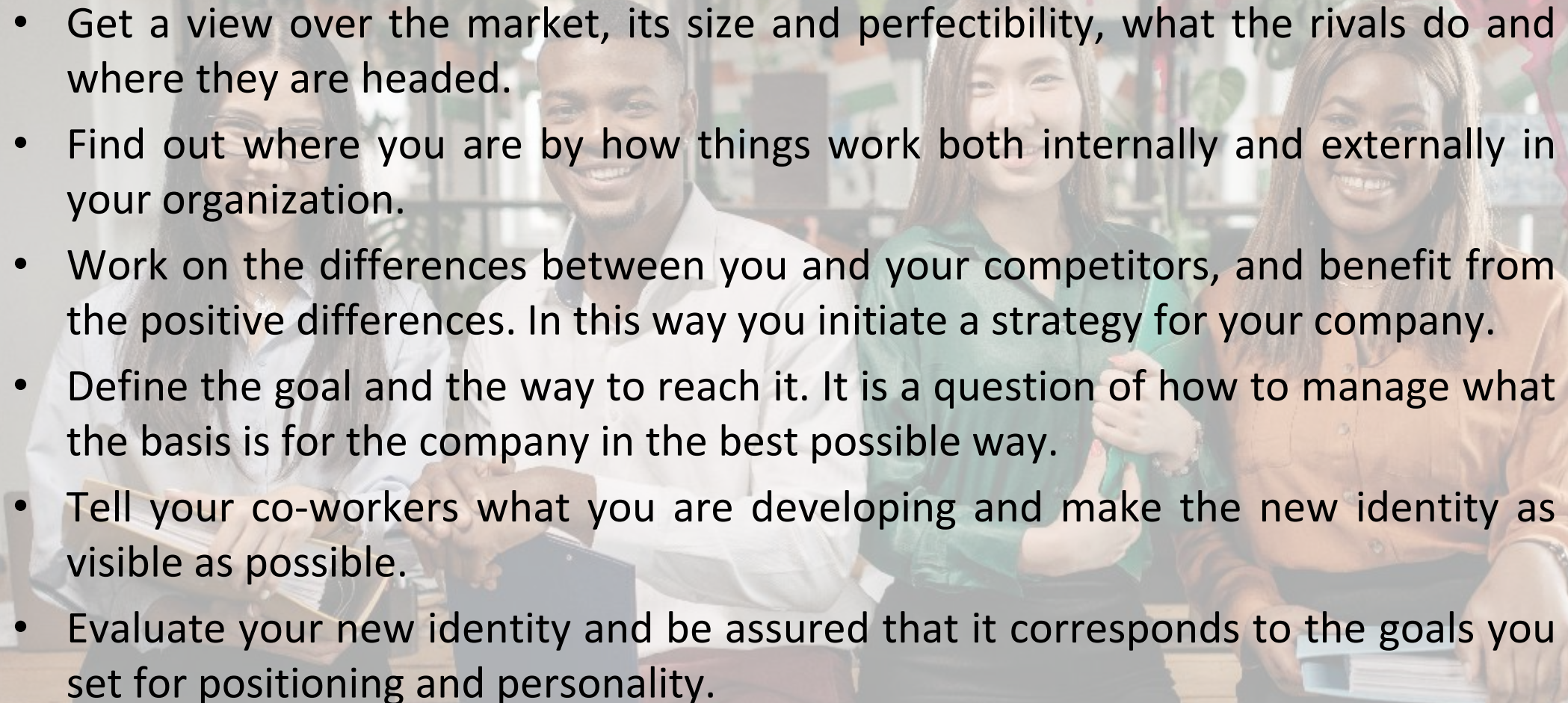
Corporate image

5 Ways To Improve Your Company's Image

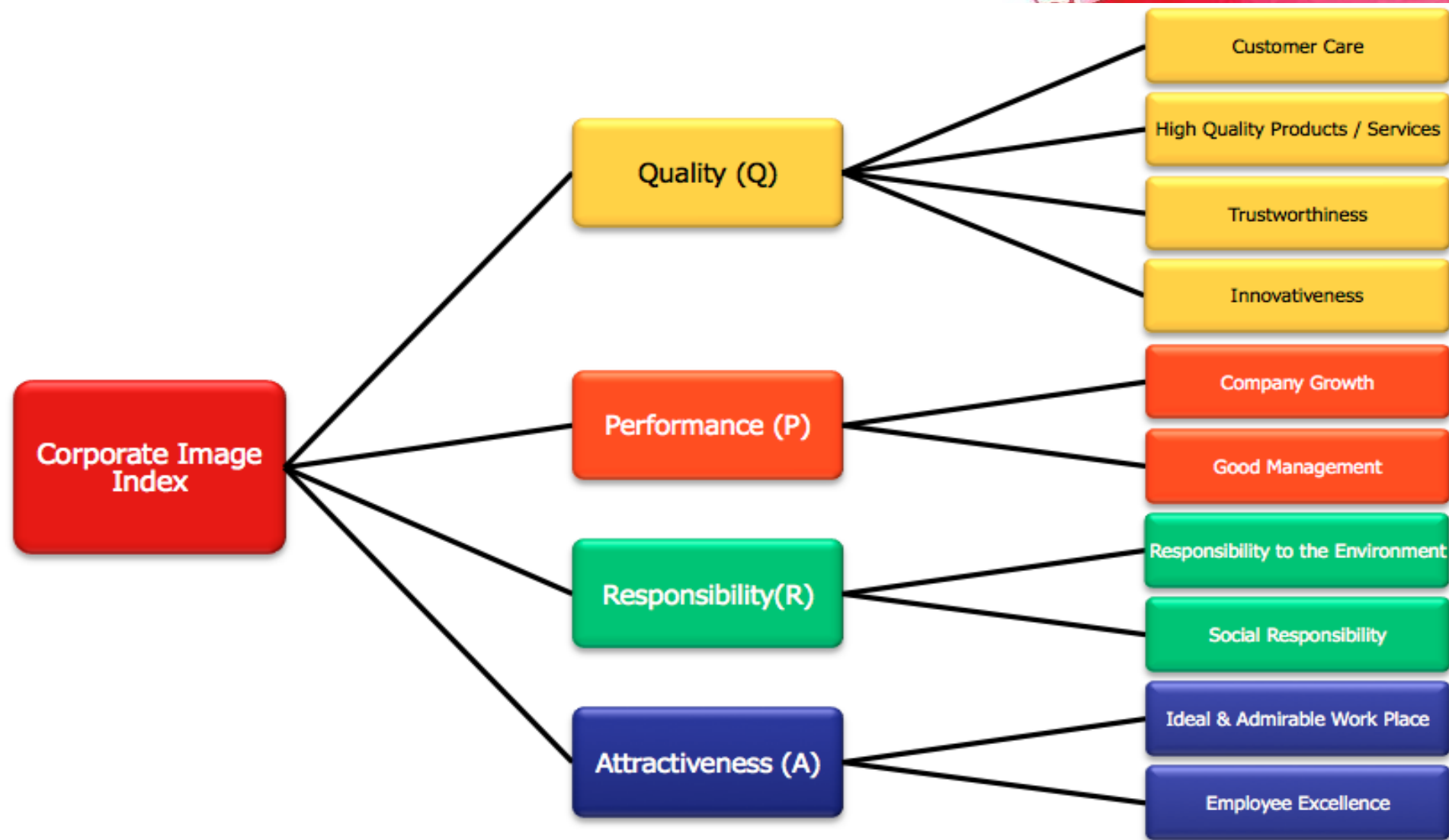
- ✓ Active Social Media Presence
- ✓ Website Appearance
- ✓ Thought Leadership
- ✓ Corporate Culture
- ✓ Executive Access



Setting goals

- 
- Get a view over the market, its size and perfectibility, what the rivals do and where they are headed.
 - Find out where you are by how things work both internally and externally in your organization.
 - Work on the differences between you and your competitors, and benefit from the positive differences. In this way you initiate a strategy for your company.
 - Define the goal and the way to reach it. It is a question of how to manage what the basis is for the company in the best possible way.
 - Tell your co-workers what you are developing and make the new identity as visible as possible.
 - Evaluate your new identity and be assured that it corresponds to the goals you set for positioning and personality.

Dimensions or the corporate image



Corporate image

The benefits of a positive corporate reputation

- ✓ Can give distinctiveness and a competitive advantage
- ✓ Can contribute to profits
- ✓ Can act as a safeguard in times of adversity

Advertising techniques

- ✓ Interesting character
- ✓ Exaggeration
- ✓ Demographic positioning
- ✓ Symbolic: Similes and metaphors
- ✓ Emotion
- ✓ Promise specific benefits
- ✓ Problem/solution

Work performance

Why work performance monitoring is crucial:

- ✓ Manager's performance is tied up with subordinates' performance
- ✓ Poor performance leads to poor organizational performance
- ✓ Therefore, manager must understand to manage staff performance.
- ✓ Monitoring and feedback can have significant impact on overall performance of the staff

The employee and manager should regularly monitor progress against goals, try to remove or minimize roadblocks, re-assess goals, change goals as business direction changes, and re-evaluate training and resource needs.

Problematic issues related to corporate image

A number of problematic issues:

- Internationalization
- Organizational Change
- Inter-Company Relations
- Shareholder Value
- Competitive Pressure
- Ethics & Transparency
- New Inventions
- Adaptability to change
- Changes in consumer tastes
- Situation and trends in the economy
- Industry trends and brands trends

Action Plan for improvement

❖ Active Social Media Presence

Social media allows for targeted groups and interaction. Someone inside your company should be populating any social media presence regularly. They should be responding and interacting with the community

❖ Website Appearance

Your website should be dynamic, contain updated industry news or company information, and include any relevant content feeds or blogs. It's a platform for someone to get to know you better.

❖ Thought Leadership

Take a close look at the content your marketing team is pumping out. Is it all product- and services-related? Or is the content you are making available—either through your website, social avenues or email marketing campaigns—educational

❖ Corporate Culture

Word spreads fast nowadays. Employees who have a positive work experience share it through their own social media channels and word gets around. Conversely, employees who are treated miserably or feel taken advantaged of also share.

Moodle forum discussion

- 
- Set an action plan for improving the corporate image for a business of your choice.
 - What are the benefits of professional behavior?

Methodological Tool I



Developing a positive image through
social media

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Revision Questions

Question 1

What are the benefits of professional behavior?

Question 2

Access the problem in a corporate image and propose an action plan.



WELL DONE!

You have completed Unit 3.22 - Part B



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