

5 Keys to Being a True Professional



ATTITUDE

ATTITUDE is your mental outlook. Professionals have a professional approach to their work. They are always positive and energetic. They are always willing to help others. They are always looking for ways to improve. They are always taking initiative. They are always going above and beyond. They are always making a difference. They are always being a professional.

Sample



EXCELLENCE

EXCELLENCE is your commitment to quality. Professionals press for excellence and do not settle for anything less. They are always looking for ways to improve. They are always taking initiative. They are always going above and beyond. They are always making a difference. They are always being a professional.

Sample



CHARACTER

CHARACTER is who you are and what you stand for. Professionals choose to do the right thing, even when it is difficult. They are always looking for ways to improve. They are always taking initiative. They are always going above and beyond. They are always making a difference. They are always being a professional.

Sample



COMPETENCY

COMPETENCY is your degree of expertise. Professionals understand their jobs and do them well. They are always looking for ways to improve. They are always taking initiative. They are always going above and beyond. They are always making a difference. They are always being a professional.

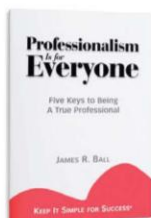
Sample



CONDUCT

CONDUCT is how you deal with others. Professionals are mature, polite, and respectful. They are always looking for ways to improve. They are always taking initiative. They are always going above and beyond. They are always making a difference. They are always being a professional.

Sample



The Five Keys to Being a True Professional are from the book, *Professionalism Is for Everyone* written by James R. Ball and published by The Goals Institute where Mr. Ball is President. For information, please contact The Goals Institute at 703-264-2000 or visit www.goalpower.com.

