

PROFESSIONAL BUSINESS CODE

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Professional Communication

- Professional communication involves two things:
 - communicating *as a professional* and
 - communicating *to a professional standard*.
- The expertise of a professional involves
- *mastery of a body of knowledge,*
- *mastery of skills* and
- *the responsible use of this knowledge and these skills* –
i.e. understanding of, and commitment to, professional ethics (Boswood 1999:4-6).

Boswood (1999) Redefining the professional in international professional communication. In Levitt, C.R. & Goswami, D. (eds) *Exploring the Rhetoric of International Professional Communication: An Agenda for Teachers and Researchers*. Amitville, N.Y.: Baywood Publishing Company Inc.. Boswood's Technical Communication Series.

Classroom instructions 1

- Arrange room into 4 groups of 3-6 members, 1 flip chart/table
- Introduce topic: Business code (ask what it is)
- Introduce World Café method (slides 6-8)
- Give task: (slide 9)
- Groups have one flip chart (named: planning, thinking, communications, behaviour) and felt pens. Ask groups to jot down all they think of in words or pictures in 20 min.
- Ring a bell. All change to a different group. One anchor stays to report to the next group of what the previous group thought.

Classroom instructions 2

- Give 15 minutes. Ring bell for group change. Again anchor explains and others add.
- Give 10 minutes. Ring bell for group change. Again anchor explains and others add.
- Consider if you have time for the last short round (all is often saturated by then – perhaps no need))
- At the end two last group members hold the flip chart and the anchor reports.
- Secretary writes the points down. This is created to the project's PROFESSIONAL BUSINESS CODE PRINCIPLES (see slides 10 – 13.)

A professional

A professional *applies the body of knowledge* by exercising a range of skills in an ethical manner.

- (1) A professional is able to communicate *within and across discourse boundaries*
- (2) and to reflect critically on the *workings of power*.
- (3) A professional has *access to the technical, contextual and world knowledge* necessary for communication within the communities concerned.
- (4) A professional *creatively uses* the communicative resources of discourse communities to *a standard that is recognized as exemplary* .
- (5) A professional applies knowledge and skills in accordance with *codes of conduct* which are *recognized as ethical* by communities
- (6) A professional is effective in *reconciling and achieving multi-level purposes* through communication.
- (7) A professional can manage internal and external organizational communication by *defining and implementing communication policy* (8)
- (8) A professional seeks to develop himself/herself through *active reflection on performance* (Boswood 1999: 8-23).

The World Café Principles

- **Set the context**
- **Create hospitable space**
- **Explore questions that matter**
- **Encourage contributions**
- **Connect diverse perspectives**
- **Listen together for insights**
- **Share collective discoveries**
- **Document ideas on a chart**

Juanita Brown with David Isaacs: The World Café

The World Cafe, 7 principer

- **Sammanhanget**
- **Skapa en trivsamt miljö**
- **Fråga betydelsefulla frågor**
- **Sporra alla att delta**
- **Korspollinera och kombinera olika åsikter**
- **Lyssna tillsammans till underliggande strukturer, insikter och djupare frågor**
- **Skörda resultaten och dela med dig de gemensamma fynden**
- **Dokumentera era fynd** (translation by Matti Willamo)

The World Cafe, 7 periaatetta

- **Asiayhteys**
- **Luo ystävällinen ympäristö**
- **Kysy merkittäviä kysymyksiä**
- **Rohkaise kaikkia osallistumaan**
- **Ristipölytä ja yhdistele erilaisia näkemyksiä**
- **Kuuntele yhdessä rakenteita, oivalluksia ja syvempiä kysymyksiä**
- **Korjaa tulokset ja jaa yhteiset löydöt**
- **Kirjaa tulokset** (translation by Matti Willamo)

Professional business code?

- Planning?
- Thinking?
- Communications?
- Behaviour?

Planning

- **Organizing**, invite people to meetings, check meeting facilities, keep everyone in the loop, distributions list, document before and after
- Documented planning, have a schedule, evaluate risks, be efficient, prioritize, keep the time and schedule, pre-think how you can be efficient
- Be prepared, smart-casual, keep asking questions, pen and paper with you, research, make plan for meetings, look into cultural differences
- Have exact plans, efficient plans,

Thinking

- Listening, politeness, constructive criticism, diplomacy, take responsibility for your actions (avoid blame), think before you act
- Innovate, look for out-of-box solutions, think about customers, money, have goal and vision, promote company, know about the company beforehand, think in terms of numbers, provide numbers, keep improving
- Have visions, and innovate
- Respect for clients & co-workers, job, vision, have personal vision, understand company vision,
- Do not fear customers, they are just people

Communication

- Keep everyone in the loop, communication tools: e-mail, meetings, tele-conf,
- Official, verbal or non-verbal, keep attention eg with audience, serious, right clothes (send message), targeted, keep everyone informed, get confirmation, be clear, polite, communicate according to hierarchy
- Respect and ethics, speak the correct language (technical, business, jargon), be clear, auditive, keep it simple, active take initiatives
- Tools, polite, in Finland straight forward, convince, no interruptions, depends on hierarchy and length of relationship
- Ooze interest and respect, Apologize if mistakes, **take notes** (who does it), send note afterwards, Repeat to make sure, let the customer choose the style, **ASK** if something is unclear

Behaviour

- Clothing, mindfulness, respect, greeting: handshake, small talk, no swearing, careful listening, asking questions
- Responsibility, customers, well prepared, self confident, experience, listen, respect, hard work
- Be motivated, polite, **excited and enthusiastic** , look like your job
- Level of formality, hierarchy, differences in culture (national, organisation, personal)