



Module 7 - Professionalism, Productivity and Performance

In this unit, you will learn about

- Professionalism and Ethics in the workplace.
- Productivity and Performance, Differences and Myths.
- Indigenous Entrepreneurship Teachings.

Funded by the Government of
Canada's Apprenticeship Service
Program

Canada

Module Overview

1. Professionalism and Ethics

- 📖 Professionalism and Ethics
 - ❓ Match the Descriptions
 - ❓ Fill in the Blanks
-

2. Productivity and Performance

- 📖 Productivity and Performance
 - ❓ Fill in the Blanks
 - 📖 Myths
 - ❓ True or False?
-

3. Indigenous Entrepreneurship

- 📖 Indigenous Entrepreneurship
-

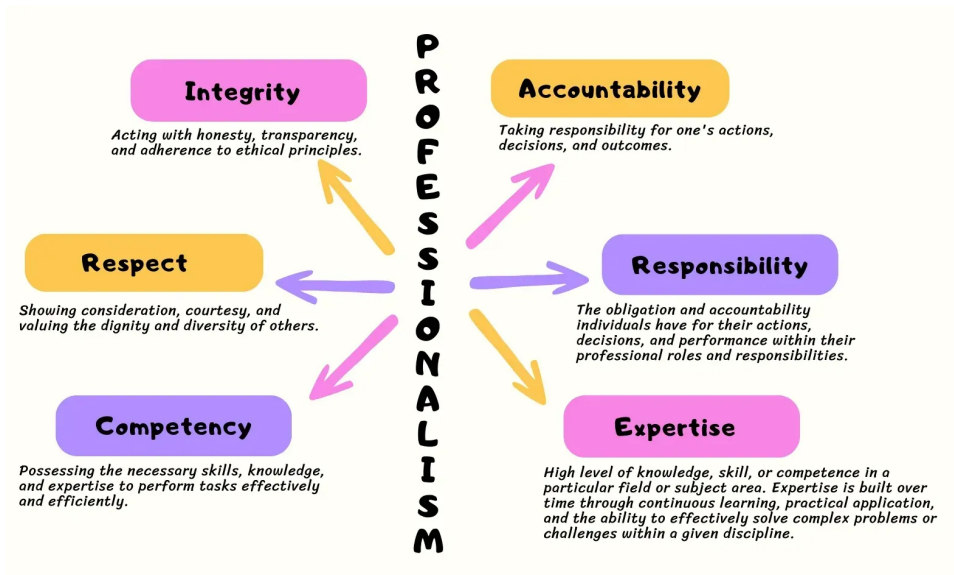
- ❓ Do you see yourself reflected in any of the productivity myths? How do you believe being aware of ethical principals and behaviours can impact your performance and managerial abilities?

Professionalism and Ethics

Professionalism and Ethics

Professionalism refers to the **conduct, behaviour, and qualities** that align with the standards, ethics, and expectations of a particular profession or industry. It encompasses a range of **qualities and values such as integrity, accountability, respect, responsibility, competency, and maintaining a high level of expertise** in one's field.

The concept of professionalism has evolved over time, shaped by societal changes, advancements in technology, and the growth of different professions. Historically, professionalism was primarily associated with the traditional learned professions such as law, medicine, and academia. However, its scope has expanded to encompass all industries, with a growing emphasis on professionalism being a pivotal aspect in every facet.





**Embedded content is not available in PDF.
Please use the link below to view the content.**

<https://www.youtube.com/embed/sLv7sdGJWPI>

Components of Professionalism

✓ Integrity

Integrity is a crucial component of professionalism, emphasizing honesty, moral principles, and ethical behaviour in one's professional conduct. Integrity inspires trust and enhances professional reputation.

It involves aligning actions with values and consistently demonstrating ethical behaviour even in challenging situations. Integrity builds trust, credibility, and respect within a professional setting.

Integrity manifests in several ways:

- Honesty and truthfulness
- Ethical decision making.
- Reliability and consistency.
- Confidentiality.
- Professional boundaries.

✓ Competence

1. **Knowledge and Expertise:** Professionals must possess a deep understanding and mastery of the theories, concepts, and best practices relevant to their field.
 2. **Skills Development:** Through training, practice, and real-world experience, professionals can effectively apply their knowledge and skills to practical situations. They analyze complex problems, make informed decisions, and develop effective solutions.
 3. **Problem-Solving and Critical Thinking:** Professionals need the ability to assess situations, identify challenges, and think critically to provide innovative solutions.
 4. **Adaptability and Continuous Learning:** Competent professionals understand that learning is an ongoing process. They embrace new technologies, practices, and changes within their field, continuously seeking opportunities for professional development.
 5. **Quality and Attention to Detail:** Professionals consistently deliver work of high quality, paying attention to detail and ensuring accuracy. They are committed to producing outputs that meet or exceed the expected standards.
 6. **Confidence and Self-Assessment:** Competent professionals possess confidence in their abilities and are aware of their limitations. They engage in self-assessment, seeking feedback and identifying areas for improvement to enhance their competence.
-

✓ Ethical behaviour

Ethical behaviour within professionalism involves adhering to moral principles and standards in one's professional conduct. It entails acting with integrity, honesty, fairness, and respect towards clients, colleagues, and the public.

Ethical decision making refers to the process of **making choices that align with ethical principles and values**. It involves considering the potential consequences of actions, and making decisions that are morally sound and socially responsible.

- Integrity and Honesty.
 - Confidentiality and Privacy.
 - Fairness and Impartiality.
 - Avoid Conflicts of Interest.
 - Informed Consent and Autonomy.
 - Social Responsibility.
-

✓ Accountability

Accountability refers to the responsibility and answerability individuals have for their actions, decisions, and performance. Professionals who embrace accountability take ownership of their work, recognize the impact of their actions, and actively contribute to the success and reputation of their profession or organization.

In a professional setting, accountability involves:

- **Reliability:** This involves being punctual, meeting deadlines, and following through on promises.
 - **Taking Ownership:** It involves acknowledging mistakes or shortcomings without placing blame on others and actively seeking solutions or ways to improve.
-

✓ **Respect for Others**

Respect for others is a fundamental component of professionalism that encompasses treating individuals with dignity, courtesy, and consideration, regardless of their position or background. It involves recognizing and valuing the worth, rights, diversity, and perspectives of all individuals in professional interactions.

1. **Valuing Differences:** Professionals demonstrate respect by recognizing and appreciating the unique qualities, experiences, and perspectives that each individual brings to the table.

2. **Active Listening:** Professionals show respect by actively listening to others, giving them undivided attention, and seeking to understand their viewpoints without judgment or interruption.

3. **Professional Courtesy:** Professionals display respect through acts of professional courtesy, such as using appropriate language, speaking politely, and practicing good manners. They also give credit where it is due and acknowledge the contributions of others.

4. **Conflict Resolution:** Professionals approach conflicts or disagreements by engaging in constructive dialogue, actively negotiating, and working towards resolutions that consider the needs and interests of all parties involved.

5. **Maintaining Confidentiality:** Professionals should honour and protect personal information and sensitive data to ensure the trust and well-being of individuals involved.

6. **Professional Boundaries:** Professionals establish and maintain appropriate professional boundaries in their interactions, avoiding behaviours that could cause discomfort or harm to others. They maintain a professional demeanour, treating others with fairness, empathy, and without discrimination.

✓ **Collaboration**

Collaboration is a key aspect of professionalism that involves individuals working together towards a common goal or objective. It is a cooperative and interactive process that encourages the sharing of ideas, knowledge, and resources to achieve a desired outcome.

Collaboration within a professional context often involves individuals from different backgrounds, disciplines, or departments coming together to leverage their skills and expertise.

Professionals demonstrate respect through collaboration and **teamwork** by valuing the input and expertise of others. They encourage open dialogue, seek consensus, and create an inclusive environment.

✓ **Adaptability**

Adaptability is an essential component of professionalism that refers to the ability to adjust, thrive, and respond effectively to new and changing circumstances or challenges in the workplace. It involves being flexible, nimble, and resilient in the face of uncertainties, evolving demands, and dynamic work environments.

Adaptability as part of professionalism encompasses several key aspects:

- Embracing Change.
 - Agility and Quick Learning.
 - Flexibility and Open-Mindedness.
 - Problem-Solving skills.
 - Resilience in the Face of Setbacks.
 - Continuous Learning.
 - Effective Communication.
-

✓ **Whistleblowing**

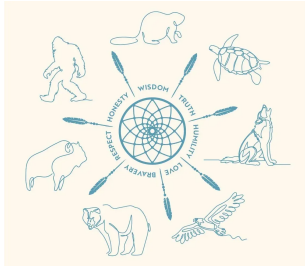
Whistleblowing as part of professionalism refers to the act of reporting unethical, illegal, or improper activities within an organization. It involves an employee or insider **exposing wrongdoing**, such as fraud, corruption, discrimination, safety hazards, or other misconduct, to relevant authorities or individuals with the power to address the issue.

Whistleblowing is rooted in an individual's **ethical responsibility to uphold integrity and promote a culture of transparency and accountability within the workplace**. Professionals recognize the importance of reporting misconduct to ensure ethical standards are upheld, and protect the interests and well-being of stakeholders.

Whistleblowing often requires significant courage and personal risk-taking. Professional whistleblowing is supported by legal frameworks in many jurisdictions to protect individuals who report wrongdoing from retaliation.

Indigenous Ethical Teachings

There are ethical and moral principles deeply rooted in many Indigenous cultures. These teachings, regardless of their variations, serve as guiding principles for personal and communal well-being, social harmony, and ethical conduct in Indigenous communities throughout Canada.



Anishinaabe Teachings

The Anishinaabe teachings are often associated with the Seven Grandfather Teachings: **Love, Respect, Courage, Honesty, Wisdom, Humility, and Truth**. The Anishinaabe also include additional teachings such as **Bravery, Generosity**, and the importance of envisioning and striving for a better future.



Haudenosaunee (Iroquois) Teachings

The Haudenosaunee people have their own version of the Seven Grandfather Teachings, known as the Seven Natural Laws or the Seven Virtues. These teachings include: **Wisdom, Love, Respect, Bravery, Honesty, Humility, and Truth**. They are often represented by animal symbols, such as the deer for Love and the wolf for Bravery.



Cree Teachings

In Cree communities, the Teachings are often referred to as the Cree Laws. They include **Courage, Love, Wisdom, Humility, Honesty, Respect, and Sharing**. These teachings guide individuals on how to live in harmony with themselves, others, and the natural world.



Mi'kmaq Teachings

The Mi'kmaq teachings also emphasize ethical principles that align with the Seven Grandfather Teachings. They include **Love, Wisdom, Respect, Responsibility, Fairness, Honesty, and Humility**. These teachings are central to maintaining balance and harmony within Mi'kmaq communities.

Match the Descriptions

Match the answers with data below:

a) Inspires trust, credibility, and respect within a professional setting.

b) Refers to the responsibility and answerability individuals have for their actions, decisions, and performance

c) Refers to the ability to adjust, thrive, and respond effectively to new and changing circumstances or challenges in the workplace.

d) Involves individuals from different backgrounds, disciplines, or departments coming together to leverage their skills and expertise.

e) Refers to the conduct, behaviour and qualities that align with the standards, ethics, and expectations of a particular profession.

f) Possession of a deep understanding and mastery of the skills required to thrive in a professional environment.

Professionalism

Integrity

Competence

Accountability

Collaboration

Adaptability

Fill in the Blanks

Answer options for numbered inputs below:

- ① a) *ethical principles and values* b) *your professional goals*

Ethical decision-making refers to the process of making choices that align with 1:_____.

End of Section 1

Productivity and Performance

Productivity and Performance

Productivity pertains to the quantity of outcomes achieved, whereas performance is concerned with the quality of those outcomes.



Productivity

Productivity gauges the level of output a business generates in relation to its resources, such as finances, time, and workforce.

Productivity refers to the measure of efficiency and effectiveness in utilizing resources to achieve desired outcomes or outputs.

It focuses on maximizing output while minimizing the input or resources required.

Productivity can be measured in various ways, such as the amount of work completed, goods produced, or services delivered within a given time frame.

It is often seen as a key factor in determining the overall performance and success of individuals, teams, and organizations.

Performance

Performance assesses how effectively those resources are utilized to accomplish intended goals and objectives.

Performance refers to the evaluation and assessment of how well an individual, team, or organization fulfills or exceeds predetermined goals, targets, or expectations.

It measures the quality of the outcomes or results achieved in relation to a set of standards or criteria.

Performance can be evaluated based on various factors, including meeting objectives, quality standards, customer expectations, and demonstrating competency and effectiveness in tasks or responsibilities.

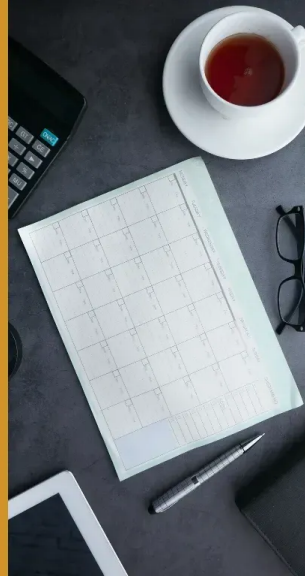
It is often used to gauge the overall effectiveness and success of individuals, teams, and organizations in achieving their intended aims and objectives.

Strategies and Practices That Enhance Productivity and Performance

Small enterprises can cultivate a productive and high-performing work environment that contributes to the growth and success of their business by focusing on these areas:

Goal Setting and Planning

Set clear and actionable goals that align with their overall vision and objectives. This helps provide direction and focus for the organization. Additionally, developing well-structured plans that outline the steps required to achieve these goals can help streamline operations and improve efficiency.



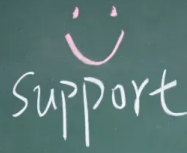
Time Management

It involves prioritizing tasks, creating schedules, and eliminating time-wasting activities. Small businesses should encourage employees to utilize time management techniques such as setting deadlines, delegating tasks, and avoiding multitasking.



Motivation & Engagement

Creating a positive work environment that fosters employee engagement and motivation can be achieved by recognizing and rewarding employee contributions, providing opportunities for growth and development, and promoting a healthy work-life balance. Engaged and motivated employees are likely to be more productive and perform at higher levels.



Effective Communication

Small businesses should encourage regular and transparent communication between team members, managers, and different departments. This includes encouraging feedback, active listening, and providing clear instructions to avoid misunderstandings and unnecessary delays.



Technology

Leverage technology tools and software that can automate repetitive tasks, streamline processes, and improve overall efficiency. Assessing and adopting suitable technologies can help small businesses save time and resources while enhancing productivity.



Continuous Learning

Providing training and development opportunities for employees can enhance their capabilities, increase their job satisfaction, and contribute to improved performance. This may involve offering workshops, online courses, or providing access to industry resources.



Work-life Balance

Promote a healthy work-life balance and support employees in managing stress. Implementing policies that promote flexible working hours, offering employee assistance programs, and fostering a supportive and inclusive work environment can help reduce burnout and enhance productivity.



Automation

Small businesses should periodically review their processes and identify areas that can be streamlined or automated. By eliminating unnecessary steps, simplifying workflows, and automating repetitive tasks, small enterprises can reduce errors, save time, and increase overall productivity.



Data-driven Decision-making

By collecting and analyzing relevant data, businesses can gain insights into their operations, identify areas for improvement, and make informed decisions to drive productivity and performance enhancements.

Regular performance reviews and feedback sessions can help track progress and align with overall business objectives.



Fill in the Blanks

Answer options for numbered inputs below:

① a) *Productivity*

b) *Performance*

② a) *Productivity*

b) *Performance*

1: _____ refers to the measure of efficiency and effectiveness in utilizing resources to achieve desired outcomes. 2: _____ refers to the evaluation and assessment of how well our organization fulfills expectations.

Myths

Toxic "Productivity"

There are societal pressures and myths relating to productivity. It is important to challenge these myths and promote a healthier approach to productivity that values work-life balance, collaboration, well-being, and quality output. Emphasizing the importance of **diverse skills, different perspectives, and personal growth** can help create a more inclusive and productive work environment for everyone.

Traditional notions of masculinity often associate qualities such as dominance, assertiveness, and emotional detachment with professional success. This can create **gender stereotypes** that box individuals into predefined roles and expectations, limiting the expression of diverse skills and talents. Those who do not conform to these stereotypes may face biases and be overlooked for opportunities, impacting their productivity and performance.

A work culture driven by competitiveness, aggression, and the suppression of emotions, can contribute to a **toxic environment**. This can create unnecessary conflict, hinder collaboration, and discourage teamwork. It may also discourage individuals from seeking help or support when needed.

Success is frequently linked to prioritizing personal accomplishments, status, and material wealth as significant indicators. This narrow definition can lead to a focus on personal gain over collective goals and may devalue **collaborative efforts and diverse perspectives**. It can create an environment where achieving personal success is prioritized over the team's productivity and performance.



The "Workaholic" Myth

This myth suggests that one must work excessively long hours and prioritize work above all else in order to be considered successful or productive. It fuels the notion that one's self-worth is tied to their professional achievements and the amount of time they spend working, often at the expense of a healthy work-life balance and

impeding their active participation in household chores and common responsibilities.

The "Always Available" Myth

This myth implies that being productive means being constantly accessible and responsive, even outside regular working hours. It disregards the importance of maintaining work-life balance and boundaries, which can result in chronic stress, burnout, and increased vulnerability to stress-related conditions like anxiety.

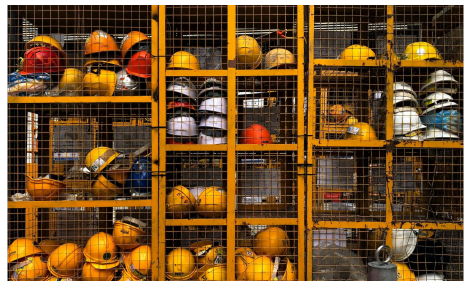


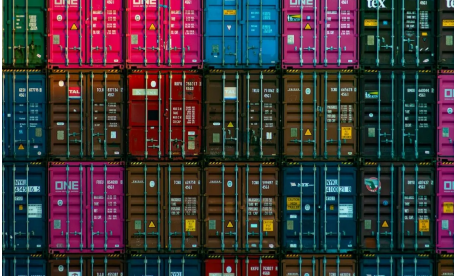
The "No Weaknesses" Myth

This myth states that displaying vulnerability, taking breaks, or seeking help is a sign of weakness or incompetence. It encourages a culture of constant self-reliance and discourages collaboration and seeking support, which can hinder overall productivity in the long run.

The "Busy Equals Important" Myth

This myth suggests that appearing busy and overwhelmed is a symbol of importance and success. It creates a harmful culture where individuals compete to showcase their busyness, often leading to unnecessary multitasking, and neglecting self-care. Despite the common misconception, being busy doesn't necessarily equate to being productive. In fact, excessive busyness can often lead to inefficiency, decreased focus, and an inability to prioritize tasks effectively. This can hinder overall productivity and quality of work.





The "Quantitative over Qualitative" Myth

This myth prioritizes quantity and output over quality. It encourages individuals to focus solely on completing tasks quickly, rather than taking the time to ensure thoroughness, attention to detail, and

strategic thinking, which can undermine overall productivity and effectiveness.

Overlooking the importance of quality leads to rushed and haphazard outputs that may require rework or corrections later on. This results in customer complaints, and a negative impact on the company's reputation.

True or False?

True **False**

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Engaged and motivated employees are likely to be more productive and perform at higher levels. |
| <input type="checkbox"/> | <input type="checkbox"/> | Developing well-structured plans that outline the company's goals is a waste of time. |
| <input type="checkbox"/> | <input type="checkbox"/> | Delegating tasks has a negative impact on your performance levels. |
| <input type="checkbox"/> | <input type="checkbox"/> | Technology and automation help companies improve overall efficiency. |
| <input type="checkbox"/> | <input type="checkbox"/> | Once you master your profession, there is no need for continuous learning. |
| <input type="checkbox"/> | <input type="checkbox"/> | Work-life balance reduces burnout and enhances productivity. |
| <input type="checkbox"/> | <input type="checkbox"/> | Working longer hours results in an increase of performance. |
| <input type="checkbox"/> | <input type="checkbox"/> | Being busy equates to being productive. |

End of Section 2

Indigenous Entrepreneurship

Indigenous Entrepreneurship

Indigenous entrepreneurship is crucial to Canada because it fosters economic empowerment within Indigenous communities, promotes cultural sustainability, and contributes to a more inclusive and diverse national economy. By supporting Indigenous businesses, we not only strengthen local economies, but also recognize and celebrate the unique perspectives and traditions they bring to the entrepreneurial landscape.

There are several key lessons that can be extracted from Indigenous entrepreneurship experiences in Canada. These lessons highlight the unique challenges and successes that Indigenous entrepreneurs face and shed light on the strategies and approaches they have employed.



Video is not available in pdf version

Cultural Respect and Identity

Indigenous entrepreneurship often emphasizes the importance of maintaining cultural respect and identity. Many Indigenous entrepreneurs have successfully incorporated Traditional Knowledge, art, and cultural practices into their business models. Companies like Manitobah Mukluks have embraced their heritage, producing mukluks while creating economic opportunities for Indigenous artisans.

Community Empowerment

Indigenous entrepreneurship frequently prioritizes community empowerment. Many Indigenous entrepreneurs focus on the betterment of their communities through job creation, skills development, and community investments.

The Des Nedhe Development, a company based in Saskatchewan is a wholly-owned economic development corporation of the English River First Nation. The corporation focuses on generating economic opportunities and promoting community empowerment through various business ventures.

Sustainable Resource Management

Indigenous entrepreneurship often promotes sustainable land management practices. Companies like Inlailawatash Limited Partnership, a joint venture between the Inlailawatash Nation and Norseman Structures, utilize sustainable forestry practices to produce wooden structures and timber products, demonstrating a balance between economic development and environmental stewardship.



Video is not available in pdf version

Collaboration and Partnerships

Indigenous entrepreneurs frequently emphasize collaboration and partnerships with non-Indigenous businesses or organizations as a means to access markets, resources, and expertise. Participants of the Raven Indigenous Impact Fund, such as Cedar Hill Long-Term Care Facility in British Columbia, collaborate with Indigenous communities to create sustainable job opportunities and provide culturally sensitive care for Elders.



Video is not available in pdf version

Cultural Tourism and Experiences

Many Indigenous entrepreneurs in the tourism industry focus on showcasing and sharing their culture with others, creating unique cultural experiences, like the Indigenous-owned company Great Bear Rainforest in British Columbia, owned and operated by the Kitasoo/Xai'Xais First Nation. It promotes sustainable tourism practices, respecting the delicate ecosystem and supporting the local community through employment opportunities and revenue sharing

Mentorship and Support Networks

Indigenous entrepreneurs often emphasize the importance of mentorship and support networks. Organizations like the National Aboriginal Capital Corporations Association (NACCA) and the Canadian Council for Aboriginal Business (CCAB) provide mentorship, funding, and support services for Indigenous entrepreneurs across Canada.



Video is not available in pdf version

Do you see yourself reflected in any of the productivity myths? How do you believe being aware of ethical principals and behaviours can impact your performance and managerial abilities?

You have reached the end of the Module