

Attitude Toward Yourself

- ◆ Think well of yourself personally—self-esteem, self-confidence.
- ◆ Think well of yourself professionally—competency.
- ◆ Project a professional image at all times.
- ◆ Appreciate and understand the importance of the work that you do.
- ◆ Seek professional self-development on your own—don't wait to be told!
- ◆ Carefully select professional and/or community organizations for membership.
- ◆ Consider the value system of others while examining your own values.
- ◆ Realize your personal worth.

If you don't think well of yourself, it is difficult for others to respect you.

Attitude Toward Your Job

- ◆ Accept change.
- ◆ Maintain honesty and integrity.
- ◆ Understand cultural diversity.
- ◆ Understand the entire business operation and where your job fits in.
- ◆ Understand the importance of teamwork.
- ◆ Avoid office politics.
- ◆ Observe office hours—and other company regulations.
- ◆ Accept constructive criticism concerning your work.
- ◆ Accept responsibility.
- ◆ Remain loyal.
- ◆ Respect privacy of others.
- ◆ Learn to work under pressure and adjust to being pulled in many directions at once.
- ◆ Respect time—make every minute count.
- ◆ Look for the challenges of your job—enjoy doing a job well.

Attitudes Toward Your Co-Workers

- ◆ Respect privacy of others.
- ◆ Understand cultural differences.
- ◆ Be supportive of each other (especially female/female relationships).
- ◆ Promote teamwork.
- ◆ Help others to accept change.
- ◆ Use positive language, even in conflict situations.
- ◆ Strive to settle differences before they become a problem—don't carry a grudge.
- ◆ Work to achieve common goals.
- ◆ Do not overemphasize winning—may lose more by winning than by losing a few arguments.
- ◆ Be a good negotiator.
- ◆ Think before you speak (don't shoot from the hip).
- ◆ Learn to be assertive, not aggressive.
- ◆ Refuse to participate in malicious grapevine information.
- ◆ Don't brag constantly (or whine).
- ◆ Pay value to co-workers—their feelings do count. Show appreciation. Genuinely care about your co-workers.
- ◆ Listen!

Attitude Toward Customers/Clients

- ◆ Understand cultural diversity—including race, religion, sex, and mental and physical disabilities.
- ◆ Be service-oriented.
- ◆ Always greet people with a smile.
- ◆ Always stand to greet people (if possible).
- ◆ Practice making proper introductions and greetings.
- ◆ Observe nonverbal communication of others—and be careful with your own.
- ◆ Use positive language—especially in negative situations.
- ◆ Do not react to irate customer/client—learn to diffuse the anger.
- ◆ Practice courteous and efficient telephone techniques.
- ◆ Make a good first impression.
- ◆ Always endeavor to be helpful.
- ◆ Be sympathetic with a customer who has a problem with the company—but do not admit any guilt prematurely. Don't take the blame too quickly!

Put yourself in the customer's place.

Understand "no customer—no job."