



The Professional

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CCP – Certified Computing Professional

CQF – Certified Quality Facilitator

CBIP – Certified Business Intelligence Professional

I.S.P. – Information Systems Professional

ITCP – Information Technology Certified Professional

CDMP – Certified Data Management Professional



The Professional

Agenda

1. Integrity
2. Self awareness
3. Professional qualities



The Professional

- How do you intend to live life?
 - For we all owe death a life

- We only have one life to live.
- We live it the way we want.
- The trajectory of our lives is determined by the choices we make.
- The consequences of our decisions tells us how well we have lived our lives.
- The professional's life has a higher purpose



The Professional

Does being a professional mean
the following?

- A means of earning a livelihood
- Another way to get ahead in life
- Building and seeking further material comfort
- Eventually enjoying retired life.
- Attaining an educational qualification to land a job
- Attaining a coveted position in a company
- Attaining accelerated salary increments and promotions



The Professional

How should a professional live life?

- One does not become a professional just by attaining professional qualifications
- A professional strives for greater ideas and practices that can become universally applicable, across disciplines
- To be a professional means to take an oath – as in a religious order and agreeing to a code of
 - Ethics
 - Conduct
 - Good Practice
- To build practice that contributes to society's benefit
- A professional is given the capacity to serve – this is reward in itself



The Professional

- Integrity
 - What qualities differentiate a professional from one who is simply professionally qualified?
- People in any environment producing anything of economic value need supervision – a person who needs supervision is no professional
- Ability to work unsupervised
- Ability to complete tasks based on the immediacy that each situation demands
- Ability to certify the completion of one's work



The Professional

➤ What qualities differentiate a professional from one who is simply professionally qualified?

- May not always choose her/his clients
- Accepts clients as they may arrive
- Treats them with respect, care and dignity no matter what the situation



The Professional

➤ Integrity precedes professional competence

- Before a surgeon is proficient with a scalpel – she must understand the basic tenets of medical practice and malpractice
- A software engineer working on a confidential client project cannot discuss his project with people (including spouse, or friend) not pre-approved by the client
- A journalist cannot offer/accept favors to get a scoop or report an unfavorable situation favorably.
- A manager (or any executive) cannot appoint his spouse as a contractor in his own office and do business with her/him
- A policeman cannot prey on a citizen who has come to seek help
- A lawyer cannot collude with another (defense with prosecutor) to bypass the law – no matter how wealthy or powerful their clients
- The entry requirement into any profession is to understand integrity and ethics and practice it.



The Professional

- Integrity is personal

- What is Personal use of Corporate Assets?
- How / When do we encroach on public assets?
- Rules for use of Corporate assets
 - We follow the rules
 - If no rules - Use fair judgment (voice of conscience)
 - In doubt – do not go ahead, seek counsel
 - Faced with a dilemma – ask – Can it stand public scrutiny, without causing me and my family embarrassment?



The Professional

- Integrity - more personal reflection
 - At the end of the day it's a personal choice people make, and for some integrity simply becomes a way of life.
- Is the intended act consistent with the law of the land?
- Is what I a going to do a fair thing?
- On seeking counsel from someone with no vested interest, would that person advise that it was the right thing to do?
- Would it embarrass me if news of what I intend to do got out?



The Professional

- Companies and Integrity

- The education system does not adequately address ethics and integrity in the workplace.
- Despite being professionally educated most people come into the workplace as novices and are swayed by corporate culture and practices they experience
- Most companies fail to articulate their position vis-à-vis integrity and behavior
- Many companies do not practice ethical behavior
- Only for a few companies is ethical behavior truly non-negotiable



The Professional

- Integrity – positional collapse of values at home
- If a parent gives/takes a bribe, fakes receipts/tax return, and the child listens to parental conversations that validate such things – the child then associates “heroics” to the acts
- Even when educators sermonize ethical behavior in school – the child will not “hear the message” due to interference from the “heroics” for non-ethical behavior - parental messages
- The challenge is: how do you communicate a code of conduct to someone who is witness to the positional collapse of values in the home?



The Professional

- Integrity – shades of grey

- Posters, and first day assimilation in the workplace doesn't work anymore
- Leaders in society and the organization have to walk the walk and talk the talk every day – principle centered leadership (Stephen Covey, 1992)
- Leaders must demonstrate high personal integrity and then personally deliver the message in their organizations
- Not an easy task
 - Value clarification is most needed during the dark moments when things are falling apart
 - Values are not often appreciated when things are going well.
- Fiscal irregularities, misuse of power, sexual misconduct in the workplace – facts, fiction and emotions cloud us – and we get lost in the “many shades of grey”
- Professional conduct is black and white, there are no shades of grey to someone faking a travel voucher – but people do get cold feet about “becoming the hangman”, or worry about organizational embarrassment and potential business loss – they are not being professional when they do not take action to eradicate these behaviors





The Professional

- Integrity
 - dealing with the outcomes (fall-out) of removing people from your organization, caught in acts of unethical behavior
- How do we deal with it, when it is the prime organizational problem solver, star sales leader – profit generator, who is at fault?
- Or a well loved leader
- How the silent majority interpret the acts (individual and institutional) and remnant “toxicity” that’s left behind is important
- Communications to the wider group – beyond those involved with the immediate decision are critical
- Be prepared: healing takes a long time, after such an eradication



The Professional

- Self awareness
 - Given two gifted people what is the dividing line?
- Michael Vick, Tiger Woods
- Gandhi, Nelson Mandela
- Bill Gates, Warren Buffet
- George Bush, Richard Nixon
- Donald Rumsfeld, Oliver North
- Which individuals inspire professional respect and which do not?



The Professional

- Knowing who you are
- Do push our limits (outside of our known boundaries)
- Do NOT get carried away in the height of one's career
- Do NOT believe that our success is only due to one's inherent capacity – can be extremely dangerous
- Remember: we all go up with an incoming tide and vice-versa



The Professional

■ Being Authentic

- Pumped up resumes
- Dropping names of connections
- Offering the name of a referee (reference) without first getting approval
- Faking sincere interest or familiarity with a person in a particular position
- A true professional has no need for unnecessary embellishments of experience, mentioning connections or just being plain fake
- We live in an increasingly connected world and being found out is a more serious outcome
- The professional world craves authenticity – do not dismiss it as old fashioned.



The Professional

- Being Comfortable
 - Developing comfort with personal inadequacies
- The more you pretend, the more naked you become
 - So avoid stating what you are unsure of as “truth”
 - Do state what you don’t know – demonstrating ignorance will allow others to help, provide opportunity for input, mentoring



The Professional

- Seeking Help
- Not suffering false comparisons
- Having a reasonable view of the future
- Looking beyond money
- Being deeply observant

- Not a sign of weakness, seeking to bridge a gap in knowledge is a strength (emotional self-confidence)
- Seek contentment and an understanding of the other's journey to reach her/his state.
- There is no certainty in where we are heading. Build a reasonable view of the future and you can begin the journey
- Working for money only – money alone cannot provide motivation for a life well lived – beyond base comforts the quest for material success erodes self-worth.
- Close your eyes, what do you hear?
- Did you hear your own heart, breathing, sense your own state or was it external only?





The Professional

- Reigning in reactions
- Welcoming feedback
- Not suffering false attractions
- Doing some things for yourself

- In high pressure situations express emotional control and seek facts/don't assume
- Feedback is perceived as personal criticism – yet every customer complaint presents scope for improvement
- Flirting with false attractions (e.g. better job offer) makes us lose affection for our current situation – instead assess whether you have a serious need for the new opportunity?
- Executives/Managers lose touch with the real work, they start cerebralizing the work and forget what is needed (e.g. doing a cold call, preparing their own speech)





The Professional

- Being proactive
- Taking charge
- Courtesy and humility

- We all like proactive people on our teams. Be first to extend your hand for a handshake – one who initiates the conversation – proactive people think on behalf of others – sometimes it is thinking ahead of others, but always this is not the most important aspect
- No one gives you power, it is generated within (and doesn't need to be seized) – feeling powerful and powerless in any given situation is an inner feeling
- Professional adulation, like fame is a fleeting moment. People who think that the spotlight will always be on them are often rude and insensitive – discover loneliness of the shadows.
- Stay awake for a few minutes each night to recall all the mistakes you made that day – speak to your conscience.

Business Intelligence
Computing
Data Management
Information Systems
Management
Network Engineering
Software Engineering





The Professional

- The 40s are usually the peak years of a professional's life – but it is also the period when there is the most pressure (work, family, society) on our time
- One must “master” time
- This is not about time management – but rather a call to watch (observe actively) and learn from people who seem to manage their time well and feel productive and satisfied.
- The primary quality I've observed is that they are:
 - “Self-disciplined”
 - Healthy and watch what they eat
 - Drink under control - but don't feel compelled to – nobody has lost anything by abstaining
 - Sleep well and adequately (sleep deprivation leads eventually to poor decision making)
 - Know how to do more by doing less

Professional Qualities



The Professional

- Doing more by doing less
- The to-do list
- Saying No

- Prioritize on where you can make a larger impact – disengage from the rest (by engaging in something new – sports, yoga, musical instrument)
- Actively mentor another colleague (bury past rivalries, and disgruntlements about promotions and who got what ahead of you)
- Bridge the knowledge gap – read more from different sources, participate in industry bodies, interest groups, find newer ways to accelerate learning and absorption
- The to-do list is nothing but a set of little goals (not the big goals in life) but ones we have to get through on the way to achieving our vision.
- Ask what is really important to you and why that thing is important and are you willing to commit yourself totally to it – this will guide your to-do list
- The inability to say no results in time wasting, poor prioritization, and feelings of always being rushed and behind in deadlines
- Do not do what you do not like to do and learn to say “No to requests from colleagues/supervisors for additional chores outside of work
- As a professional you must set limits and when you do, people will respect you for it



The Professional

- Quit whining
- Take a long view of time
- Jobs are not meant to satisfy us – they are inanimate things that have no knowledge of who we are, what we are seeking and what our special needs are
- A professional realizes that work is a blessing and most of the time therapeutic
- Problems in the work place exist – we may be underpaid, underappreciated, have toxic bosses, difficult colleagues – the way out is to face the situation head on, and spend effort to resolve it, often through counseling from outside the organization
- If you outgrow your job – many of us, ask for additional responsibilities or start mentoring junior colleagues – build into your work elements of service that will make your job and achievements more enriching.
- I started volunteering for my profession when I was young (27) – a chance but fortunate request by a fellow professional to give a talk to a professional group was the genesis of where I ended up as Executive Director, 19 years later.
- I started insisting on improvement in the examinations and questions at ICCP – by serving it eventually saved the ICCP and my own professional life.
- So take every assignment seriously – give it all you've got – even if there is no immediate payoff – the rewards can be huge in the long term for your well-being and that of others around you



The Professional

- **Mavens,
connectors
and
evangelists**

- The most powerful thing today is a network a professional builds
- A good network cultivated wisely and used well is a great expander of time
 - You have to contribute value to a network before you can gain value from it
 - Its primary job is not to give you the ability to meet your short term targets
- A good network can bring you what hours of personal research cannot – that is alternate perspective on what is important
- When you acquire the reputation of being a contributor of value to the community you are flooded with high quality help when you need it
- These people are not contacts, they are more important – they are connectors – they provide clarification, assistance and linkages to other connectors – and a link to an evangelist – who is the last word in a particular field (e.g. a John Zachman)
- A maven and a group of mavens you have become – that is a group of people who produce and trade knowledge





The Professional

- The professional's professional
 - Attributes
 - Integrity
 - Commitment and ownership
 - Action orientation and goal seeking
 - Continuous Learning
 - Professional knowledge and skills
 - Communication
 - Planning organizing and punctuality
 - Quality of work
 - A positive attitude, approachability and responsiveness
 - Being an inspiring reference to others; thought leadership



Thank you

- If you have any further questions do not hesitate to contact me via:
 - www.iccp.org



References

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