**Professional Practice Assignment**

**Introduction**

Professionalism in today's word is essential, and one of the most significant factors in our level of success in a chosen career. It is a transparent display of attitude towards trade and our company. According to Sylvia R. Cruess, "a profession is an occupation, whose core element is work, based upon the mastery of a complex body of knowledge and skills" (*Cruess, 2004*). Furthermore, professions are occupations that need an extended period of tutoring and training.

The word professional practice means the conduct and work of someone from a particular profession, and it defines a set of standards of how an individual behaves in the workplace, his performance, ethics, competence, training and so on that must be met to remain and succeed within the profession.

Equal Experts (EE) is a London based company offering a wide range of IT solutions from web applications to mobile and data services. As a junior IT trainer of EE, I was given a task of organising a two-day seminar about security vulnerabilities in web-applications which will be open to the public and welcomes IT security experts from our business partners, freelancers as well as independent ethical hackers. Throughout the implementation of this conference, we will give demonstrations of several aspects of professional best practices and discussing their methodologies.

**Demonstrate different communication styles that you can effectively design and deliver a training event for a given target audience.**

Categorised as interpersonal (soft) skill, the capability to communicate information and knowledge accurately as intended is a fundamental skill that must not be ignored in any aspects of life, let it be personal or professional. Communication is the action of distributing information from one person to another person or people. "The field of communication focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media" (*Korn, C. J., 2000*). Throughout the preparations and delivery of the seminar, several channels of communication will be used.

When talking about communication, many people immediately associate to language and speaking in general; however, it is just the verbal or vocal channel of communication. To verbally communicate effectively, one must not only use a confident speaking voice and articulate well - so the ideas and information are transmitted clearly - but intently use active listening as well. While passive listening is the mere act of hearing a speaker without apprehending the message, active listening is a skill to concentrate entirely on a speaker, comprehend the information and respond thoughtfully. Active listening is applied through some practical techniques.

* By *paraphrasing* the speaker, we have the opportunity to clarify obscure or vague information and summarise main points, which not only helps the comprehension of a topic but contributes to the process of better memorisation.
* The use of open-ended or specific probing questions, confirm that we gathered the essence of what has been shared and encourage the speaker into sharing additional information or narrow down a broader subject.

Using body language, facial expressions and gestures that convey information is called the non-verbal communication channel, and it is often used instinctively rather than consciously. "The total impact of a message is equal to a 7% contribution from the verbal channel, a 38% contribution from the vocal channel, and a 55%contribution from the facial channel" (*Hegstrom, 1979*). Considering that more than half of our delivery comes through non-verbally, let's examine the impact and role it plays in communication. It can:

* Strengthen or repeat the verbal message, emphasising it.
* Contradict the message, indicating to the listener that we may not be telling the truth.
* Substitute for a verbal message. For instance, the facial expression often conveys substantially more expressive message than words.
* Complement verbal message. Pat someone on the back in addition to giving praise, increase the impact of appreciation.
* Accent a verbal message. Pounding the table can stress the weight of the situation.

Any message exchanged by the use of written words and symbols is written communication, and it is the most common ways of communication in business. This channel of communication relies on grammar, punctuation and vocabulary. Developing written communication skills demands training, practice and adequate attention to detail. The following examples can help to improve written communication skills:

* Clarity: The use of simple language and sticking to the concrete, specific information.
* Conciseness: Get to the point quickly and efficiently.
* Tone: In business writing and emailing, our style is professional, combined with formality and friendliness.
* Active voice: It is usually more accessible and more comfortable to follow for readers than the passive voice.
* Grammar and punctuation: It is crucial for ensuring that our point is getting across.

Below are two examples of written business communication.

Responding email to the proposal of the catering company Caiger & Co.-s manager, Alix Caiger:

"Dear Alix.

Thank you for your proposal. We genuinely appreciate the effort that you have put in submitting such a comprehensive catering plan for our company.

We do understand that you have spent considerable time and resources to come up with this function, which outlines in details how you are going to provide food and beverage services for the interval of the two-day seminar.

My team and I reviewed the entire proposal in detail, and overall, we are delighted about it.

Kind regards, Tivadar Debnar."

Email to the Engagement Lead, Ambika:

"Hi, Ambika!

I'm coordinating this year’s web security seminar and would like to get some more input on the venue. The event specifications are listed below:

Date: 06.02.2020 - 07.02.2020.

The number of guests: 70.

Sandwiches are served at 10:00 and hot food at 13:00.

Vegetarian and gluten-free options are available.

Drink bar offers soft drinks and coffees.

The estimated cost is £50 - 55 per day per person (inclusive of tax), which fits our budget (£60).

The venue is available on the given date (Makers, Shoreditch).

Please advise on your preference for hot food menu items and sandwiches - see menu attached.

I look forward to hearing from you.

Have a nice day!

Tivadar Debnar"

**References:**

Profession - Cruess, S. R., Johnston, S., & Cruess, R. L. (2004). "Profession": a working definition for medical educators. *Teaching and learning in medicine*, *16*(1), 74-76.

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Non-verbal communication - Hegstrom, T. G. (1979). Message impact: What percentage is nonverbal?. *Western Journal of Communication (Includes Communication Reports)*, *43*(2), 134-142.

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