

The Life Flow

PATHS OF THE PROFESSIONAL



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The word professional evokes immense respect. Every society in every age has shown confidence and trust in professionals. A Professional refers to someone who has sound knowledge and techni-

cal knowhow of certain domain. Such people are held in high esteem. They receive special treatment across the globe. It is just an example of collective recognition; a unique way in which the society applauds its distinct members for their meaty contributions.

Why are the professionals treated so well? Why does society have faith in them? Can we consider professionals as experts? Are they also expected to be moral and ethical in their dealings? What are the attributes and traits that go into the making of a professional? These are some naïve questions which have

acquired tremendous significance. Our society today is witnessing an upsurge of new professionals such as counselor, life coach, Dancer, Singer, Painter, Lawyer, Motivational Speaker, and a columnist like me. It is becoming increasingly difficult to distinguish a professional from a non-professional. It is therefore important to note that one does not become a professional just by joining a professional group of doctors, engineers, lawyers or the like. It is imperative for the members to uphold the code of conduct as postulated by the profession. Sadly, it seems to have become a fashion for

many B-schools, colleges and the corporate companies to project themselves as the most professional ones in the market. In a bid to woo the students and prospective customers, some of our great portals of learning and earning distort facts and exaggerate the truth. They do it at their own cost, turning a blind eye to the sane advice of David Ogilvy, the Madison Avenue Advertising Legend:

"The customer isn't a moron. She is your wife! Don't lie to her and do not insult her intelligence."

In fact, anyone who is worthy of being called a professional can hardly afford to

hoodwink his valued customers. We need to realize that Professionalism is not about one's ability to use and communicate the buzzwords, such as - we add value, value for money, provide solutions, our people make the difference. On the contrary, a professional is a person, who listens to the voice of conscience and delivers much more than the promises. He shows single mindedness in achieving excellence in his profession, notwithstanding the fever and fret of life. Trust and confidence are the building blocks. Competency and Commitment are among the key virtues of any profession-

al. S/he remains relentless and uncompromising especially during the time of dip.

There could always be different paths for different professionals. But they remain wedded to a set of norms, ethics and certain principles. They know how to deliver what is best and sustainable. They are always open to new ideas and new practices. They are people with character and integrity. A true professional can be called a trouble shooter, who makes us all believe:

There is nothing so bad that it could not be worse;

There is little that time may not mend, And troubles, no matter how thickly they come, Most surely will come to an end.

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