

Business Mastery

§2 Intentional Excellence

Conscious Practice

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Conscious Practice

Ethics

- Key Interpersonal Ethics Concerns
- Key Business Ethics Concerns
- Resolving Ethical Dilemmas
- Codes of Ethics

Professionalism

- Professional Affiliations
- Professional Credentials
- Image

Goodwill

- Public Recognition

Social Responsibility

- Profiles
- Steps You Can Take Now

KEY

Terms

- Ambiance**
- Bigotry**
- Boundaries**
- Certification**
- Client Records**
- Codes of Ethics**
- Compassion**
- Competence**
- Confidence**
- Confidentiality**
- Dual Relationships**
- Empathy**
- Ethical Decision-Making Model**
- Ethical Dilemma**
- Ethics**

KEY

Terms

- Goodwill
- Guarantee
- HIPAA
- Honesty
- Image
- Integrity
- Laws
- Licensure
- Morals
- Power Differential
- Pro Bono
- Professional Affiliations
- Professional Credentials
- Professionalism

KEY

Terms

- Purchasing Power
- Registration
- Regulations
- Reputation
- Respect
- Responsibility
- Scope of Practice
- Self-Accountability
- Self-Esteem
- Six Step Resolution Model
- Social Responsibility
- Title Protection
- Values

A Conscious Practice

- **A Conscious Practice** is one in which you take the steps to make certain your outward impressions match your intentions
 - Helps develop professional image
 - Requires tools for handling ethical dilemmas
 - Cultivated by generating goodwill, recognizing your unique connection to your community, and determining your desired level of social responsibility.

Ethics

- **Ethics**: A system or code of morals and conduct of a person or group; the discipline dealing with what is good and bad or right and wrong.
 - Ethical behavior involves striving to bring the highest values into one's work and aspiring to do one's best in all interactions.

Ethics

- Common ethical dilemmas in the wellness professions:
 - *Practicing beyond your scope*
 - *Breaking confidentiality*
 - *Sexual misconduct*
 - *Misrepresentation of educational status*
 - *Financial impropriety*
 - *Exploiting the power differential*

Ethics

- Common ethical dilemmas (continued):
 - *Misleading claims of curative abilities*
 - *Improper dual relationships*
 - *Bigotry*
 - *Dishonesty*
 - *Inappropriate advertising*
 - *Violation of state/city laws or regulations*
 - *Boundary crossings and violations*

Key Ethical Concerns

Interpersonal

- ❑ Boundaries
- ❑ Power Differential
- ❑ Confidentiality
- ❑ Dual Relationships

Business

- ❑ Finances
- ❑ Product Sales
- ❑ Client Records
- ❑ Legal Issues
- ❑ Insurance Issues
- ❑ Referrals
- ❑ Taxes



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Figure 5.1, *page 74*

Steps to Resolve Ethical Dilemmas



Figure 5.2, page 76

Ethics

- **Code of Ethics:** Conduct guidelines often addressing issues ungoverned by laws that:
 - *Inform practitioners of appropriate ethical norms and behavior.*
 - *Supply direction for challenging situations.*
 - *Encourage practitioners to provide excellent service.*
 - *Protect clients.*
 - *Provide a means for enforcing desired professional behavior.*

Professionalism

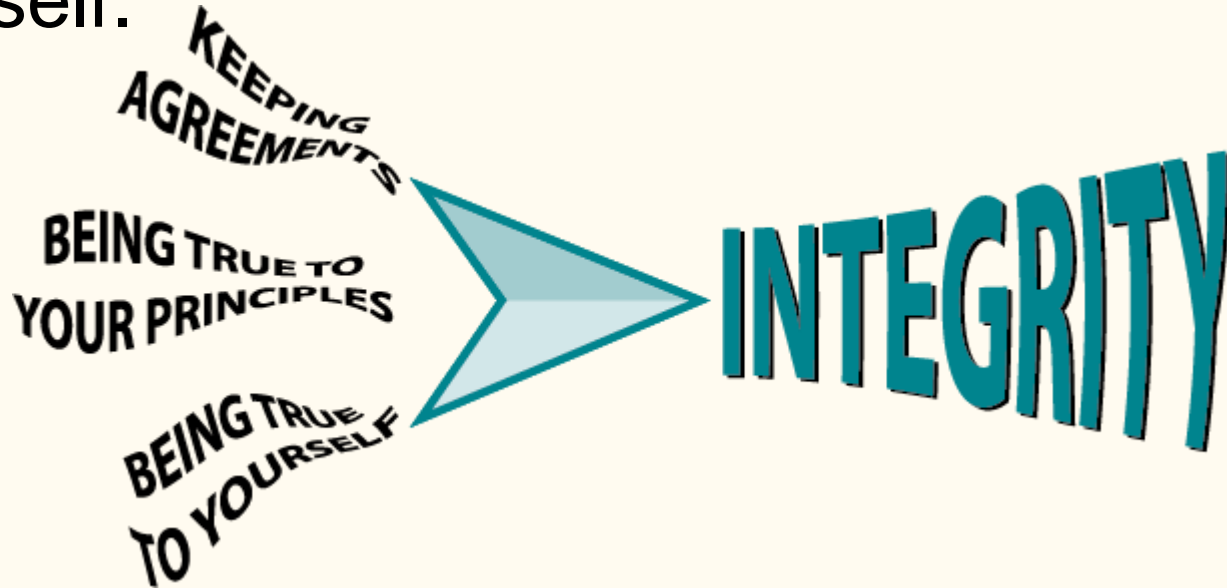
- Stems from your attitudes and manifested through your image, technical skill level, communication abilities, and your business practices.
 - Professionalism also relates to ethical behavior.
 - Integrity is the basis of professionalism



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Professionalism

- **Integrity**: 3 major levels: keeping agreements; being true to your principles; and being true to yourself.



Professionalism

- **Professional Affiliations** are an important part of the business world. They:
 - Help develop a professional image.
 - Provide educational, social, and networking benefits.
- **Professional Credentials:** 4 regulatory methods of credentials are *licensure*, *certification*, *registration*, and *title protection*.

Professionalism

- **Image:** Your public image is determined by how you present yourself, your office, your business practices, and how you treat your clients
 - Exude confidence, competence, and compassion.
 - Generate a comfortable, professional ambiance.
 - Treat clients with respect.
 - Clarify the characteristics you associate with professionalism.

Goodwill

- **Goodwill**: Benevolence, friendly disposition, cheerful consent, willingness, and readiness
 - Integral component for success in any service industry
 - Provides a commercial advantage
 - Improves **Public Recognition**
 - Important because many branches of the wellness field (particularly “alternative” ones) are less well-known by general public

Social Responsibility

- **Social Responsibility:** Holds that a business has a responsibility to refrain from unethical behavior that may bring harm to the community, its people, or the environment.
- It also recognizes that a business has a responsibility to give back to society to help solve social problems

Social Responsibility

- 5 Steps You Can Take Now:
 - Act Responsibly
 - Volunteer
 - Fund Projects
 - Use Your Purchasing Power
 - Be Respectful



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Highlights

The cornerstone of ethics is self-accountability.

An ethical dilemma occurs when two or more principles are in conflict and, regardless of your choice, something of value is compromised.

As a wellness practitioner, you will encounter various ethical dilemmas that require sound ethical judgment.

In the interpersonal realm, ethical dilemmas may involve issues around personal boundaries, power differential, confidentiality, and dual relationships.

Highlights (*cont.*)

Ethical dilemmas in the business arena most often pertain to finances, product sales, client records, insurance issues, legal issues, referrals, and taxes.

By preparing in advance for possible ethical dilemmas you may encounter, you will know where you stand and can gracefully address them.

Codes of ethics are conduct guidelines developed by a professional organization to inform practitioners of appropriate ethical norms and behavior, supply direction for challenging situations, and provide a means for enforcing desired professional behavior.

Highlights *(cont.)*

Professionalism stems from your attitudes. It is reflected in the image you portray, your technical skill level, your communication abilities, and your business practices.

Join at least two professional organizations: one to show your professional affiliation; and one to support your visibility in the community.

Maintain your professional credentials by Licensure, Certification, Registration, and/or Title Protection.

Highlights *(cont.)*

Be sure the image you portray (through yourself, your office, your business practices, and the manner in which you treat your clients) supports your vision of success.

Goodwill is an intangible business asset that equates to the positive feelings you or your business inspire in others. It implies warmth, congeniality, and trust. Creating goodwill may involve building alliances with other practitioners and donating your services to charitable organizations and events.

Promoting goodwill enhances the public image of your specific industry.

Highlights *(cont.)*

Social responsibility reflects values of compassion, integrity, respect for customers, respect for the environment, and giving back to the community.

A growing number of individuals and companies (especially in the holistic wellness field) are incorporating values that reflect social responsibility in their everyday business practices.

As a reflection of a growing emphasis on social responsibility, company support of volunteerism and tithing is on the rise.