

**5CO03 PROFESSIONAL BEHAVIOURS
AND VALUING PEOPLE**

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Task One - Professional, ethical and Inclusive behavior

AC 1.1 People professionals

Professionals means a member of any person from any profession having specified skills and activity to gain the targeted objectives. In the organization, people professionals mean the person who supports the goals and vision of the organization through great people interventions. The people professionals have different major activities in the organization including taking well-being initiative, making a positive work culture, and achieving a competitive advantage. Besides this, people professionals provide training, retention, and development and it feels the individuals valued and empowered. The CIPD map illustrated terms of creating a positive environment for the people and professionals concerned to improve their behaviour, skills, and knowledge (CIPD, 2023). In this case, the people professionals emphasized maintaining the core knowledge, specialist behaviour, and core behaviour. The people professionals maintain the core knowledge such as business acumen, people management, and change management that helps to maintain an inclusive work environment where individuals can get equal opportunity. Core behaviour is also important which emphasizes making evidence-based decision-making to create an ethical work culture (Cipd.co.uk. 2022). For example, I take different well-being initiatives that help to feel the employees prioritized and they become encouraged in their work and improve their work efficiency which leads to improved productivity.

Apart from this, I focused on maintaining my ethical behaviours to develop a positive work culture. I follow different legislative factors to maintain equality and also try to make the workplace inclusive. This would help me to reduce the pay-related discrimination which reduces the unfairness. I maintain all kinds of ethical standards such as honesty, respect, and staff behaviour by which the employees feel prioritized and motivated and it helps to build the trust level and improve strong relationship bonds.

AC 1.2 Ethical values

Ethical values in the workplace are defined as creating an atmosphere of trust, honesty, loyalty, and respect that empowers the employees improves job satisfaction, and leads to improved organizational productivity (Allen, 2021). Different types of ethical practices such as professionalism, accountability, effective communication, trust, and mutual respect improve the employees' job satisfaction level and improve productivity. For instance, in my

workplace, I try to maintain the ethical values that help to make a positive environment which are discussed below:

Fairness: Fairness in the workplace helps to develop a positive environment that helps the employees feel more engaged and safer in their roles. These kinds of positive environments improve overall productivity. Besides this, Fairness promotes teamwork and collaboration in the workplace (Alvesson and Einola, 2019).

For example, a female employee complained that their increment rate has increased by 2% whereas the increment rate of males has increased by 3% after accomplishing the same level of work projects. I investigated the matter and understand that there is gender discrimination within the workplace against female employees. Being a people professional I follow the Equality Act 2010 to maintain equal opportunity within the workplace. Through this act, the female employees can get the same level of opportunity and pay facility equal to the male. Thereby, it helps to reduce pay-related discrimination and maintain a positive work culture. In this way, the male and female employees will get the same level of pay facility for their equal contribution and it helps to maintain fairness.

Honesty: Promoting honesty in the workplace helps to create a positive work culture that helps to ensure the employees which that ensures the employees enjoy working with their co-workers. Besides this, it helps to develop trust between the employees which improves engagement and leads to maintaining a positive work culture (Bryson and Andres, 2020).

For example, our organization emphasized meeting the client's deadline to gain a competitive advantage. One of my colleagues felt ill at that time he took urgent leave and took his project's responsibilities. Due to excessive work pressure, I did not handle his project properly and the project failed. After some days my manager blamed my colleague and as I followed honesty, I accepted my fault towards my manager and made him understand that due to excessive work pressure I did not handle my colleague's project properly also, I requested him to give me another chance to modify my colleague's project.

AC 1.3 Importance of people professionals to influence others

In the organization, people professionals have a crucial role in developing decisions in an informed, clear, and engaging manner. The people professionals try to communicate with the employees in a clear, informed, and engaging manner (Bryson and Andres, 2020). For example, a complaint came from the employees that their salary increment had been delayed.

Therefore, I organized a meeting with the organizational staff to provide them the information regarding the salary increment in a clear, informed, and engaging manner. Firstly, I provide a clear presentation of the process of salary increment in our organization and try to promote clarity regarding the stage-by-stage process of increment and also the reason behind the delay of the increment process. My clear information and explanation helped the employees to understand the main cause of delaying of increment process and it reduced the complaints in the future. Besides this, I make a presentation of the reward policy regarding bonuses, salary structure and increments, and the entire stages and causes of delay to the employees. In this case, communication is a significant factor that helps the employees to become more engaged and it helps to share the informative decisions. Through communication, I can explain more efficiently the reason behind the delay in providing an increment and the process of increasing the salary increment. In this way, the employees understand properly the actual reason for the delay in salary increment and the complications in the organizational policy (Charalampous *et al.*, 2019). Therefore, this information helps to reduce the complaints against the company.

Being a people professional I decided to try to make different interactive presentations and conduct a question-answer session and it improved the communication and engagement level. Thereby, the individuals can clear their doubts regarding different organizational factors. Thereby they can understand the reason behind the delay in salary increments which makes a transparent and fair workforce. However, it helps to reduce unnecessary claims and complaints regarding different organizational issues and factors.

AC 1.4 Examples of issues to raise matters to higher authority

In terms of maintaining a positive environment, the people professionals make ethical decisions and raise their voices about different unethical practices. For instance, the code of conduct helps to reduce discrimination and unethical practices and creates a positive environment in the workplace (Glowacka, 2021).

For example, once I observed that my colleague selects employees for promotion in an unethical manner and he has accessed all the details of the employees. I observed that his judgment is impartial in selecting employees for promotion. After understanding the matter, I raised the point to the ethical committee as I am not part of the recruiting team. In this case, the ethical committee took the case and started investigating the matter regarding the hiring

process where the committee supported selecting employees for promotions based on their merit.

Apart from this, the people professionals must take legislative support and identify the current situations to raise the concerns. For instance, the manager of our organization makes changes in the policy that the employees have to come Saturday to support the excessive work pressure of meeting the client's deadline. I observed that the employees are not paid for their overtime duties. I noticed that there is discrimination in our work culture. In this case, I follow the Employment Rights Act 1996 where the employees can get paid for their extra time duty and they can work a maximum of 8 hours in a day and a weekly maximum of 48 hours. At the same time, I filed a complaint to the board of directors against the team leaders regarding the employee abuse. In this case, I also requested the board of directors to respond within 72 hours against the file and take crucial action against the employee abasement.

AC 2.1 Robust Arguments in Ethical People Practice

Herzberg Two Factors Theory

The application of *Herzberg's Two Factors Theory* helps to improve business and human benefits. This theory has two different areas as Hygiene factor and the motivation factor. In terms of human benefits, the motivation factor helps employees' dissatisfaction level motivates them in their working environment directly, and makes them more efficient by providing growth and developmental opportunities to reach their goal (Kuzminov *et al.*, 2019). Besides this, In terms of business benefits, it helps to improve the employees' efficiency which lowers the turnover rate by assigning employees flexible duties that they enjoy upgrading their skills and knowledge and automatically improving the productivity rate. At the same time, the hygiene factor helps to eliminate the dissatisfaction level of the employees. In terms of human benefits, the people professionals focused on adding and improving the hygiene factor that helps the employees feel valued and eliminate dissatisfaction levels from the employees in work and it improves performance and lowers the turnover rate (Sharma, 2020). To business benefits, implementing hygiene factors helps to improve the business policy and work conditions. Along with that, the hygiene factor provides job security and higher salaries which helps to motivate the employees to reach their goals and make the company more productive as well as gain a competitive advantage.

The application of Maslow's Hierarchy of Needs in the business industry helps the employees to be motivated in business and human benefits which are discussed below:

Psychological needs: In terms of human benefits, the people professionals provide regular monthly salary and, a comfortable work environment which motivates the employees to contribute more in their work and leads to making the company productive and this is the business benefit (Kwon and Jang, 2022).

Safety needs: This is about providing sick pay and, a pension scheme and creating a health and safety working environment that motivates the employees in their goals.

Social needs: Social needs in the workplace are based on promoting the opportunity to work across the team, different departments, and levels. Thereby, it helps the employees to motivate and encourage them in their goals as they feel valued and can share their perspectives and viewpoints.

Self-esteem: In the case of human benefits, the people professionals provide the employees promotion, praise, and different responsibilities which encourages them in their work and the employees accomplish all work efficiently by getting motivation which improves the business conditions (Kwon and Jang, 2022).

Self-actualization: In this stage, the people professionals provide different training, mentoring, and different opportunities that enable staff to grow very fast. Thereby, the organization can motivate the employees by fulfilling their self-actualization needs which improves both employee efficiency and organizational productivity.

AC 2.2 Strategies for Designing and Ensuring Inclusive People Practice

Two ways of building inclusivity into a people practice initiatives

In the workplace, people professionals try to make the workplace inclusive which helps to create a sense of belongingness among the employees and it leads to innovation makes the company more productive, and creates better decision-making (Lewrick *et al.*, 2020).

In our workplace, a female employee complained that their increment rate has increased by 2% whereas the increment rate of males has increased by 3% after accomplishing the same level of work projects. I investigated the matter and understand that there is gender discrimination within the workplace against female employees and it causes female employee turnover. Therefore, it is proved that there is gender discrimination where male and female employees are not treated equally (Numminen *et al.*, 2019). In terms of making the workplace inclusive, we people professionals decided to take two significant steps:

Firstly, I took help from legislation and I decided to follow the Equality Act 2010 to maintain equal opportunity within the workplace. Through this act, the female employees can get the same level of opportunity and pay facility equal to the male. Thereby, it helps to reduce pay-related discrimination and maintain a positive work culture. In this way, the male and female employees will get the same level of pay facility for their equal contribution and it helps to maintain fairness.

Secondly, I made an attractive job description with high salary benefits and leave opportunities to attract female employees to our organization and posted the job description on different social networking channels on WhatsApp, Facebook, LinkedIn, and others.

Two ways of checking the inclusivity of the people's practice initiatives

After implementing the above initiatives, the people professionals focused on checking two ways after taking two initiatives.

Firstly, I conducted the interview session, after 6 months of implementing the act and hiring employees. I observed that the interview responses were mostly positive where the employees said that they are getting equal opportunity in every area and the salary increment rate is also 3% which is equal to the males. Besides this, the number of female employees also increased by 4% in the last 6 months. Through the attractive job description, the female employees become attracted to the company.

However, I also distributed the survey questionnaires to the new and old female employees to understand their concerns, I noticed that, the older female employees are happy with their current as they get equal opportunities to the males and the new employees are happy with the organizational growth opportunities, leave, bonus, increment and others which helps to reduce the employee turnover.

Task Two - Professional Development

AC 2.3 Reflection on self-assessment

Five behaviours from the CIPD profession map, I understand my weak areas as well as my strong areas. I noticed that I have good active listening skills as I listen to the employees' communication properly through communication and after analysing their concerns, I take effective actions. However, I have poor professionalism and also need to improve my skills on current labour market trends. On the other hand, I have good body language and vocabulary through which my communication skills are good. I also need to develop my skills in current trends.

AC 3.1 Changing role of people professionals and its impact on CPD

Traditionally, people professionals are part of employee administration and supervision primarily focusing on the roles of generalist and specialist. In contemporary times with the advent of corporate bodies, as well as globalized companies, the role of people professionals has expanded to other areas of employee governance like employee wellbeing, employee health and safety, and so on (Rousseau, 2020). Accordingly, these roles are further defined to ensure that the overall focus of human resource management is not only about employee supervision but also about employee engagement. As a result, my continuous professional development has to focus on multiple aspects of employee management performance appraisal, safety and security, happiness, mitigations, well-being as well and overall workplace satisfaction. Once these are achieved only when the expanded roles of people professionals can be justified (Sarwar *et al.*, 2020). Apart from the roles of specialist and generalist, modern roles of people professionals are generated like happiness officer, and wellbeing officer. However, in the workplace, the role of people professionals was limited previously but it is now expanding with different roles that aim to foster employee happiness and engagement as well as increase satisfaction levels.

For example, the people professionals currently use digital tools like Facebook, WhatsApp, LinkedIn, and other social networking channels by which they can reach employees properly and understand their demands and needs. Based on that the people professionals can promote wellbeing initiatives and also fulfil their employment rights. Besides this, people professionals use remote working facilities which improve the employees' efficiency as they can get flexibility in their work and can complete their work from home.

AC 3.2 Strengths and Weaknesses

As per the CIPD map, I understand my strengths and weak points based on the five core behaviours. One of my colleagues Ahmed and my line manager Abdul have provided their feedback which helped me to highlight my strong and weak areas.

Strength	Weakness
<ul style="list-style-type: none"> • Good communication • Active listening 	<ul style="list-style-type: none"> • Poor professionalism • Poor knowledge of external trends • Poor stakeholder management skills.

Feedback from a colleague and line manager

Feedback given	Performance rating	Conclusions from feedback	Next steps
Ahmed (colleague)	Satisfactory	From the feedback from Ahmed, I clearly understood that I have a low level of knowledge in professionalism skills. He also said that he noticed, I have an issue in resolving conflict in my team. Therefore, I need to improve my skills in current labour market trends. Besides this, he said that I have good active listening skills as I listen to the employees' concerns properly and make strategic decisions based on them.	My present concern is to maintain a good relationship with the employees and learn nonverbal communication cues also I need to improve my professionalism where I need to follow ethical standards properly and maintain my effective work habits.
Abdul (Line manager)	Satisfactory	My line manager Abdul said that I have good skill of communication. Having good active listening skills, I can listen to people properly understand their concerns, and accordingly make efficient decisions to	My present concern is to conduct training sessions to improve my stakeholder management skills. I will learn how to understand

		meet the demands of the employees. But he also said that I have poor skills in managing stakeholders. He said that I need to make more efforts to understand the concerns of the stakeholders and accordingly sort out their issues by making strategic plans.	the concerns and needs of the stakeholders.
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AC 3.3 Formal and informal development activities

After understanding the feedback from the Line manager and colleague based on the five core behaviours of the CIPD map I understand my strengths and weakness point and accordingly take effective actions which are discussed below:

My colleague Ahmed said that I need to improve my professionalism skills as I do not maintain ethical practices in the workplace. Therefore I decided will join the CIPD seminar to improve my professionalism skills. This seminar would help me to build a positive work culture where the employees become more engaged within the work culture. I can communicate properly with the employees which helps to build trust and make a stronger relationship bond. My Line Manager Abdul said that I have poor stakeholder management skills because I faced issues understanding the concerns of the stakeholders and accordingly sorting out their issues by making strategic plans. Therefore, I decided, that I will Attend a Collaboration and negotiation scale course to improve stakeholder management skills. This session will help me to take logical steps and effective decisions to meet the stakeholders' concerns and demands and also Understanding the needs and demands of stakeholders will help me to make strategic decisions to make organizational changes which will lead to the company's productivity. My colleague also pointed out that I need to improve my skills in current labour market trends. I will read journals and blogs to improve my knowledge of the current labour market. However, it will be to stay updated with the current labour market trends and improve knowledge in gaining a competitive advantage. Besides this, it will help me to tackle employee demands and employment strategies to meet their expectations and increase their engagement.

AC 3.4 CPD Reflections

Reflection 1

Attend CIPD seminar to improve my professionalism (April 2022)

I observed that I have poor professionalism and thereby I joined a CIPD seminar to improve my professionalism. I noticed that I need to improve my ethical standards which helps to create a positive work environment. Due to poor professionalism, I faced issues in engaging people in the organizational goal. Joining the CIPD seminar has improved my both two areas personally and professionally.

I observed many changes in my life like I became more disciplined from previous days. Along with that, I can show much more respect to my family and friends and it can make a stronger bond. Also, I improve my honesty level which helps to build trust and foster happiness. I observed that I could finish my work timely and efficient.

Professionally, I also noticed that there are too many changes occurring in my work environment. I can now follow honesty, integrity, and accountability in my work culture. I show respect to juniors and seniors and I make people valued and feel prioritized by listening to their concerns. Thereby, it helps to build a positive work culture where the employees become more engaged within the work culture. I can communicate properly with the employees which helps to build trust and make a stronger relationship bond. Thereby, I made a positive impression, successful interpersonal relationships, and improved organizational reputation. I have improved my problem-solving skills and strong communication and interpersonal skills.

Reflection 2

Attend Collaboration and negotiation scale course to improve stakeholder management skills (September 2022)

From the feedback from the manager, I understand that I have poor stakeholder management skills as I faced challenges in understanding the needs of stakeholders and also had issues in managing risk and developing stronger relationships between the stakeholders. In these concerns, I joined a collaboration and negotiation scale course. After joining the scale scores, it has made changes in my personal as well as in my professional life.

I noticed that my negotiation skills and understanding level have improved and I become a more family-oriented person. This is because I spend much more time with family and can easily understand their desire, thoughts, and insight which made me more connected with the

family. I prioritize the choice and preferences of my friends and family and I feel more connected which reduces my excessive stress and anxiety level.

Professionally, I noticed that I have improved my skills in managing the stakeholders. This is because, I noticed that, my negotiation and collaboration skills have improved with the stakeholders. Now I can easily understand the thoughts, ideas, concerns, and employee demands. Besides this, I take logical steps and effective decisions to meet the stakeholder's concerns and demands. Understanding the needs and demands of stakeholders helps me to make strategic decisions to make organizational changes which leads to the company's productivity. Through the negotiation, I can easily communicate with the stakeholders which also helps to make a stronger bond with the stakeholders.

Reflection 3

Reading knowledge to improve my skills on current labor market trends (November 2022)

Upgrading knowledge and skills regarding current trends is necessary to make the organization competitive. Therefore, I started reading blogs to develop my knowledge of current methodologies and technologies. Along with that, reading blogs helped to stay updated with the current market trends and improve knowledge in gaining a competitive advantage. Developing knowledge of current trends helped me to make important decisions to gain a competitive advantage. Reading blogs helped me in changing my life professionally and personally which are discussed below:

I observed that I became more attentive and my confidence level also improved noticed that I became a diligent and vociferous reader. I observed that my knowledge and skills have improved in different areas. I can make effective decisions now in my familiar matters and make the right choices which brings improvement.

Professionally, I think reading blogs has helped me to understand what employees think about workplace expectations and requirements. Accordingly, now I know how to tackle employee demands and employment strategies to meet their expectations and increase their engagement. Along with that, reading blogs helped to stay updated with the current market trends and improve knowledge in gaining a competitive advantage. Improving my knowledge of current trends helped me to make important decisions to gain a competitive advantage. Additionally, staying up-to-date with current trends has helped to understand the innovative

strategy to grow the business and also gain the strategy to retain employees in the current labor market.

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