

Private Protective Services

| | |
|-----------------------|---|
| Title: | Department-Professional Standards |
| Lesson Purpose: | To acquaint the students with the type and manner of professional conduct necessary for being successfully employed in the security industry. |
| Training Objectives: | <p>At the end of this block of instruction, the student will be able to achieve the following objectives in accordance with the information received during the instructional period:</p> <ol style="list-style-type: none">1. Define “department” and determine the attitude and conduct required of a competent and professional security guard.2. Identify and determine effective verbal and nonverbal communication.3. Demonstrate the positive and negative effects of body language, gestures and slang.4. Determine the general responsibilities of a security guard while working.5. List the security guard Code of Conduct guidelines.6. Apply sensitivity and correct procedure when dealing with disabled individuals at the work site. |
| Hours: | One (1) |
| Instructional Method: | Lecture/Discussion |
| Required Materials: | Student Outline Pen/Paper |
| References: | Blum, Jon. “Communication Skills for Law Enforcement Officers.” (Powerpoint Slides) <u>Basic Law Enforcement Training Manual</u> . Salemburg, NC: North Carolina Justice Academy, 2001. |

Broughton, Marisa. "Circadian Rhythms and Shift Work." IFPO, found online at http://www.ifpo.org/articlebank/circadian_rhythms_shift_work.htm. October 2002.

Cloutier, Georgia. "Communication Process," The Direct Supervision Manual. Salemburg, NC: North Carolina Justice Academy, 1996.

Costello, Jim. "Uniform Appearances." IFPO, found online at http://ifpo.org/articlebank/uniform_appearances.htm, November 2000.

Drury, Susanne S. Assertive Supervision. Champaign, IL: Research Press, 1984.

Fast, Julius. Body Language in the Workplace. New York, NY: Penguin Books, 1991.

IFPO. "Ethics and the Security Profession: A Theoretical Perspective." Found online at http://www.ifpo.org/articlebank/ethics_security_profess.htm, October 2001.

"Officers, Supervisors: IFPO Offers Help." Security, February 2000, p. 91.

Nierenberg, Gerald I. and Calero, Henry H. How to Read a Person Like a Book. New York: Pocket Books, 1971.

Pease, Allan. Signals. New York: Bantam Books, 1981.

Ross, Catherine and Dewdney, Patricia. Communicating Professionally. New York: Neal-Schuman Publishers, Inc., 1989.

Roth, Daniel. "Someone to Watch Over Us." Fortune. 144, 12, 12/10/01, p. 216-223.

Schaefer, Peggy, et al. "Communication Skills for Law Enforcement Officers," Basic Law Enforcement Training Manual. Salemburg, NC: North Carolina Justice Academy, 1997.

Private Protective Services

Sprague, Robert. "They Will Return." Security Management, 44, 9, September, 2000, pp 56-59.

Tobin, Chuck. "For Every Action." Security Management, 44, 9, September, 2000, pp. 61-65.

Vellani, Karim. "Don't Let Your Guard Down." Security Management, 45, 10, October 2001, pp. 88-92.

Webster's Dictionary. Landoll's, Inc: Ashland, OH, 1999.

"When Looks Kill: Profiling the Domestic Assaulter." AIMS Media, 1992.

Zalud, Bill. "No-Win Racial Profiling," Security, 38, 4, April 2001, p. 7.

Prepared by: John Greco
PPSB

Date Prepared: June 1999

Revised by: Peggy M. Schaefer
Training Manager
North Carolina Justice Academy

Date Revised: January 2002

Revised by: Ray Bullard
Training Officer
Private Protective Services Board

Date Revised: August 2019

Private Protective Services

Title: Department-Professional Standards

I. Introduction

A. Opening Statement

This block of instruction emphasizes the methods and strategies you can adopt that will help you look, think and behave more on a professional level. The importance and need for well trained and professional security guards is on the rise especially since the terrorist attacks. We have to raise the level of our professionalism to meet the challenges and demands of our clients and customers.

B. Training Objectives

C. Reasons

For many individuals entering this career field, performing your job responsibilities in a respectable, professional manner is critical to your success. Competent communication and professional demeanor will go a long way to demonstrate to your supervisors and clients that you are serious about the career choice you have made.

II. Body

A. Definition and Attitude

1. Webster's dictionary defines *deportment* as "the way one behaves or acts."¹ Another dictionary defines this word as "the manner in which you conduct yourself." For our purposes we have to carry this one step further by adding to the definition . . . as a security guard.

A security guard performs a vital service of protection and assistance to private and public sectors of the community. We want to be sure that your Professional Standards doesn't interfere with performing a satisfactory level of service.

2. Achieving the level of conduct or professional standards necessary for the place where you work as a security guard is rooted in:
 - a. Knowing your role (conduct) as a security guard in the state of North Carolina.

Private Protective Services

- b. Learning and carrying out the security duties and responsibilities of the location in which you are a security guard.

This segment of your training can deal only with helping you learn your role/conduct as a security guard and being recognized as a professional. The second part will be learned on-the-job.

- 3. Conducting yourself as a professional security guard has two perspectives:

- a. How people and things react to you
- b. How you react to people and things

This block will teach you the principles and skills of nonverbal and verbal mannerisms to help you succeed in your new role.

B. Personal Appearance

People react to your physical appearance, how you wear your uniform, and to your projected attitude. Think about how you react to the mannerisms of other people, then think about how others may react to you and your mannerisms.

- 1. General appearance of security guards
 - a. Security guards must be neat and clean in appearance, wear the complete uniform as prescribed and, through your personal appearance, project a professional image. When you do this, people will react to you with respect. Security guards must maintain the uniform in good condition and be properly groomed at all times. There is only one way to wear the uniform and that is the **correct** way. As the word “uniform” implies, the uniform must be worn in the standard manner established by your company.
 - b. Security guards must take pride in the way they wear the uniform because a neat, well-groomed guards attract favorable attention wherever you are seen. On the other hand, the security guard who makes a poor appearance attracts unfavorable attention.

Private Protective Services

- c. Personal appearance is likewise vital. Personal appearance and the manner in which the uniform is worn are the chief means by which the public evaluates you, your organization and its members. That means your fellow security guards and your organization are judged by how **you** present yourself.
- d. Your desire to wear your uniform proudly also affects your fellow guards. Anyone in uniform is a salesperson for his/her company. While in uniform, you either sell or fail to sell yourself and your company to your client and their employees and visitors. In a sense, you serve as a goodwill ambassador for your company and your client whenever you appear in uniform.
- e. Be anxious to make the best possible appearance in or out of uniform! The proper wearing of the uniform is really self-discipline in which you effectively combine all the elements of personal appearance. Your attitude and general efficiency also will be reflected in the way you wear the uniform. It is an unfortunate fact that an otherwise excellent security guard will probably be considered a poor one simply because his/her uniform is sloppy!

2. Personal Hygiene

There are some things people will never tell you. A security guard who is not clean or whose body odor is noticeable, loses friends and clients for his/her company. Bathe regularly, keep your hair combed and neatly trimmed, shave when necessary, and pay attention to basic cleanliness. Uniforms should be cleaned regularly.

3. Morale

Guard morale is important in overall personal presentation. “Low morale can lead to complacency and inattention to duties, which lead to other problems. Low guard morale also results in concerns for management, such as increased turnover, tardiness, and absenteeism, as well as, excessive sick time.”ⁱⁱ You need to be

Private Protective Services

aware that you will communicate and project your low morale to your supervisor and other staff members. If you feel like you are having problems at work, it is better to talk to your supervisor individually. Do not gossip and spread discord among other employees.

C. Effective Verbal/Nonverbal Communication

One of the most prevalent ways that you will be evaluated as a security professional is by the way you communicate both verbally and nonverbally with the public and with your fellow staff guards.

1. General Verbal Speaking Strategies

“Presenting professionally to the public involves having the ability to speak plainly and clearly. Individuals that you encounter will form a lasting impression of you and your company with the words and phrases that come out of your mouth.”ⁱⁱⁱ

a. Speak plainly using clear diction and grammar.

Security guards are expected to understand and correctly utilize the English language when dealing with the populace. Succinctly verbalizing words and phrases enhances your communication skills. Avoid stuttering, if possible, and avoid using incomplete sentences.

b. Check your vocal qualities:^{iv}

- (1) Does every word and every sentence you speak sound like every other? Or do you vary the pitch and emphasis depending on the tense?
- (2) Do you sound tired or bored? Or energetic and interested?
- (3) Is your tone tight? Nasal? Breathy?
- (4) Do you mumble? Or can your consonants be distinctly heard?
- (5) Do you speak so softly that people often can't hear you?

Private Protective Services

- (6) Do you have a machine-gun delivery--so rapid that people sometimes miss what you say?
- (7) Do you speak so slowly that people have trouble waiting for you to finish your sentences?
- (8) Do all your sentences, even declarative ones, have an upward intonation as if you are asking a question? Do you sound hesitant and unsure? Or do you sound confident in what you are saying?

The way you speak sends a message to people. Is it the message you intend to send?

- c. Avoid using “slang” terms.

There may be times when a security guard uses “slang” terms to build rapport with individuals encountered in their areas. But for the most part, he/she should talk using proper English.

- d. Never use profanity.

Using any profanity (cuss words) with the public is very offensive and unprofessional. It is the primary complaint that citizens make when reporting improper behavior to your supervisors or company representatives. Regardless of the way an individual is addressing you or talking with you, do not succumb to the temptation to use their words.

- e. Generally address individuals by “Sir” and “Ma'am.”

Security guards should address the persons they are interviewing, questioning, helping and giving general information to as “Sir” or “Ma'am.” If you know an individual’s last name, then it is appropriate to refer to them as “Mr. or Mrs. Jones.” Addressing them in this manner shows respect and can diffuse charged individuals.

- f. Smile and nod when listening to individuals.

“Smiling and occasional nodding function as encouragers in a conversation, reassuring the other person that you are friendly, interested, *approachable*, and listening. If you usually listen impassively, try nodding occasionally. Do not overdo it. An occasional single nod of the head encourages people to say more; successive nods get them to stop.”^v

2. Nonverbal Communication

“Messages have two parts--the words themselves and the signal we send with the words to tell people how they should take the words. When Don Corleone in ‘The Godfather’ offered someone a ‘deal they could not refuse’ he did so in a friendly and fatherly voice that also told that person that he would probably be killed if he did not comply.

Our posture, gestures, tone of voice, etc., are the signals we use to give people directions, as well as, how they should interpret our words. The same words can mean very different things in different situations when accompanied by different gestures and different pitches and tones in the voice. The words themselves cause much less trouble in communication than do the body signals which accompany the words. Words don't mean, people mean. Meanings are in people, not in symbols.

The adage ‘actions speak louder than words’ seems to be truer now than before, at least scientifically, as researchers claim that **nonverbal cues account for about 90 percent of the meaning that is transmitted between two persons in face-to-face communications. Less than 10 percent of the meaning comes through the verbal channel.** To the extent that we can understand a person’s words and actions, we have a better chance of ‘reading’ that person correctly.

In addition to verbalized messages, a security guard sends out nonverbal signals. Although guards are aware of the many dimensions of body language, few individuals understand the function of nonverbal communication. The guard who understands his own nonverbal behavior can increase the likelihood of this message being understood correctly. Likewise, guards who understand the functions of nonverbal communication

will be more likely to interpret the silent message sent his way and react appropriately.”^{vi}

a. Paralanguage^{vii}

“Paralanguage addresses qualities such a voice pitch, range, timbre (sound quality), resonance (reinforcing a sound), speed, and speech difficulties, such as lisping or stuttering.

While body language accounts for 55 percent of the meaning of a message, paralanguage accounts for an additional 35 percent. How we say a word or phrase can determine its meaning.

Example: If you are asked if you like your job and you reply "yes," the way you say it may actually communicate just the opposite.

(1) Voice characteristics

(a) Pleading or questioning tone

- 1) Speaker’s voice may rise at the end of the sentence as if the statement may be a question. It may be quiet and not projected well.
- 2) Enunciation may be poor so that messages are mumbled or trail off into inaudibility.
- 3) The pitch may be high and tone breathy so that the voice lacks strength and energy.
- 4) Result is that the voice characteristics do not command attention and respect.

- (b) Sarcastic, judgmental, overbearing voice tone^{viii}
 - 1) Assertively phrased sentences can sound quite aggressive if delivered in an aggressive, overbearing tone of voice.
 - 2) Some people are not aware of the effect that their tone of voice may reflect aggressiveness.
 - 3) Another aggressive voice characteristic is the overemphasis of particular words or phrases in the sentence.
 - 4) Clipped or very deliberately stated messages or messages forced out through clinched teeth may also appear aggressive.

(2) Word choices

The kind of words used is often a clear reflection of the security guard's personal style and level of professionalism.

- (a) "Loaded" words^{ix}
 - 1) Some words simply cannot be used in a neutral and objective description. Words such as **lazy, incompetent, stupid, unmotivated, and worthless** are judgmental in themselves and provoke a negative reaction. Loaded words or phrases arouse defensiveness.
 - 2) The more loaded the language used to describe the problem, the more likely the other person will become defensive and stop listening.

(b) “You” statements^x

A “you” statement is “you” followed by a loaded word or phrase.

- 1) “You” followed by a description tends to provoke more defensiveness than a statement done without a “verbal” finger pointing “you” statement.

Example: “What are *you* doing here?” It is likely to be more loaded than “Can I help you, Sir?”

“You're not telling me the truth” tends to provoke more defensiveness than “I need for you to be completely honest with me.”

- 2) Another problem is that such statements are often rather general.

Example: “You are a known criminal.” This gives very little information.

“I have seen your criminal history background and know all the times you've been charged and convicted.” This gives more information.

(c) Judgments disguised as questions^{xi}

- 1) Another aggressive approach is to ask a question that really expresses a judgment.

Example: “What are you doing hanging out here today?” What is really meant is, “Why don't you have

a legitimate job instead of dealing drugs?”

- 2) The nonassertive person asks a question and hides his feelings. The aggressive person asks a question, but makes his real feelings obvious through word choice, voice tone, and body language.

(d) Descriptive instead of judgmental criticism^{xii}

- 1) Assertive criticisms describe behavior that is creating problems without attacking the person involved.
- 2) The purpose of assertive criticism is to solve the problem, not punish the other person for his/her behavior.
- 3) It is "non-loaded" language.

(e) Clear, direct, non-apologetic expression of expectations and feelings^{xiii}

- 1) State in the first few minutes of interaction exactly what you want so people do not have to guess what you want or listen to several minutes of hinting.

Some examples are:

- a) “Sir, I need to know what business you have here on the property. We are closed right now.”
- b) “Mrs. Edwards, I understand that you are upset and frustrated because someone has broken into your file

drawer, but I need for you to sit down now while I finish my investigation and report.”

- 2) Statements are direct and specific and directed to the person for whom they are meant. (Important for assigning tasks, in criticizing others, responding to criticism, giving praise, and in other interactions.)

b. Nonverbal Communication - body language cues^{xiv}

(1) Hesitation

Nonassertive speakers sound as if they are not sure of what they are saying. One thing that communicates weakness is hesitation or a lot of ‘ums and ahs.’ The guard who wants to sound confident and professional plans and perhaps even practices what he/she is going to say so that it can come out smoothly and without undue hesitation. A strong, even flow of speech sounds much more assertive than a halting hesitant statement. Compare the following statements. Which sounds stronger?

- (a) I uh, really think, uh that you should, climb, uh, down from, uh that fence right now.
- (b) Get off the fence now!

Assertive statements get right to the point. It’s not necessary to wade through a lot of words to find out what the assertive person wants. For example, the assertive guard would more likely say, “I need to know what you saw while Mrs. Edwards was being assaulted in the parking lot.”

(2) Lack of eye contact

One of the most critical nonverbal cues is lack of eye contact. Looking at someone while talking communicates directness and self-confidence, while downcast eyes communicate uncertainly or hesitation. It is much easier for someone to ignore a message when one never has to look the speaker in the eyes. Eye contact tells the other person “I am talking particularly to you, and what I am saying is important to me.”

Observe others you interact with. How do you feel when someone doesn't make eye contact with you? Notice whether you make eye contact when you interact with others, and if you do not, try making eye contact for several days and see if it makes any difference with the way others interact with you.

(3) “Looking through you” eye contact

While the nonassertive person avoids eye contact, the aggressive person may stare at someone without really making eye contact. Interestingly enough, neither one really sees people's reactions to what they are saying. A person can't really observe others without genuine eye contact.

Staring at someone is certainly more powerful than not making eye contact at all, but it can be intimidating and minimize access to information about the other person's actions.

(4) Interruption

Since the aggressive/non-professional person is not really interested in listening to other people's point of view, he often does not give them an opportunity to finish what they are saying. He may actually tell a person to shut up or may simply start talking before the other person has finished. Even when this individual person does not actually interrupt, his responses may seem to have little to do with what the other person said. He carries on “shoot-and-reload” conversations. In a shoot-and-reload

conversation, one person says his piece (shoots) and then thinks of what he is going to say next while the other person talks (reload). This style of discussion tends to cut off a great deal of potentially valuable information and the other person's position.

(5) Tense, impatient posture

A person can improperly communicate by standing over someone with hands on hips, pointing their finger at someone, or moving so close to someone that personal space is invaded. Aggressive posture also can involve clenching fists, tightening jaw muscles, and waving arms. When walking, the unprofessional person may push past others or move so forcefully that people feel obligated to step out of the way. This guard may appear tense and as though he can barely contain his impatience long enough to carry on a conversation. Attending to other work or looking around the room while others are talking communicates this unwillingness to sit and listen respectfully to someone else's view.

(6) Slumping, downtrodden posture

Confidence or lack of assurance are clearly communicated before a person speaks. Nonassertive people move in a jerky, hesitant way--as if they are not sure of their direction. They may slump their shoulders, put their hands in their pockets, or hold them tightly at their sides, and look down or away. They often sit tensely on the edge of their chairs with arms crossed or slump down in the chair, shrinking away from the other person.

c. Other nonverbal communication points

(1) Remember that a message is 7% verbal, 38% vocal nuances and 55% nonverbal.

(2) Dr. Edward T. Hall coined the term "proxemics." It is the study of man's personal space. He found four general zones, which are:^{xv}

Private Protective Services

(a) Intimate Zone: 6 to 18 inches

This close phase of intimate distance is used for making love, for very close friendships and for children clinging to a parent or each other.

(b) Personal Zone: 1 1/2 to 2 1/2 feet

This distance is kept for close contacts, well within handshaking range, or for distances during small, intimate cocktail parties.

(c) Social Zone: 4 to 12 feet

1) Close phase: 4 to 7 feet

Generally the distance at which we transact impersonal business.

2) Far phase: 7 to 12 feet

This distance is for more formal social or business relationships.

(d) Public Zone: 12 to 25 feet

This distance is suited for more informal gatherings such as a teacher's address in a roomful of students, or a boss at a conference of workers. Politicians usually stay this far away for security reasons.

When these zones are “invaded,” people will react to defend their own space. Citizens and suspects will react and so will you. For *safety reasons*, guards should not let individuals they encounter invade their personal zone or intimate zone.

d. Open vs. closed body positions^{xvi}

- (1) Open body positions often signal a listener's understanding of a topic.
 - (a) Steepled fingers - confidence
 - (b) Open hands/arms - acceptance
 - (c) Calm facial features - understanding
 - (d) Leaning forward - signal of interest
 - (2) Closed positions include:
 - (a) Staring - Dominance, aggressiveness
 - (b) Crossed arms/clenched hands - indifference
 - (c) Confused/Questioning facial expressions - misunderstanding
- e. Utilizing body language techniques to de-escalate an emotionally charged situation^{xvii}

A person's body language may escalate or diminish emotionally charged situations in various ways.

- (1) A security guard can often "read" a person's body language which may signal pre-attack stress or aggression.
 - (a) Smile with dead eyes
 - (b) Posture and rigidity
 - (c) Defiant eyes and verbiage
 - (d) Tight jaws
 - (e) Ignores guard's presence
 - (f) Will not relinquish control
 - (g) Will not communicate

- (h) Clinched fists
- (i) Shallow breathing
- (j) Shaking/tremors and nervous twitches
- (k) Alcohol/drug use^{xviii}

Being in the presence of an individual that possesses one or two listed traits is not necessarily hazardous, but if this same individual has three or more of the above traits, it is a definite indicator of danger.

- (2) Your clients and customers can “read” your body language as well. The nonverbal message must match the verbal message being sent. Any mismatch can be interpreted as weakness or indecision or unprofessional.
- (3) Volatile situations can be agitated or calmed by your body language. If a security guard is projecting calm in an emotionally charged situation, he/she may have a calming effect on that situation. Conversely, an agitated guard could reinforce or enhance that charged state.
- (4) The concept of matching and *mirroring* body language is based on the belief that people like people who they perceive to be like them. We can build rapport and trust through subtly matching a person’s body positioning, posture, tone of voice, and speed/rate of speech.

A security guard must be aware of the verbal and nonverbal messages that they are sending and receiving at all times. Presenting professionally to the public and to other staff members is not always an easy task, so make an effort to pay attention to what others are really saying to you and put forth the effort to respond in a mature, concise and *professional* manner.

D. General Responsibilities

Private Protective Services

1. Attention to duty

Security guards demonstrate interest in their work by remaining attentive to duty. Make suggestions to better your place of assignment. Be a real part of it. If you were not a professional, you would not be working for your company. Project that professionalism!

2. Laws

No security guard shall knowingly and intentionally violate the laws of the United States, the State of North Carolina, or the county or the place where you live or work.

- a. Security guards are **NOT** police officers.
- b. Powers of arrest are virtually the same for any citizen of North Carolina--meaning **you have no power of arrest**.
- c. Be extremely careful in your use of force situations. Avoid it if possible. In fact, the best advice is to not use force, period.

“Most security guards cannot deviate from this basic use-of-force guideline, even if the subject refuses to be questioned and is preparing to flee the scene, or if a company employee is attempting to flee with company property. This type of policy is advisable not only because it reduces the potential for exposing the company to a lawsuit from the suspect, but also, and more importantly, because the suspect might be armed, and any physical contact with him or her could provoke a confrontation that would endanger the guard and any employees in the area.”^{xix}

“One November evening several years ago, William Joyner, an armed security guard at Giant Food in Silver Spring, Maryland, observed a man brandishing a pistol rob a supermarket cashier. As the subject fled the scene, Joyner chased him through the parking lot, drew his service weapon, and commanded the person to stop. The man ignored the command, entered his car, and began to drive away. Joyner then fired two shots at the fleeing vehicle.

One bullet, aimed at the driver's side window, struck the rear quarter panel of the car. The second bullet, which was aimed at the rear window, missed its mark and shattered the fifth-floor apartment window of Geraldine Scherry. Scherry, thinking that someone was trying to kill her, became hysterical.

Scherry's resulting trauma, which included a stay in the hospital, resulted in a cause of action against the supermarket. One theory forwarded by the plaintiff was that the supermarket was vicariously liable for Joyner's negligence in firing the second shot. Scherry also claimed that Giant Food was directly negligent for hiring Joyner and entrusting him with a firearm without proper training. A jury found for the plaintiff on both counts.^{xxx}

d. Every American is guaranteed certain rights under the Constitution. Security guards must respect those rights. Security guards must seek guidance on legal questions from a qualified source, generally through your supervisor or client.

e. Be courteous to the public.

Security guards at all times must be courteous, patient and respectful in their dealings with the public. Only in this way will you bring credit to yourself, your company and your clients. You must see yourself as a "service professional" to be treated and paid as one.^{xxi}

3. Conduct on post

It is very important that the security guard project a positive, professional image while on duty. Your conduct on post must do that. Foul language, unnecessary and lengthy discussions or other unprofessional behavior reflect poorly upon you, the client and your company. Security guards must demonstrate good moral character at all times.

Your behavior is important at all times, especially when you are in uniform, because you must retain the respect of others. You are prohibited from consuming any kind of intoxicating substance while on duty or when wearing the uniform or any part of it.

Private Protective Services

Smoking while wearing the uniform and on duty should not be permitted, except in security guard quarters or rooms provided for the use of guards while they are not on duty. Security guards should not indulge in horseplay, practical joking and fraternizing while on duty, because it reduces your effectiveness. A military bearing should be encouraged. You should not lounge or slouch with hands in pockets while on duty.

4. Outlined below are some items concerning conduct that might be included in security guard's instructions:
 - a. Be courteous and friendly.
 - b. Be dignified and confident in your ability.
 - c. Be calm and maintain your composure at all times.
 - d. Do not bluster or be over-officious.

5. Orders

Security guards must abide by all requirements of their employer as stated in handbooks and administrative instructions. Additionally, most clients/work sites have post orders. Be sure to keep up-to-date on the requirements of your job. Ignorance of work requirements is never a defense for poor work performance.

6. Human Relations

Security guards are male and female, and both do a professional job. Qualified security guards come from throughout American society. As you know, American society is a mixture of many ethnic groups. Discrimination based on race, sex, national origin, ethnic identity, religion or age is not to be tolerated. A professional security guard realizes that discrimination hurts us all either directly or indirectly. Notify your supervisor of suspected discrimination. Get the matter resolved in a speedy and effective manner.

Also, security professionals need to be especially sensitive when dealing with the diverse populations that enter their businesses and locales. "Racial profiling" cannot be tolerated and can prove costly to guards that routinely treat members of minority groups

Private Protective Services

differently. Million dollar verdicts have been charged to several companies when guards unjustly accused, harassed, or harangued individuals just because of their ethnic/racial identities.^{xxii}

E. Security guard Guidelines of Conduct

The Protection Officer Code of Conduct consists of general guidelines that direct how you operate on a daily basis. Remember these guidelines to assist you in projecting a more professional image and ensuring you comply with ethical standards:^{xxiii}

1. Respond to the employer's professional needs.
 - a. When attending to your duties as a security guard, always bear in mind that operations should not be interrupted, and security must be maintained.
 - b. Be attentive in reporting unusual incidents that come to your attention.
2. Exhibit exemplary conduct.
 - a. Your conduct must, at all times, be above question. Be honest in your dealings, sincere in your conversation, and obey all legal orders.
 - b. Do not, in the performance of your duties, work for personal advantage or profit. At all times recognize that you are a team member, obligated to give the most efficient and fair service to your company, fellow employees and clients.
3. Protect confidential information.

Keep matters that you are privileged to learn with the upmost confidentiality. No one wins with idle gossip.
4. Maintain a safe and secure workplace.
 - a. Pay attention to your physical ability so that you can at all times perform your duties efficiently and professionally.

Private Protective Services

- b. If you are ill or have been ill and your physician has prescribed medication, follow the prescription. Don't play doctor! If the medication hinders your ability to be alert and perform your job, then you should notify your supervisor.
 - c. Try to get ample rest when working the night shift to avoid uncontrollable fatigue. "Other suggestions to combat fatigue on the job, include physical activity such as stretching, getting up and walking around, engaging in an active conversation, writing and/or having a beverage that contains caffeine."^{xxiv}
 - d. In addition, point out unsafe equipment or areas to your supervisor and have them closed off or repaired.
5. Dress to create professionalism.

In a recent survey^{xxv} the question was asked, "Do your guards wear uniforms or blazers/slacks?" Of those responding that wore uniforms, here are the reasons why:

- a. Twenty felt it was a crime deterrent.
- b. Twenty-three felt it was easier to identify the guards in uniform during an emergency.
- c. Three respondents said they liked wearing a uniform.

Those guards that wore blazers did so in order to stay more "public assistance" focused versus crime prevention directed.

6. Enforce all lawful rules and regulations.
- a. Many companies have tightened their regulations about allowing visitors on the premises and allowing employees who have left their identifications at home to enter any buildings. This has occurred because of the September 11, 2001 terrorist attacks.^{xxvi}
 - b. Do not make special allowances for friends and families while at work. Fairly and professionally enforce the rules expected of you.

Private Protective Services

7. Encourage liaison with public guards and other security professionals.

Try to get to know the local police officers/firefighters and emergency service workers near your work site. It will make responding to an emergency situation quicker and more efficient.

8. Develop good rapport with fellow staff members.
 - a. Regard your fellow security guards as you do yourself. It is your duty to guard their honor and life as you guard your own. You must be courteous with everyone you come in contact with.
 - b. Be loyal to the supervisors who set policies and accept responsibility for your actions. Do only those things, which reflect credit on yourself, the client, and your employer.
9. Strive to maintain professional competence.

Know your work and assignments thoroughly and take advantage of every opportunity to learn about security measures and ways to improve your job effectiveness.

The International Foundation for Protection Officers (IFPO) has been in existence since 1988 providing useful information to security professionals. They have several training modules on their web site that are excellent for staff development purposes. They also publish a quarterly newsletter, "Protection News," that is available to IFPO members.^{xxvii}

10. Encourage high standards of guard ethics.

Do not tolerate working with dishonest employees. If they are lying to you, then they may be lying to their supervisors and/or stealing from the company. Be a positive role model for others.

F. Special Populations

Private Protective Services

It is necessary for a security guard to be aware of persons with special needs and considerations in the community. It is estimated that fifteen percent of all North Carolina residents are either mentally or physically disabled. With such a large population of citizens requiring special consideration, it is likely that as a security guard you will encounter some of these people. You should notice the disabled and adapt your procedures to accommodate the person's limitation. Being aware of the various disabilities will prepare you to deal with these individuals more efficiently and effectively, which will benefit both you and the person. Be patient and make the effort to understand their condition. Security guards are expected to manage and keep order in their work assignments. The safety and peace of mind of clientele is a priority. It is important that you are aware of the common types of special individuals who may enter your assignment area, so that you can know what to do.

The following are special populations that security guards will most commonly come in contact with and tips on how to deal effectively with each.

1. Deaf/Hearing Impaired

Stand so the person can clearly see your full face. It is important for you to understand that only thirty percent (30%) of what is spoken can be understood by lip reading. Do not over-exaggerate your lip movements when speaking. Speak normally and distinctly. Use paper and pencil to aid communication when necessary.

2. Blind/Vision Impaired Person

A blind person may be able to see quite a bit. They may be termed "legally blind." They can usually hear as well as sighted people. Do not shout at them. Announce yourself when you are approaching or leaving a blind person. Seeing eye dogs are permitted in all public areas.

3. Mobility Impaired Person

The individuals may need help with the physical barriers or you may be able to suggest alternate routes of travel for them. Be careful not to misjudge these persons as being under the influence of drugs or alcohol. Enforce the handicap parking rules where applicable.

Private Protective Services

4. Elderly/Senior Citizens

People over 65 are often hard-of-hearing and/or have poor vision. Accommodate their needs for communication. They may act and react more slowly. Be prepared for this and accommodate it as well. They also may have an elevated fear of crime.

5. Special Needs Person

These persons may range from mildly to severely mentally disabled. Although the person may be in an adult body, he or she may have the mental and emotional age of a child. Take your time, adopt your speech and level of direction to a level that can be understood. Try to determine if the person has a guardian accompanying him or her. Check to see if they have identification or a name and phone number in their property.

6. Cultural Awareness

Working effectively with different cultures is a necessary skill for anyone in a culturally diverse work environment. Cultural variations in the workplace may range from simple regional differences, such a varying dialect, to divergent perspectives on timeliness, productivity and communication. It is important to have patience and the right frame of mind in order to communicate effectively and positively while assisting them.

Once again, be patient in dealing with special populations. This will do more to put them at ease with you. They will cooperate more readily and willingly. Patience will help you to understand their situation better and their specific and unique needs.

III. Conclusion

A. Summary

During this block of instruction, we have defined “deportment” and determined how security guards need to be concerned about their demeanor and appearance. We explored verbal and nonverbal communication strategies that will enhance our ability to express ourselves more effectively. In this, we discovered how our body

Private Protective Services

language and gestures influence the messages we send to our clients and co-workers. We also discussed general job responsibilities and how to apply our professional Code of Conduct to our immediate work. Finally, we discussed the necessity of being polite, sensitive and helpful when dealing with disabled individuals at our work sites.

B. Questions from Class

C. Closing Statement

Your attitude, appearance and demeanor may be the most important attributes that you possess that will influence your success in this career field. Striving for excellence is your responsibility and it will be that effort that will make you a true “professional.”

NOTES

-
- i. Webster's Dictionary (Landoll's, Inc: Ashland, Ohio, 1999), p. 104.
 - ii. Karim Vellani, "Don't let your Guard Down." Security Management, 45, 10, October 2001, p. 89.
 - iii. Peggy Schaefer et al, "Communication Skills for Law Enforcement Officers," Basic Law Enforcement Training Manual (North Carolina Justice Academy: Salemburg, NC, 1997), p. 12.
 - iv. Catherine Ross and Patricia Dewdney, Communicating Professionally (New York: Neal-Schuman Publishers, Inc., 1989), p. 26.
 - v. Ibid., p. 25.
 - vi. Georgia Cloutier, "Communication Process," The Direct Supervision Manual (Salemburg, NC: North Carolina Justice Academy, 1996), pp. 5-6.
 - vii. Cloutier, "Verbal Intervention Techniques," pp. 8-12.
 - viii. Susanne S. Drury, Assertive Supervision: Building Involved Teamwork (Champaign, IL: Research Press, 1984), p. 32.
 - ix. Ibid., pp. 54-55.
 - x. Ibid., pp. 55-56.
 - xi. Ibid., p. 57.
 - xii. Ibid., p. 74.
 - xiii. Ibid., p. 73.

Private Protective Services

- xiv. Ibid.
- xv. Julius Fast, Body Language (New York: M. Evans and Company, Inc., 1970), pp. 30-37.
- xvi. Gerald Nierenberg and Henry Calero, How to Read a Person Like a Book (New York: Pocket Books, 1971), pp. 43-120.
- xvii. Allan Pease, Signals (New York: Bantam Books, 1981), p. 169.
- xviii. "When Looks Kill: Profiling the Domestic Assaulter." AIMS Media, 1992.
- xix. Robert Sprague, "They Will Return." @ Security Management, 44, 9, September, 2000, p. 58.
- xx. Chuck Tobin, "For Every Action." Security Management, 44, 9, September, 2000, p. 61.
- xxi. Daniel Roth. "Someone to Watch Over Us." Fortune. 144, 12, 12/10/01, p. 218.
- xxii. Bill Zalud, "No-Win Racial Profiling," Security, 38, 4, April 2001, p. 7.
- xxiii. IFPO. "Ethics and the Security Profession: A Theoretical Perspective." Found online at http://www.ifpo.org/articlebank/ethics_security_profess.htm, October 2001, p.1.
- xxiv. Marisa Broughton. "Circadian Rhythms and Shift Work." IFPO, found online at http://www.ifpo.org/articlebank/circadian_rhythms_shift_work.htm. October 2002, p. 1.
- xxv. Jim Costello. "Uniform Appearances." IFPO, found online at http://ifpo.org/articlebank/uniform_appearances.htm, November 2000, p. 2.
- xxvi. Roth, "Someone to Watch Over Us," p. 218.
- xxvii. "Officers, Supervisors: IFPO Offers Help." Security, February 2000, p. 91.