

A cartoon illustration of a man with long, wavy blonde hair, a full brown beard, and a mustache. He is wearing a black tuxedo jacket over a white shirt and a black bow tie. He has a slight smile and is gesturing with his right hand, palm up. The background is dark blue.

PROFESSIONALISM IN THE SOCIAL DOMAIN

**The human dimension as
a foundation**



Peter Paul J. Doodkorte



In the social domain, everything revolves around people: their stories, challenges, and unique situations. It requires more than knowledge or protocols. This is where craftsmanship makes the difference – the combination of skills, experience and passion that enables professionals to make a real impact. What does professional craftsmanship look like in the social domain, and why is it more important than ever?



Professionalism: more than just knowledge

Professional craftsmanship goes beyond technical knowledge. It is the drive to deliver the best, the courage to make difficult choices and the will to learn continuously. In the social domain, this means:

Head, heart and hands

Professionals not only use their expertise, but also their empathy and personal involvement.

Delivering customization

Every situation is different. Craftsmanship is the art of applying laws and regulations in a way that meets the unique needs of a household or individual.

Distinctiveness

In a world where standardization and efficiency often predominate, craftsmanship ensures personal attention and quality.



Characteristics of a craftsman or craftswoman

- **You can recognize a real professional by:**
- **Passion for the profession:** Dedication and pride are visible in everything they do.
- **In-depth knowledge and skills:** Up-to-date knowledge of legislation and the ability to make complex situations understandable.
- **Autonomy and creativity:** They find creative solutions, also within the framework of rules and policy.
- **Moral authority and curiosity:** They act ethically and continue to develop themselves.
- **Service:** Always focused on the client's interests, with efficient use of time and resources.

"Making a difference is not something you do every now and then, it's who you are, every day."



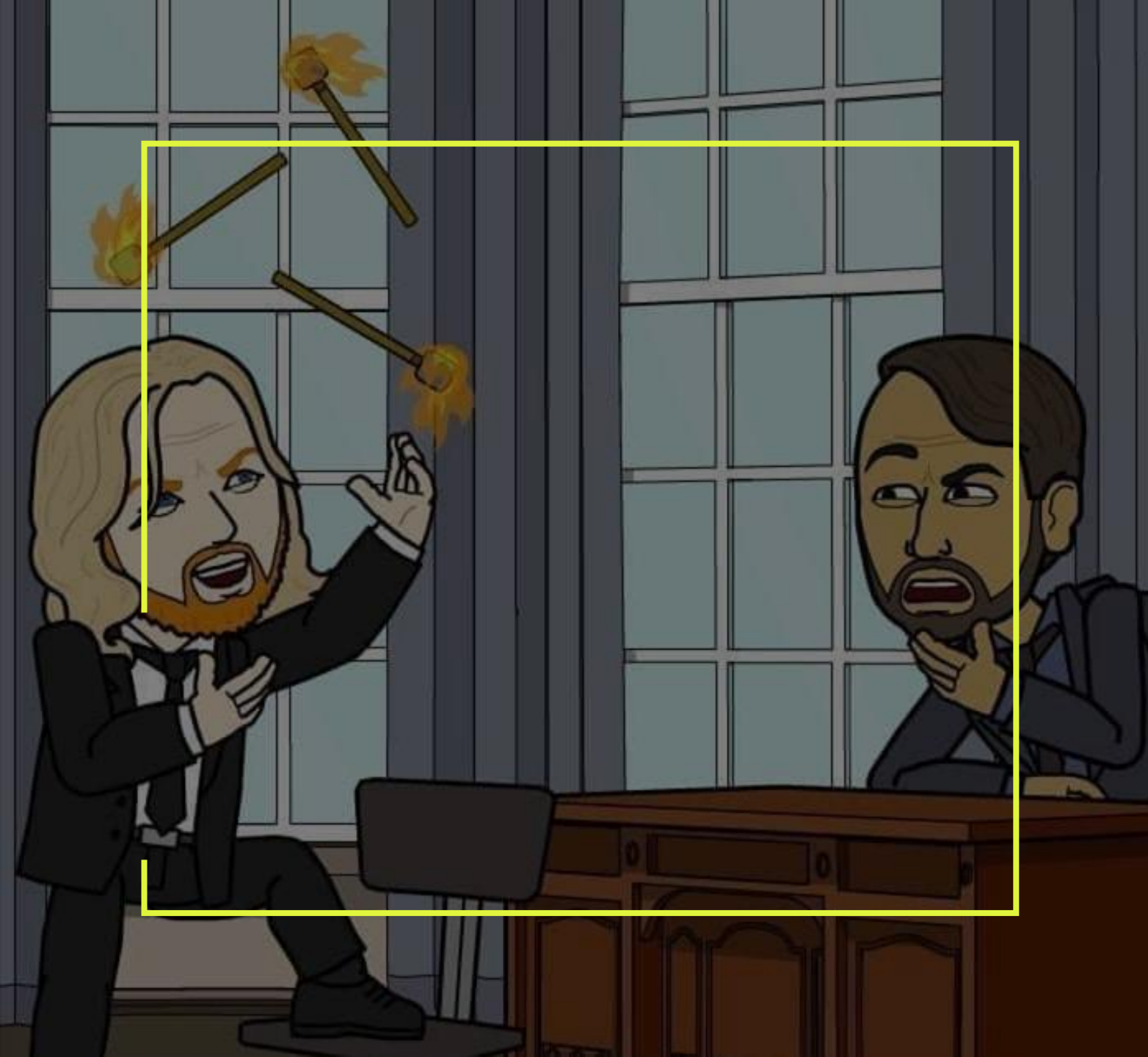


The balance between the living environment and the system world

Craftsmanship in the social domain means navigating between two worlds:

- 1. The world: The emotions, needs and experiences of clients.**
- 2. The system world: The structures of rules, policy and finances.**

The challenge lies in connecting these worlds. Professionals work in co-creation with the client, looking together for solutions that fit within the framework but do justice to the human dimension.



Practical tools for customization

Professionals can use methodologies such as:

The solution-focused approach

Focus on what does work and use the client's strengths.

Working contextually

Analyse the broader context of the client, including social and economic factors.

Reflection tools

Use reflection forms and questionnaires to evaluate your own approach and progress.



Indicators of craftsmanship

Examples of measurable indicators:

Client satisfaction

Scores on personal attention and customization.

Reflection evaluations

The use of feedback and learning processes by professionals.



The essence of professional craftsmanship

The essence of professional craftsmanship in the social domain and healthcare revolves around a combination of expertise, humanity and continuous development. This includes:

- **Knowledge and skills:** Mastering professional knowledge, methodologies and legal frameworks that are necessary to provide quality care and support.
- **Empathy and relationship-oriented work:** The ability to listen with sincere attention and connect with clients so that they feel seen, heard and understood
- **Judgement and customization:** The professional application of knowledge in complex situations by taking context, culture and individual needs into account. This requires customization, because no situation or client is the same.

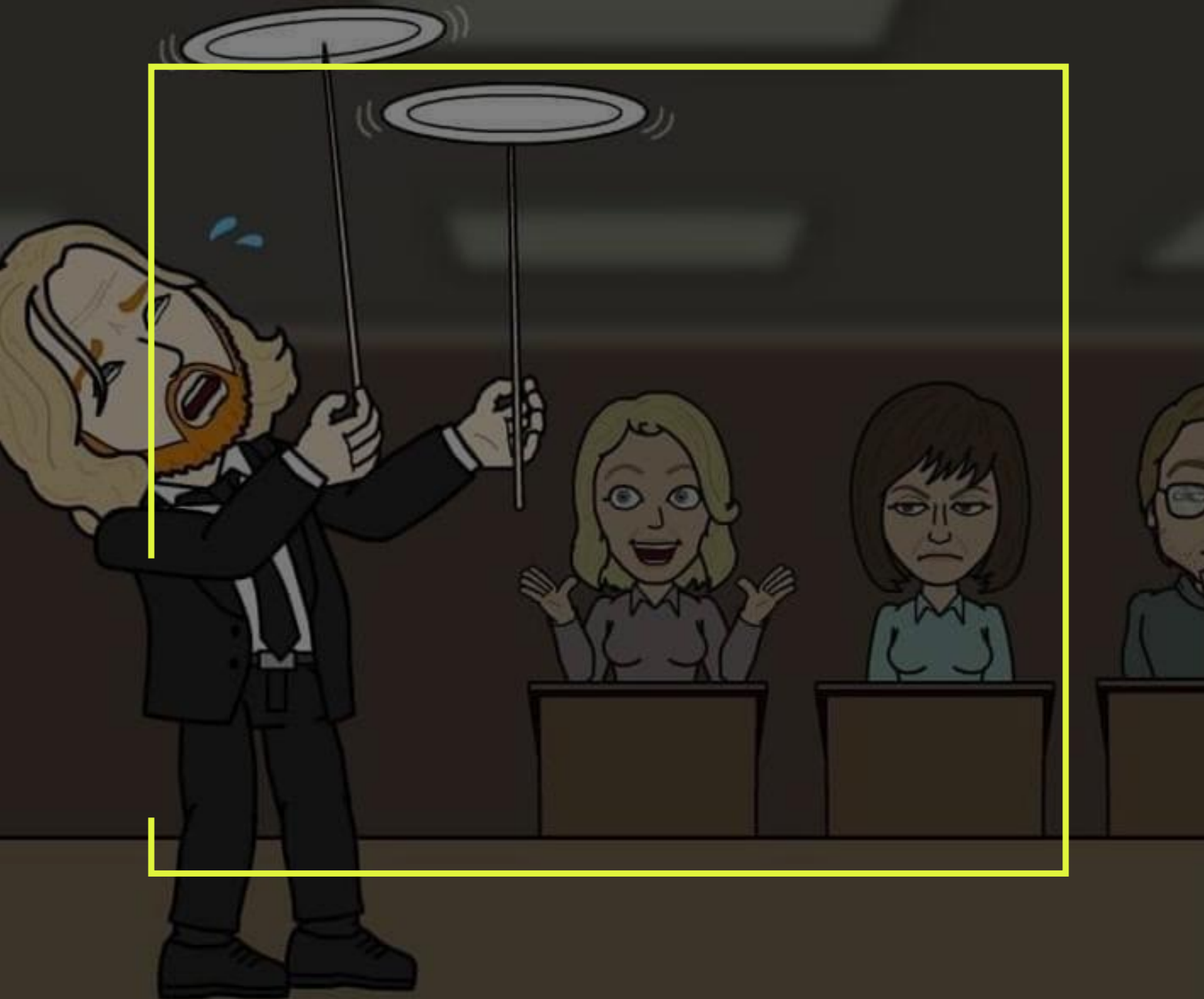


The essence of professional craftsmanship – continued

Cooperation: Professional craftsmanship requires good cooperation with clients, colleagues and other chain partners. This strengthens integrated solutions and continuity of care.

- **Ethics and responsibility:** Consciously dealing with moral dilemmas and choices and putting the client's well-being first.
- **Reflection and learning:** Craftsmanship requires an attitude of reflection, self-criticism and continuous professionalization. It means being open to feedback, upskilling, and innovation.

Essentially, it is about balancing personal involvement and professional distancing so that care and support remain both human and effective.



A strong professional identity: the craftsmanship model

Craftsmanship flourishes when professionals are proud of their profession. The craftsmanship model helps to strengthen this pride by:

- **Uniformity:** A shared framework that defines the core values and skills of the profession.
- **Recognition and bonding:** It offers professionals a clear profile and strengthens their position within organizations and in the public debate.



The Social Domain Quality Register

A foothold for craftsmanship

The Social Domain Quality Register (KRSD), just like the Youth Quality Register (SKJ), plays an important role in promoting craftsmanship. It encourages professionals to continuously develop themselves through education and reflection. In addition, the register increases the recognition of craftsmanship within organisations and beyond.



From numbers to valuation

Management within the social domain must move away from a focus on numbers and results. To support craftsmanship, a culture is needed in which quality and customization are central. This calls for:

- **Room for autonomy:** Professionals must be able to make decisions that fit the client's unique situation.
- **Recognition of quality over quantity:** Customized solutions are becoming more important than targets.



Craftsmanship in the social debate

Craftsmanship not only strengthens the position of professionals within organizations, but also in the public domain. It gives them a voice in policy development and social discussions. By being transparent about their choices and working methods, professionals can gain trust from policymakers and the public.



Trends and challenges

Digitizing

The rise of digital tools offers opportunities for efficiency but can also lead to detachment in healthcare.

Increasing complexity

Social problems such as an ageing population and climate change require increasingly integrated solutions.



Investing in craftsmanship: the way forward

Leadership plays a crucial role in stimulating craftsmanship:

- ***Create culture:*** Provide an open culture in which professionals are allowed to make mistakes and learn.
- ***Promote autonomy:*** Trust professionals to make decisions within their area of expertise.

Craftsmanship requires continuous investment in training, cooperation and cultural change. Some suggestions:

1. ***Education:*** Develop practice-oriented curricula, work with experienced professionals as mentors, and focus on ethics and reflection.
2. ***Organizations:*** Facilitate peer review, reward quality over quantity, and support continuing education through the KRSD.
3. ***Leadership:*** Give professionals confidence, encourage experimentation and learn from mistakes.
4. ***Collaboration:*** Organize knowledge sharing between professional associations, trainers and practical organizations.
5. ***Policy:*** Focus policy on quality and discretionary space, with rules supporting the process.



Recommendations for policymakers

1. **Encourage customization within regulations.**
2. **Reward professionals for quality, not quantity.**
3. **Support continuous learning with grants.**
4. **Create knowledge-sharing platforms.**
5. **Focus on client-oriented policy.**



Craftsmanship always remains relevant

In an age of automation and standardization, craftsmanship is the human factor that makes the difference. It is visible in the little things: listening, coming up with creative solutions, and going the extra mile. Professionals are not only experts in their field, but also people with passion and commitment.



Reflection and InterVision: directly applicable

Reflection questions

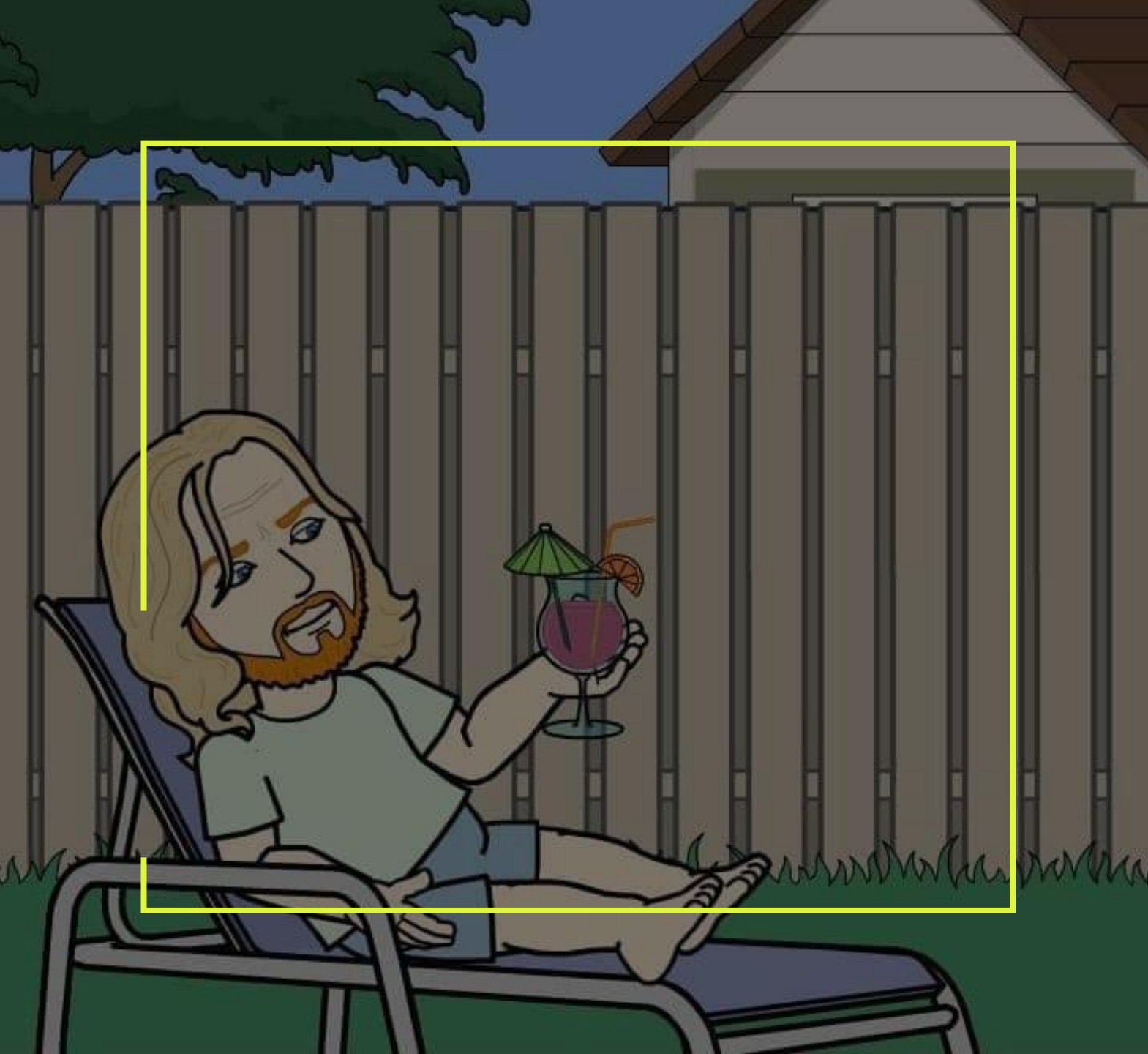
What went well? What could be better? What have I learned from this situation?

InterVision methodology

Use the incident method in which colleagues discuss a case together and propose solutions.

Reflection questions for professionals and managers

- 1. What are my core values in my work?**
- 2. How do I deal with ethical dilemmas?**
- 3. How do I ensure a balance between rules and personal attention?**



Summary

The social domain does not need an abundance of knowledge specialists. It requires professionals who understand rules, but are not limited by rules. Who use head, heart and hands to ensure the human dimension. Craftsmanship is and remains the key to a future-proof social domain, in which every client feels seen, heard and helped.