

## P.Log: IT'S ABOUT CERTIFICATION, NOT GRADUATION

There are only 3 things we need to succeed: strategy, process and people. Strategy can be summed up with the question: Where do we want to go? Process is the question: How are we going to get there? The "people question" is: Who's driving the bus?

Combining all 3 success factors we focus on issues of "capacitation", that is, do we, as a company or as an individual, have the capacity to deliver on our own value propositions with any level of success?

Capacitation involves many things: infrastructure being the most obvious. If you don't have the infrastructure to handle the export volumes from China, for example, then you cannot be a player in that global logistics trade market. But it takes more than infrastructure to succeed. The real driver of success is having the right people with the right skills in the right jobs doing the right things to develop and sustain success.

The "Capacitation Framework" has 3 elements: capability, competence and credentials:

Capability involves the ability to do the job. For companies and nations, it means having the right infrastructure, systems, assets, investments, and resources to deliver economic, social and environmental value. For individuals, it means having the right psychological, physical, intellectual, emotional abilities to get the job done.

Competence involves the right balance of skills, knowledge and aptitude that sustain your ability to do the job. For companies and nations, it is having the right talent and bench-strength among human resources and labor markets to succeed on the global stage. For individuals, it means having the right stuff [SKA] to sustain and advance careers.

Credentials are the public identifiers that certify our claims that we are ready and able to do the job. For companies and nations, it is having the track record and talent pool to demonstrate bona fide strength to succeed. For individuals, it is having the right credentials and past work experience to support our claims to do the job.

The challenge faces by the supply chain and logistics practitioner community is to prepare a mobile workforce which is credibly competent and worthy of international recognition for the global world of work, and thereby, to foster global trade built on an even playing field led by certified professionals.

This challenge is multi-dimensional: nations must build a competent labor market capable of sustaining and enhancing competitive leadership in the world. Business sectors must build a skilled workforce for new economies focused on global trade and the flow of goods, money and information. Companies must build competitive bench strength through competent people. Individuals must build competency-based careers as certified professionals.

The P.Log is a professional credential, not an education credential. What's the Difference?

The primary emphasis is on skills and competency development, and not on access to information or the ability to learn about issues. Skills development involves the ability to apply and implement, and not just the ability to know. Professionalism is about competence, not knowledge.

A degree indicates what one knows, while a professional designation states what one can do, built on what one know. You earn a degree once, and become a graduate; you renew professional status annually, as a commitment to your career.

To earn a degree you take tests to measure the acquisition of knowledge and awareness of information; to earn and keep professional status you practice your profession. The professional designation is a public statement of integrity, and a commitment to train for the future.

The real test of professionals is not the process they undergo to earn the designation in the first place, but the career paths they pursue and the careers they create. A profession is a life choice.

The P.Log puts you in the driver’s seat precisely because it is a professional credential. The P.Log is a Supply Chain Logistics Leader precisely because the P.Log Certification process rests squarely on two integrated competency streams:

<b>Leadership</b>	<b>Supply Chain Logistics</b>
Initiating, Leading, Managing Change	Supply Chain Strategies
Team & Group Dynamics	Logistics Process Diagnostics
Problem Solving & Implementation	Integrated Logistics Networks
Ethics & Values	Inter-organizational Network Relations
Responsibility-Decision-Consequence Factors	Strategic Customer Relationships

In the end, it’s not what you know that’s important, but what you can do with what you know that’s key to success. Welcome to the P.Log.