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Theme:

Protecting Our World, Conquering
New Frontiers

Topic:

Principles and Strategies for Surveyors
to Operate as Business Professionals

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THE PROBLEM & OBJECTIVE

STATEMENT OF THE PROBLEM

(1) Poor Remuneration of Surveyors Products and Services


(2) Majority of Surveyors Operate merely as Practitioners, few as Professionals while others as Business Professionals.

All sum together to affect Surveyors Wealth.

OBJECTIVE OF THE STUDY

To formulate Principles and Strategies for Surveyors in Private Practice and the Academia to create wealth from their Survey Products and Services

PRINCIPLES TO OPERATE AS BUSINESS PROFESSIONALS

- i. Effective Communication**
 - ii. Concern for Clients**
 - iii. Mentorship**
 - iv. Ethical Practice**
 - v. Good Self Esteem**
 - vi. Enforcement of Surveyors' Right**
 - vii. Operating as Expert**
- 
- A surveying instrument, likely a total station or theodolite, is mounted on a yellow tripod in an outdoor setting. The background shows a blurred landscape with trees and a fence, suggesting a field or construction site. The image is overlaid with a semi-transparent grey box containing the list of principles.

PRINCIPLES TO OPERATE AS BUSINESS PROFESSIONALS

viii. Continuous Training & Development

ix. Diligence

x. Professional Investment

xi. Time Management

xii. Embrace Change

xiii. Decent Appearance

xiv. Good Business Reputation (**Integrity**)

STRATEGIES FOR WEALTH CREATION (SURVEYORS IN PRACTICE)

(i) Publicity and Marketing Strategy

(ii) Identification of Clients' Needs

(iii) Giving Charity

(iv) Diversification of Practice

(v) Connectivity and Association

(vi) Adherence to Professional Scale of Fees



STRATEGIES FOR WEALTH CREATION (SURVEYORS IN ACADEMIA)

- (i) Organization of Customized Training Workshops and Seminars**
- (ii) Leveraging on Collaboration with other Professionals in the Private Sector**
- (iii) Commercialization of Publications**
- (iv) Engagement in Consultancy Services**
- (v) Conduct of Patent Oriented Researches**
- (vi) Formulation of Implementable Project Proposals**





RESULT

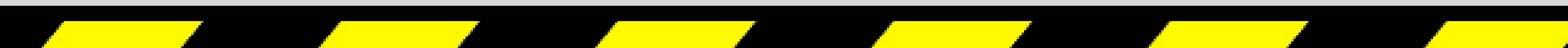
The resulting effect of the application of these Principles and Strategies is that Surveyors will be empowered to achieve a more successful and fulfilled Professional life.



CONCLUSION

That the application of the principles and strategies presented in this paper, will result in increased wealth for Surveyors and bring about professional and business fulfillment resulting in enhanced professional dignity.

That the potential for wealth creation does not only reside with Surveyors in Private Practice but also applicable to those in the Academia.



RECOMMENDATION

- i. That Surveyors should develop a Digital Marketing Strategy in order to promote and market their products, thereby increasing wealth.**
- ii. That the Curriculum in Surveying Education should be reviewed to incorporate subjects like: Basic Concepts in Entrepreneurship, The Surveyor in Society, Formulation and Writing of Project Proposals and Business Management.**
- iii. That Surveyors as Business Professionals must seek to improve their income from time to time.**

RECOMMENDATION

- iv. That Surveyors operating as Business Professionals must maintain a good business reputation (integrity).
- v. That surveyors must see themselves as dignitaries, position themselves in dignitary areas in order to attract dignitaries to the Surveying profession.
- vi. That the giving of charity is one of the ways by which Surveyors can contribute their quota to *“Protecting Our World, and Conquering New Frontiers”*.



THANK YOU

