

**“IF YOU CREATE THE
DESIGNATION WILL
THEY COME?”**

**CENTRE FOR LOCAL ECONOMIC DEVELOPMENT
(CENLED)
17 NOVEMBER 2017**



**UNIVERSITY
OF
JOHANNESBURG**

8 GOOD REASONS TO STUDY LOCAL ECONOMIC DEVELOPMENT AND BECOME A CERTIFIED ECONOMIC DEVELOPER

1. You can talk about money without ever having to make any.
2. Mick Jagger and Arnold Schwarzenegger both studied economics and look how they turned out.
3. When you are in the unemployment line, at least you will know why you are there.
4. If you rearrange the letters in “ECONOMICS”, you get “COMIC NOSE”.
5. Although ethics teaches that virtue is its own reward, in economics we get taught that reward is its own virtue.
6. When you get drunk, you can tell everyone that you are just researching the law of diminishing marginal utility.
7. You can't be wrong; only subject to an unexpected shock.
8. An LED professional is an expert who will know tomorrow why the things predicted yesterday didn't happen today.



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PARADIGM SHIFT IN OUR THINKING

WHY COMMIT TO PROFESSIONALISATION



**Commit Yourself to
Lifelong Learning.**

The most valuable asset

You'll ever have

is in your mind

and what you put

into it!

Brian Tracy



PERSONAL DEVELOPMENT/ BECOME A PROFESSIONAL



INTEGRATED CAREER PATH

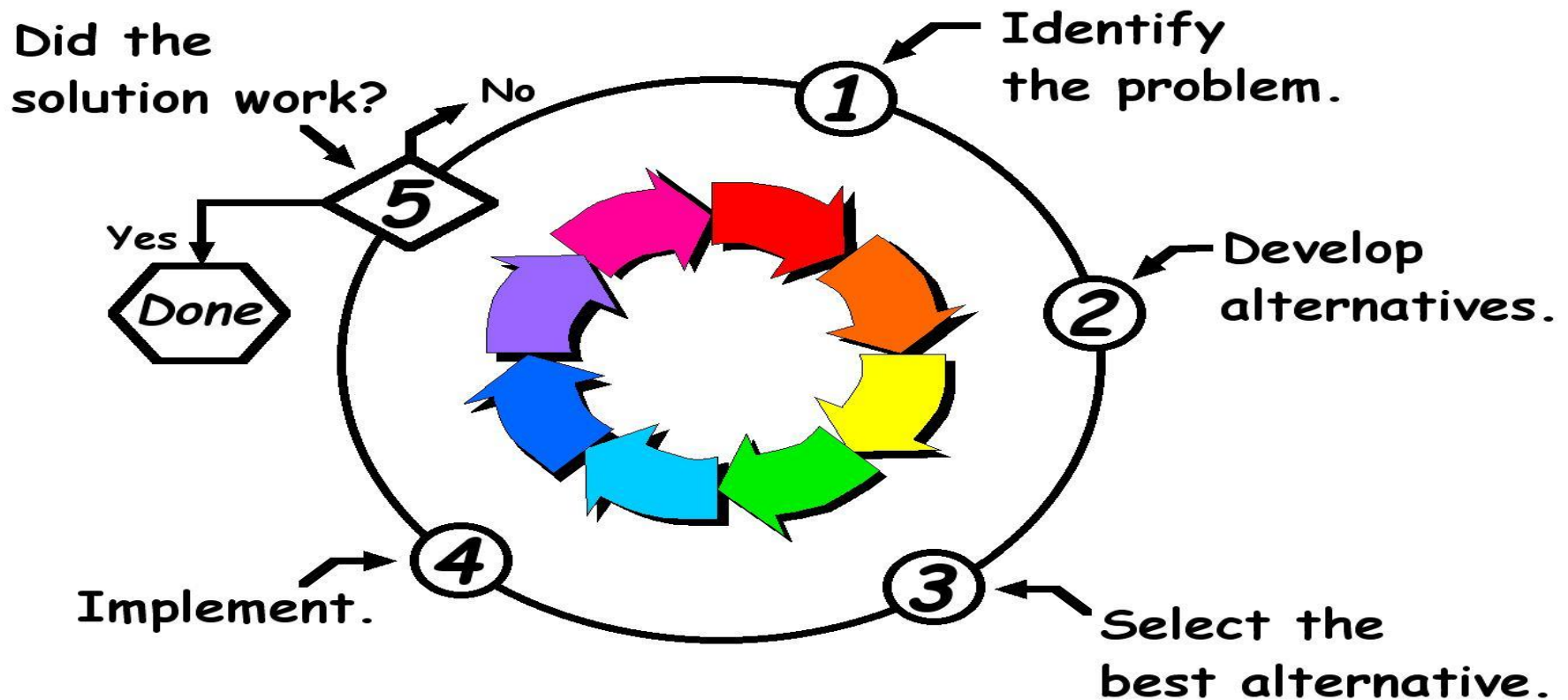


COMPETENCIES



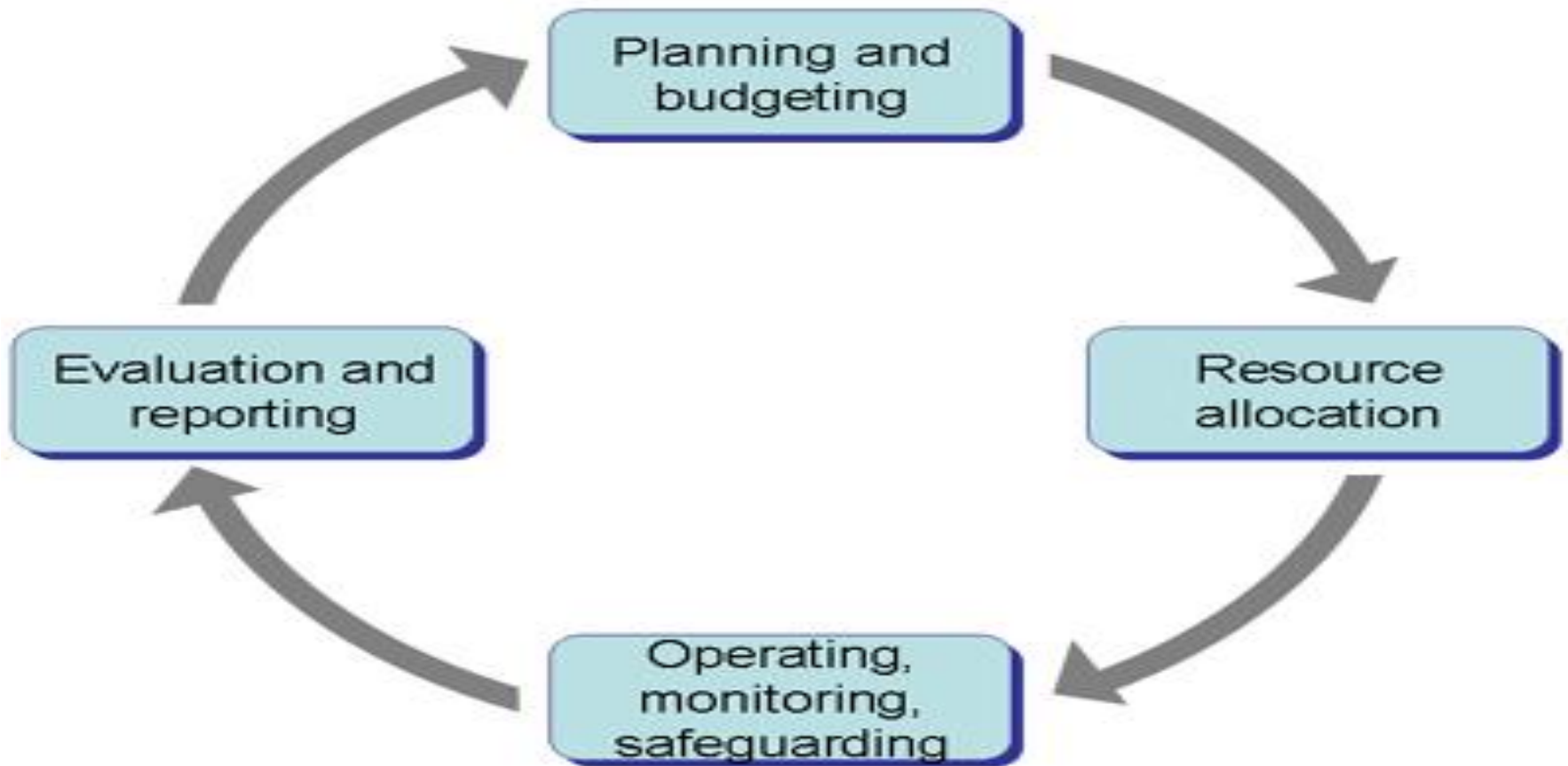
COMPETENCIES

Steps to solve a problem...

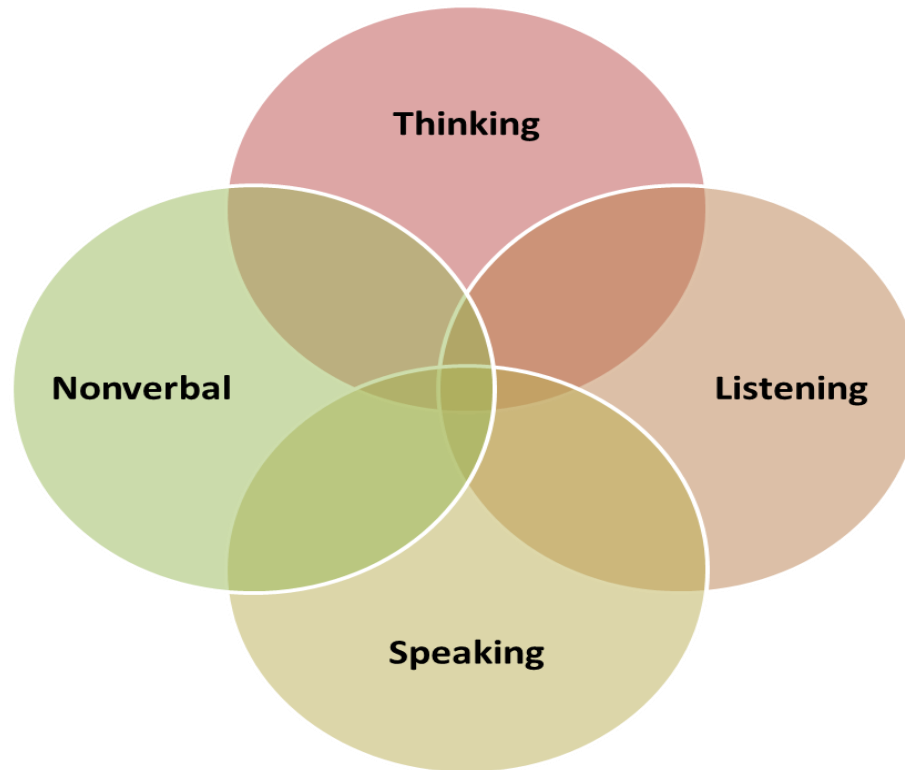


COMPETENCIES

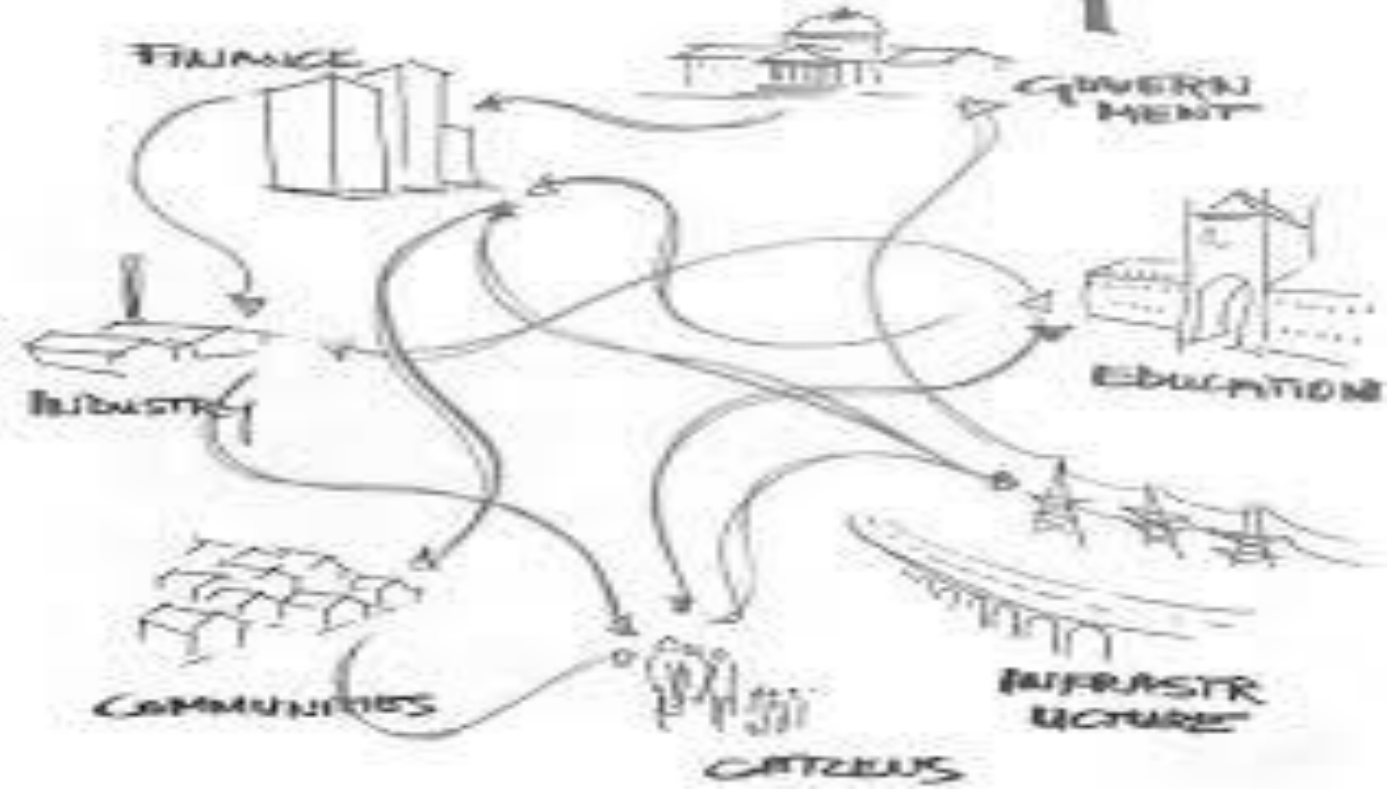
Financial Management Cycle



The Four Communication Skills



SYSTEMS THINKING



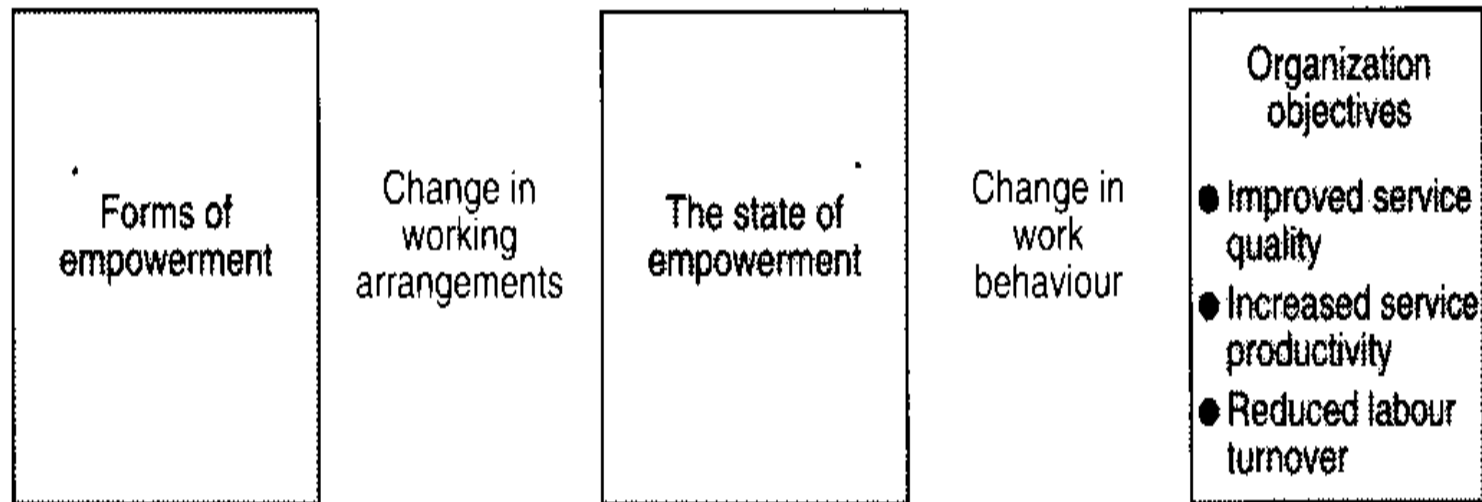
CREATING LIFE-LONG LEARNING EXPERIENCES IN LED



PROFESSIONAL DEVELOPMENT PROGRAMMES

- 20 Short learning programmes
- Accredited by the International Economic Development Council (IEDC)
- Code of conduct

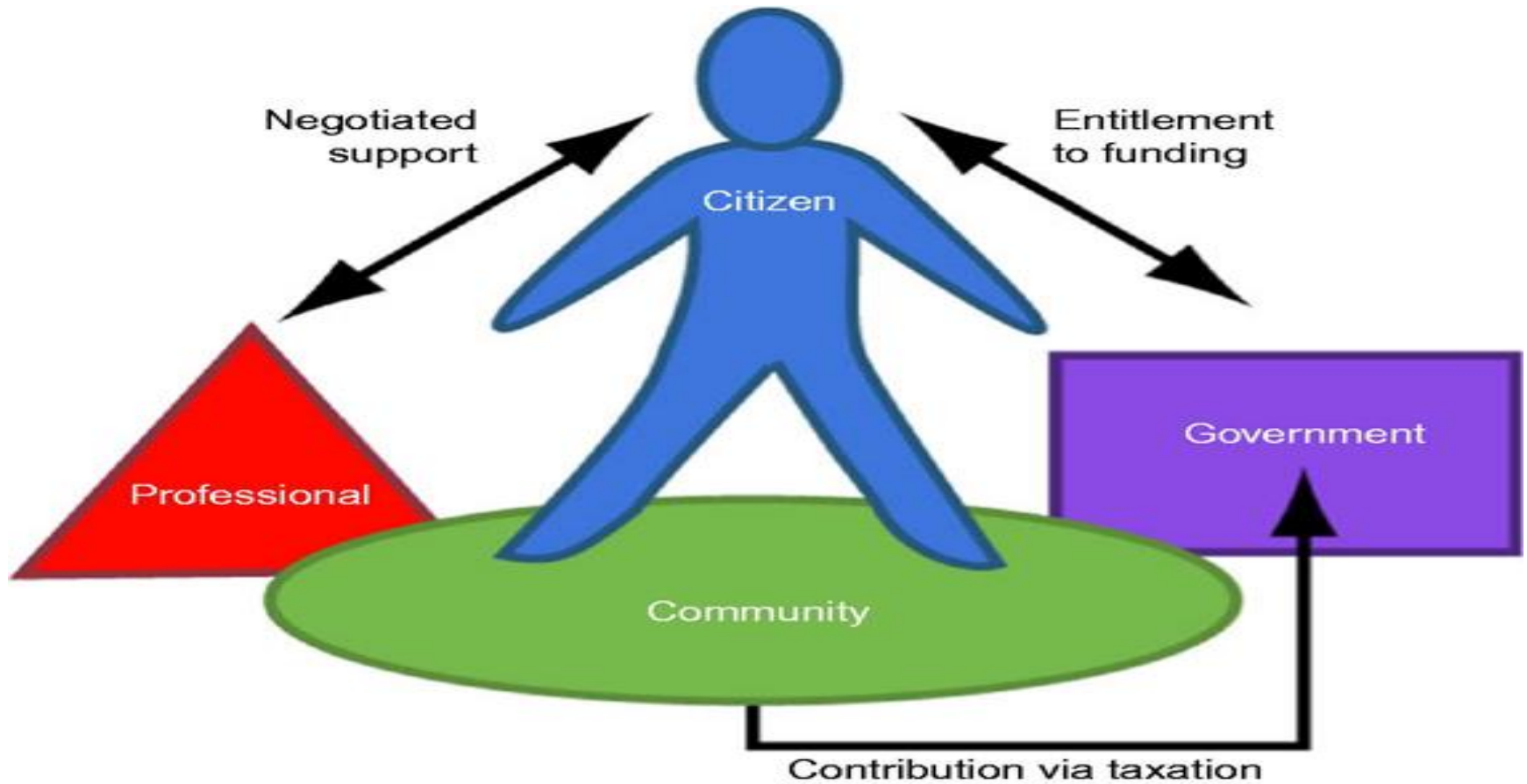
IMPACT ASSESSMENT /ALBERTYN EMPOWERMENT ASSESSMENT



PROFESSIONAL MASTERS in LED

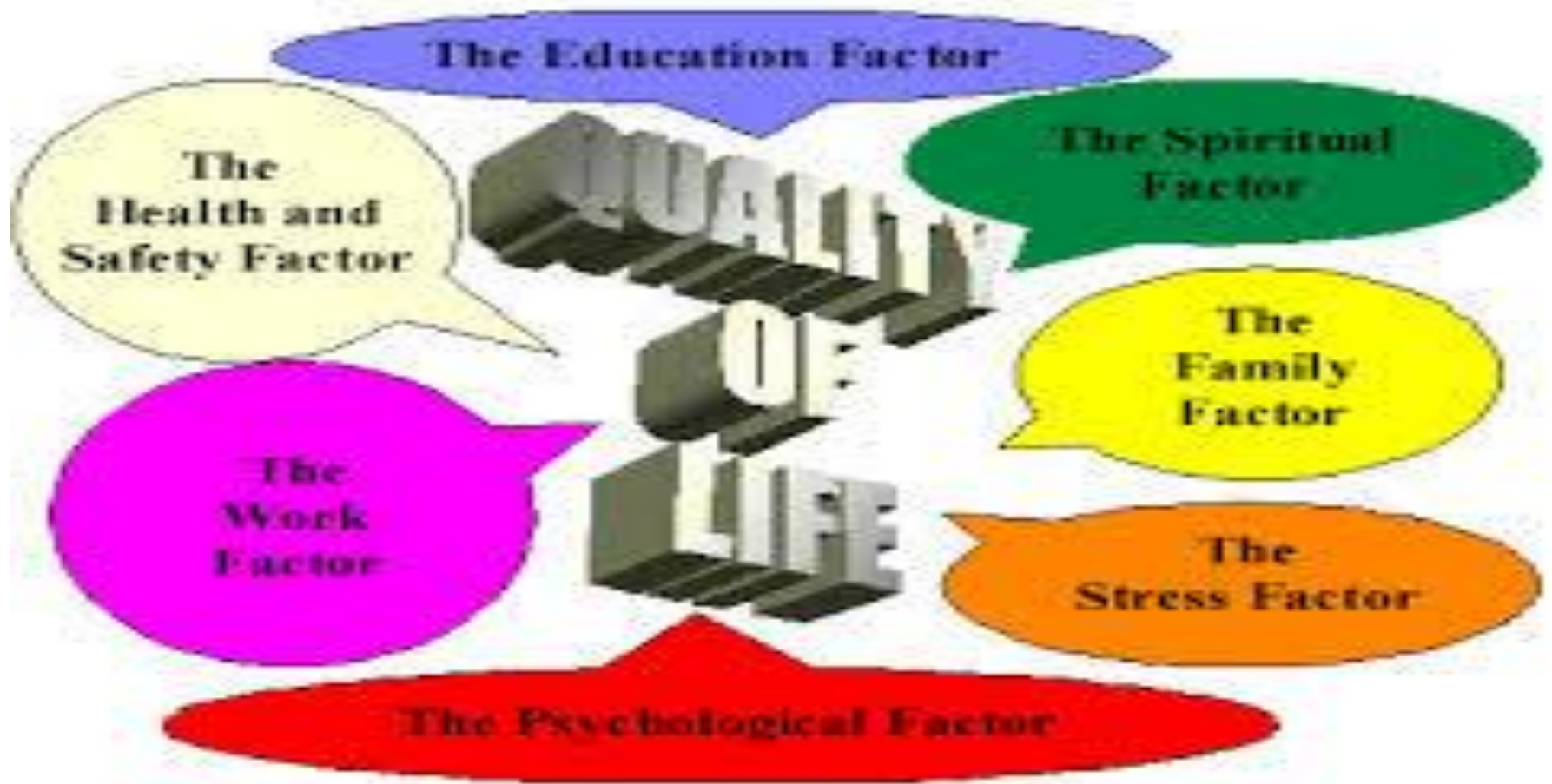


SERVICE DELIVERY BY PROFESSIONALS



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QUALITY OF LIFE IMPROVES



BENEFITS



CREATING LIFE-LONG LEARNING EXPERIENCES IN LED



THE LESSONS LEARNT THUS FAR

- Difficult to commit to life-long learning;
- Plagiarism rife;
- No portfolios of evidence;
- Memberships fees;

“NO” TIME

- **Share any of the professional associations social media post to your personal and business timelines/platforms;**
- **Public speaking – mention your associations even if it’s the professional symbol on a power point presentation;**
- **Share your news WITH the association so they can promote their members’ accomplishments;**
- **Buy their swag and wear it/use it proudly;**
- **Wear your professional ring or symbol at work or while networking;**
- **Write off your professional dues on your taxes;**
- **Attend a webinar;**
- **Share resources with other members;**
- **Visit website and members-only section;**
- **List professional designation / membership on your resume and LinkedIn;**
- **If in a hiring position, list your profession (if applicable) as a “Recommended” qualification;**
- **Donate to the association (if a non-profit) or to related research in the profession;**
- **Sponsor a student to attend an event (especially if you cannot)**



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THANK YOU.

Q & A