

# Principles and Strategies for Surveyors to Operate as Business Professionals

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Keyword 2; Keyword 3

## SUMMARY

This paper addresses the general neglect of the business component of the Surveying Practice by Surveyors. There are different components such as the intellectual, technological, business, moral, etc; that combine together in the making of a complete Surveying Practitioner.

Surveyors have not achieved much in the area of business. The justification for this lies in the low remuneration that Surveyors receive from their products and services in comparison with those of their allied professionals in the built industry. The need to harmonize business with professionalism therefore becomes inevitable.

The objective of this paper is to provide the Principles for Surveyors to operate as Business Professionals and also the Strategies for Wealth Creation.

A Professional takes his work seriously all of the time, full time and invests in his career (4). Business should be a principal activity in our profession to earn money. The essence of business is to make profit. And profit on the other hand means more money. Professionalism when combined with Business makes the Professional (Surveyor) win more of a living with less effort.

Principles proposed for Surveyors to operate as Business Professionals include: Effective Communication, Concern for Customers, Mentorship, Change, Ethical Practice, Giving Charity, Good Self Esteem; etc.

For Surveyors in Private Practice, the strategies proposed for wealth creation include: Publicity, Provision of clear Justification for Costing in the Financial Proposals for Survey Contracts, Giving Charity, Diversification of Practice, Continuous Professional Development,

Association/Collaboration with other Professional Bodies and other Socio-Religious Non-Governmental Organizations (NGO) with business inclinations, Enforcement of Surveyors' Professional Rights; etc.

For Surveyors in Academia, the Strategies proposed for wealth creation include: Collaboration with Foreign Embassies to obtain Education Grants, Collaboration with Private Practicing Surveyors, Conversion of Research Papers/Handouts to Published Books, Pursuit of Consultancy Services, Conduct of Workshops/Seminars, Execution of Researches that are of Patent Value, Development of Proposals for implementable Projects; etc.

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.

The paper recommended amongst others that Surveyors should develop a digital marketing strategy in order to promote and market their products to increase wealth. It was finally concluded that there will be improved wealth generation and enhanced professional dignity for Surveyors through the application of the Principles and Strategies proposed.