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Private Sector Summary

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SUMMARY

The Profession is in need of new models to change and use processes that will bring about improvements in the future. One model that should be given some consideration is one of cooperation, especially in hard economic times when resources are limited. Cooperation in this context is one of creating a spirit of sharing but not destroying the competitive edge needed to reward those who provide quality services. The Profession must be in a position not to react to the demands of the consumer but to provide leadership. The position of the Profession in the past has been one of reaction. The key dimension that is needed is one of development of new structures to show consumers the way to improve the quality of their lives.
