

## VALUE PROPOSITION

**Value proposition**<sup>1</sup> is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value (benefit) will be delivered, experienced and acquired.

A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services.

Creating a value proposition is a part of business strategy. Developing a value proposition is based on a review and analysis of the benefits, costs, and value that an organization can deliver to its customers, prospective customers, and other constituent groups within and outside the organization.<sup>1</sup>

When someone asks “So what do I get for what I’m paying?” Tell them about Engineers Geoscientists Manitoba Value Proposition. Here’s what you get. . .

- Licence to practice.
- Professional designation: PEng or PGeo.
- Legal right to call yourself an engineer or geoscientist on LinkedIn, Twitter, Instagram, social media, published documents, business cards, etc.
- Membership in a professional regulatory organization.
- Privilege of self-regulation.
- Assurance of qualifications through standards in education and professional practice.
- Guidance from a professional Code of Ethics.
- ProDev continuing education program.
- Networking and professional development opportunities.
- Chapter affiliations.
- Community outreach.
- Member service recognition awards.
- Notices, e-news, interesting content and media.
- A strong relationship with government for the benefit of the public and the Association.
- Secondary professional liability insurance coverage.

See a compelling explanation of the value of membership in Engineers Geoscientists Manitoba by 2014 President Marcia Friesen, PhD, PEng, FEC. **[More here...](#)**

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<sup>1</sup> Source: [https://en.wikipedia.org/wiki/Value\\_proposition](https://en.wikipedia.org/wiki/Value_proposition)

## **WHAT IS THE VALUE OF MEMBERSHIP?**

An Email Reply from President Marcia Friesen, PhD, PEng, FEC  
© January 5, 2014

Dear Member,

Thanks for taking the time to write me regarding the latest issue of the Keystone Professional magazine.

You didn't explicitly indicate that you were looking for a response to your question on the value of membership in the Association. If you were looking for a response, my simplest answer would be that as per its core legislative mandate, the Association does not exist for us, but rather it exists for the public. The existence of regulatory bodies are mandated by government, not by its membership and this is true across the regulated professions like engineering, medicine, nursing, law, architecture, etc. Understanding that these professions have the potential to cause significant injury (physical, economic, environmental, etc.) to the public welfare, and understanding that government itself does not possess the expertise to regulate these professions, government has therefore given the professions, through law, both the right and the responsibility to regulate themselves on the government's behalf, including the establishment of a regulatory body – in our case, the Association of Professional Engineers & Geoscientists of Manitoba [now Engineers Geoscientists Manitoba].

The benefits we receive are the trust and esteem of the public who can rely on regulation as an indication that they are receiving competent and qualified engineering services when they hire a PEng and that accountabilities are in place when the public interest is compromised. This public trust and esteem translates into a strong market value for engineers (although we can debate whether we still undersell ourselves!). As engineers, we gain the right to self-govern rather than being governed by others (eg. by government, another non-engineering group). Via membership in the Association, we receive our personal right-to-title (PEng) as a highly recognized and trusted post nominal.

We also receive our personal right to independent practice via membership with the Association.

Other professions have advocacy groups that serve the members' interests directly in areas that the profession's regulatory body can't or won't engage. Examples are the Manitoba Medical Association serving the interests of physicians (whereas the College of Physicians and Surgeons regulates), the Manitoba Nurses Union (whereas the College of Registered Nurses of Manitoba regulates), and the Bar Association serving the interests of lawyers (whereas the Law Society regulates). No such similar organization exists for engineers in Manitoba nor in other provinces, except for OSPE in Ontario (whereas PEO regulates). To the extent possible, the Association tries to offer the advocacy, networking, and community-building opportunities to members in addition to its core mandate to regulate the professions [of engineering and geoscience].

These types of discussions are often difficult between strangers. For me personally, it is in the company of diversely-minded colleagues and friends where I find the most persuasive challenges to my own arguments. You seem to feel strongly about the issue, and I hope you take other opportunities to explore the question with others as well. Thanks again for taking the time to write.

Best regards,

Marcia Friesen, PhD, PEng, FEC  
President, 2014