

Report of VP Professional Practice, 2015 Winter Policy Council, Ken Cooper

We pursue the expansion and improvement of the professional practice of system dynamics.

1. One high-leverage initiative identified has been to promote mentoring of new practitioners in expert team settings of existing commercial practitioners, an initiative inspired in part by George Richardson's excellent work on "Growth of a Field". Last Year we began the Forrester Internship initiative. This program has had a pilot start, but is constrained by limited company response in offering internships. We need to increase company participation; we will discuss ideas at our next meeting.
2. We believe that it is important to assess the status of commercial practice by conducting a global survey, along the lines done in 2011. That survey identified issues including lone practitioner/ small-team practices, and relatively low fees commanded by practitioners. We need to obtain a more current comprehensive picture of professional SD practice, and identify current issues to be addressed.
3. David Andersen and I believe we should seek the designation of a "Director/AVP" of Professional Practice to assist in the implementation of these and other initiatives.