



A Global Alliance of Investigators and Security Professionals

W.A.D. NEWS

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SUCCESSFUL PI AGENCY



1st Vice President Rashid Ali Malik, Pakistan,
Chairman of the Board Allen Cardoza, USA &
2nd Vice President Vladimir Solomanidin, Russia.



Report from Ft. Lauderdale, Florida

Fred Coward,
Pam Levien, Dale
Wunderlich & David
Grimes, all USA



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Val Vail-Shirey
NEWSLETTER CHAIRMAN
Richard D. Jacques-Turner

Submission of Articles

All expressions of opinions and statements are published on the authority of the writer over whose signature they appear and cannot be regarded as expressing the views or policies of the **World Association of Detectives**. Articles submitted by other than the author shall require the author's written permission.

Article and Advertising Deadlines

January issue: December 1
April issue: March 1
July issue: June 1
October issue: September 1

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Acceptance of advertising does not constitute W.A.D.'s endorsement or warranty of any products or services. All advertisements must be received in the correct size and must be remitted with a completed W.A.D. Advertising Form, along with payment in full. Advertisements should be submitted in PDF or JPEG file format.

Non-Member Advertising Rates

Advertising rates for non-members are 50% higher than those for members as stated on the W.A.D. Advertising form.
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PRESIDENTIAL BRIEFING

CHANGE HAPPENS

By Greg Scott

It is an inescapable law of nature that “nothing stays the same forever.” Our work, our lives, our relationships change. Like it or not, we must change as well or “die out” as surely as the dinosaurs did so many millions of years ago. Unlike the dinosaurs, we are capable of change and we change not so much out of necessity but for our own betterment and that of our families. Whether it is replacement or renewal, or re-invention or simply re-energizing, we can change for the better and still remain true to our core values.

84 years ago a small group of investigators and security professionals came together, not because they had to, but because they wanted change in their personal and professional lives. They came together to promote friendship, camaraderie, travel, knowledge, and business. That small group has grown over the years and today W.A.D. has become an association of over 800 professionals in 77 countries, yet the core goals of our founders are just as important today.

This year we have seen some changes and will see some more. W.A.D. is rich in people and expertise. No longer will we impose on only a few people to run everything. New ideas and new energy combined with proven experience are needed for positive change. We are encouraging members and officers to try new roles and to contribute new ideas. You are seeing new people in new jobs and we are seeing growth in membership and in service to our members. We are streamlining the duties of our Executive Director’s office so they

can continue to improve the level of service provided. Our friends in the Executive Office are truly committed to our Association and we must embrace them, not as our employees, but as a most valued partner.

Additionally, our new website is planned to be something you will both value and utilize. You’ll also be proud to refer other investigators and business clients to it. Our current website has again been patched up, but is capable of providing only a minimum level of value to our members. The new site will be much more than simply a way to access the membership list. Currently, our W.A.D. list serve is RESTRICTED to business referrals and requests ONLY. Many members receive the posted messages on their handheld phones and Blackberries. Please DO NOT send any other messages over this list serve. Soon our new website will have a BLOG and another list serve that any member may subscribe to for discussions, notices, news, questions, etc.

Our conferences will remain dedicated to our core ideals. The next Annual Conference will be held in Rio in September of this year. It will still be a place for us to experience travel, friendships, and camaraderie, but with an emphasis on knowledge and business and Attendees will find it very valuable on both personal and business levels. The “Networking” alone will be worth the cost of the trip but add to that the value of the knowledge you will receive and it adds up to a conference you do not want to miss! Our first World Networking Reception held in Florida at the Mid Term Meeting was a huge



success. Business was exchanged; new membership applications were received; and we introduced W.A.D. to local area Investigators, businessmen, and politicians.

Utilize your W.A.D. Area Governors and Ambassadors! Recruiting new members is no longer their primary job. Recruiting qualified applicants is EVERY officer’s and every board member’s job. We need members to help, too! The AG’s and AMB’S jobs are now to represent the Association and to help conduct backgrounds on new applicants to ensure that all new members are as equal in integrity and capability as our current members. Let the AG’s and AMB’s know of industry events where they can represent us and invite them to speak at meetings and conferences.

I hope that like me, you are proud to be a member of the World Association of Detectives! Thank you for the honor of allowing me to serve.

Sincerely and Best wishes to all,

Greg Scott

W.A.D. PRESIDENT

FROM THE CHAIRMAN'S PEN

Promoting your Business and your WAD Family

By Allen Cardoza



As business has recently taken me to many different states and countries, I am very proud to say that the WAD colleagues and friends that have assisted me either in person or from afar have been both professional and accommodating. This is a true testament to the quality of our work product and the closeness of our WAD family.

Over the past six years, your association, The World Association of Detectives has sent marketing information to Major corporations, law firms and insurance companies throughout the world, soliciting business for its members. And it has

worked! We have referred to each other, Millions of dollars worth of business each year over the past few years!

In the current world economy, we need to improve upon this to help all of us succeed! But how? Networking and promoting each other is a very cost effective way we will get more business.

Think of yourself as representing approximately 800 of the greatest and most diverse investigation and security companies in the world.

Nearly everyone you meet is in need of at least one of the services that collectively we can provide.

If we all take the attitude that we can refer cases either because of location or specialty, we will all benefit....

I look forward to seeing many of you at our annual conference in Rio De Janeiro. If you want to get more cross referral business from your WAD brothers and sisters... you can't beat meeting them in person.

Wishing you good health, happiness and prosperity!



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Phone: 504-529-2260

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FROM THE EXECUTIVE DIRECTOR

"Through our eyes"

The Executive Director office has been extremely busy with the work and efforts of World Association of Detectives. As your Executive Director, we want you to have superb service from our entire staff. Val Vail-Shirey and Karen Coady, as main contacts for members, work diligently to provide exceptional service for all members.

You should have found in the January-March newsletter your membership card for 2009. The card and pouch for lamination were included inside the front cover. Members that want to include your photo may do so and then have the card laminated. If you did not receive a membership card, then your dues may not be paid or the office doesn't show you as paid. Please contact the office immediately via phone or email if you have made your renewal payment and did not receive your membership card or would like to complete your membership renewal. Occasionally the website renewals do not process completely and we do not receive them in the office. We do not want to miss anyone.

Our office works tirelessly to make certain that the information in the data base is accurate and is constantly updated so that the on line membership directory is complete with the most current information. Recently, formula errors were corrected and all membership information and search options should be functioning.

We continue to put forth every effort for the production of a valuable newsletter with appropriate articles

of training and informational value. We encourage all members to provide input into the newsletter with articles of educational value or letters on issues that they have encountered and solutions to remedy investigative situations. Please forward any articles for publishing to Newsletter Committee Chairman Richard Jacques-Turner for review and submission to our office for inclusion.

The membership deadline for 2009 has been extended to May 1, 2009 so that all current members will be included in the directory which will be printed on May 2, 2009.

We truly enjoy the membership of the World Association of Detectives. If you encounter any problems with the information or service from the office, please do not hesitate to contact us and we will make every effort to complete corrections to your satisfaction.

W.A.D.
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Lansing, Michigan 48933
USA

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Sincerely,

Val, Larry
and Team
Julian Vail, LLC



VAL VAIL-SHIREY



LARRY JULIAN

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FROM THE 1ST VICE PRESIDENT

“Global Quest II”

WAD Membership Development Program - 2009 – 2012



Dear Fellow Members,
Global Quest II – WAD
New Membership De-
velopment Program 2009 – 2012
aims to set specific targets for
growing our membership over the
next 3 years and beyond, as well
as offering greater value to mem-
bers to support growth and mem-
bership retention.

Membership growth is paramount
while still retaining the highest
ethical and professional standards.
Our current membership stands
around 800 members and our
target is to achieve growth to 1000
members in 3 years. To this end, a
number of programs will be intro-
duced progressively for member-
ship recruitment and retention.

To start this program is the Mem-
ber-Get-Member and the Refer-
Potential-Member Campaign.

Member-Get-Member

This campaign runs in conjunction
with the upcoming WAD 84th
Annual Conference in Rio de Janeiro,
whereby during the period April 15
to September 15, 2009, any Member
who:

- a. Submits **FOUR (4)** New
Member Applications (which
are subsequently Approved),
the Referring Member’s
Registration Fee of US \$395.00

for the Rio Conference is
waived.

- b. Submits **THREE (3)** New
Member Applications (which
are subsequently Approved)
the Referring Member will be
entitled to 1-night stay at the
Sofitel Rio de Janeiro valued at
US \$225.00.
- c. Submits **TWO (2)** New
Member Applications (which
are subsequently Approved)
the Referring Member’s 2010
Membership Dues of US
\$160.00 are waived.

Refer - Potential - Member

When you identify a potential
member befitting any of the cat-
egories of our Membership – Ac-
tive, Associate, Affiliate or Cor-
porate, please forward the contact
details to me or to the Executive
Director for a special invitation
to be extended to the potential
member. For every **THREE (3)**
Applicants (which are subse-
quently Approved) the referring

Member’s 2010 Membership Dues
of US\$160.00 are waived.

Every Member of WAD is part of
the New Membership Develop-
ment Program, and Membership
is Business Networking. Intro-
ducing new members will further
strengthen WAD and expand our
resources in meeting the challeng-
es of the industry.

Thanking you for your support.

Yours respectfully

**Brig. Gen. Rashid
Ali Malik**

W.A.D. 1st VICE-PRESIDENT

**Chair-Membership Development
Committee**

TOLL FREE 800.491.8484



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W.A.D. Annual Meeting 2009

Registration/Sponsorship/Advertising



Rio de Janeiro - Brazil



September 4-5, 2009

Hotel Sofitel Rio de Janeiro

Av. Maricá, 4240 - Copacabana - 22.070-002 - Rio de Janeiro - RJ - Brazil

Conference Registration: Cancellation/Refund - 50% after August 1, NO REFUNDS after August 15, 2009

- W.A.D. Members: **US\$395** = \$ _____
 - W.A.D. Members Guests: **US\$245** - \$ _____
(family and employees)
 - Non-Members **US\$445** = \$ _____
 - Seminar Only: **US\$225** - \$ _____
(which covers the Seminar Sessions, Coffee Breaks and Lunches Session)
 - Gala Dinner Only: **US\$100** = \$ _____
- (Please use one form per attendee)
- + Total** - \$ _____

PLEASE CHECK AND COMPLETE ALL APPLICABLE ITEMS:

- Sponsorship Total \$ _____
- Advertising Total \$ _____
- New Member **+ Total** - \$ _____
- First Time Attendee

Name: _____

Guests: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Registration Confirmation will be sent to the email address.

Payment Options:

- I have enclosed a check payable to W.A.D. for the amount in the "TOTAL" fee below.
- I want to pay by Credit Card
 - Visa MasterCard American Express Card # _____
 - Expiration Date: _____ Security Code (only for Visa/MC): _____
 - Exact Name on card: _____
 - Exact Statement Billing Address: _____

= TOTAL charged for Conference, Sponsorship, Advertising = \$ _____

Sponsorship Opportunities:

- Platinum Corporate Sponsor**
US \$2000
Permanent signage throughout the conference. Your material placed in attendee packet and a full page ad in the conference program.
- Seminar Feature Sponsor**
US \$1000
Permanent signage throughout the Seminar Sessions. Your material placed in attendee packet and a half page ad in the conference program.
- General Meeting Sponsor**
US \$500
Permanent signage during the General Sessions.
- Welcome Reception Sponsor**
US \$300
- Gala Banquet Sponsor**
US \$300
- Part President Lunch Sponsor**
US \$200
- Seminar Lunch Sponsor**
US \$200
- Coffee Break Sponsor**
US \$100

Program Advertising Rates:

Camera Ready (Electronic 16-Pin format preferred - jpe, pdf, eps, tiff - ALL ADS ARE FULL COLOR)
Please email your camera ready artwork and/or text to val@juliavnail.com by **August 10, 2009**.

- Back Cover (7.75"x10.25")** \$800
- Inside Front Cover (7.75"x10.25")** \$500
- Inside Back Cover (7.75"x10.25")** \$500
- Full page (7.75"x10.25")** \$300
- 1/2 page (7.75"x5")** \$200
- 1/4 page (3.75"x5")** \$100

* Design services are available for \$50 for ad design

Return payment and registration form to: W.A.D. • 235 N. Pine Street • Lansing, MI 48933 USA
517.482.1200 or Fax: 517.372.1501 or email: val@juliavnail.com

W.A.D. Annual Meeting 2009



W.A.D.
September 1-5, 2009



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22070-002 - RIO DE JANEIRO - RJ - BRASIL
Fax: +55 21 525.1230

HOTEL REGISTRATION - GROUP WAD

September 01st - 06th, 2009

(Please return this form to Sofitel Rio de Janeiro, to the fax + 55 21 2525 1230
malta/reservas.sofitalrio@sofitel.com / Reservations Manager: Barbara Malta)

Name: _____

Fax: _____

E-Mail: _____

Arrival Date: _____ Departure Date: _____

I WISH TO RESERVE:

- Classic: US\$ 225.00 Single () Double () Jr. Suite: US\$ 721.00 Single () Double ()
- Superior: US\$ 255.00 Single () Double () Exec. Suite: US\$ 1,290.00 Single () Double ()
- Deluxe: US\$ 290.00 Single () Double ()

- Above Rates are subjected to 10% service charge + 5% ISS governmental tax + R\$ 7,00 room tax.
- Breakfast is not included, served at the Atlantis Restaurant - 1st floor - from 06h00 am to 10h30 am.
- Breakfast: US\$ 30,00 + 10% service charge per person.
- Check-In: 02h00 p.m.
- Check Out: 12h00 a.m.
- Reservations are subjected to the availability of the hotel.

Credit Card Type: Visa MasterCard Other _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____

(A failure to honor the hotel to charge one night on the above chosen Room Rate is cause of a fine \$100.)

• Please attach a copy (front and back) of your credit card. Without it we cannot guarantee your reservation.

Remarks: You can amend your reservation in writing without charge up to 4 (four) days prior to the arrival date. After this, the Hotel holds the right to charge the first night on the credit card filled out above.

(To be completed by SOFITEL RIO DE JANEIRO only)

With pleasure we confirm your reservation.

Accepted by: _____ Date: _____

Reservation Number: _____

Ft. Lauderdale Mid-Term Board Meeting

a Photo recap



Devi Molina, Cindy Lapworth & Val Vail-Shirey



Shivindra Singh, Dr. Tuck Yew Choong & John Jones



Louis Laframboise, Cindy & Bill Lapworth



Fernando Fernandez & Greg Scott



Louise Coward & Lynette Rivell



Larry Webb, Siti Naidu & Joel Michel



Ajit Singh, Shivindra Singh & Larry Julian



Nicole Laframboise & Laila Saleh



Chuck McLaughlin & Shivindra Singh



Johnson Okebukola



Allen Cardoza, Nele Miķa & Petra Slovakova



Greg Scott, Ajit Singh & members



Rockne Cooke & Alain Vogel



David Grimes & Nicole Laframboise



Officers at the Board Meeting



Tony Imossi & Greg Scott



Dato Mohd Som Sulaiman



Attendees enjoying conversation



Mayor Jack Seiler, Jean Mignolet & President Greg Scott



Bill Lapworth, Rockne Cooke, & Bob Heales



Diane Scott & Eric Shelmerdine



Jean Mignolet

Financial Integrity Index: Rating of the Degree of Fictitiousness (Fake Activity) of Russian Companies

Written by A.Ye.Krioni March 2009, Moscow

Lately one has often been hearing of measures taken by the tax authorities to control ‘fly-by-night’ companies. But this acute problem has been addressed half-heartedly and inadequately, based on no legislative initiative. As a result, the measures put in place by the government to control the activities of unscrupulous entities even now fail to serve the interests of medium and small businesses. The financial crisis, which started in 2008, has boosted swindlers’ demands for the services of phoney companies, and in so doing endangered the financial position of the country’s entrepreneurs and society as a whole. This goes against the grain of goodwill and the practice of fair play between business partners.

In 2008, the detective A. Krioni developed the Financial Integrity and Bona Fides Index for private establishments, such as small and medium-sized businesses, with the object of rating their propensity to fictitious business activities. This is a ‘first-of-a-kind’ tool, developed by a member of the general public – a practising private detective.

The study is meant to:

- draw attention to the identification of fictitious economic activities by seemingly legitimate businesses, in fact set up to achieve criminal ends by deceiving the parties that contract with them in Russia and abroad;
- *improve monitoring and sourcing of information, which can be used to develop further policies against unscrupulous (malicious) entities.

An integrated value of the index is obtained by averaging 7 indicators. The indicators measure the integrity and good faith of an entity and the measures taken by the corporate governing body to eliminate signs of criminal activities – the function of fraudulent bankruptcy (Art. 197 Criminal Code of the RF), rather than to prevent financial

insolvency. The indicators were thus designed to encourage bona fide businessmen rather than to identify mala fide ones.

The indicators are divided into two categories:

- *Balance sheet.* Two indicators to cover the following: information on the hard currency balance (total assets) and the statutory share capital.
- *Off balance sheet.* Five indicators to cover the following: RF Central Bank rate; Reporting period of financial statements; Fixed costs; Corporate staff on payroll; Corporate life span.

The process of index development revealed the limited nature of access to information in Russia. Reliable data are scattered pell-mell over various sources without rhyme or reason; when asked to provide information to a person concerned, officials more often than not refuse to do so, citing “lack of adequate arrangements”.

The survey undertaken covered all the entities on the register of the Federal Government Statistical Service. In toto, the Financial Integrity Index 2008 is represented by a table featuring a hundred businesses in this country out of some four and a half million. The 2008 list presents businesses in various lines of activity. The group comprises retail businesses, financial companies, auto repair shops, and educational and sports establishments. The findings of office research are summarized in the Table called *List of Russia’s First Hundred Fictitious Companies 2008*.

Facts that suggest semi-criminal and outright criminal bogus business activities are listed in the line *Further proof or facts taken by the author as evidence of fake corporate activities* in the Table. The review of the evidence gathered shows that out of the hundred businesses in operation 51 have clear signs of fictitious business activities.

(continues on next page)

It is a matter of special concern that 26 organisations whose life span is two years or less have already been involved in proceedings of Arbitration courts of the Russian Federation.

The Index will be published on an annual basis to enable the bona fide contractor to identify mala fide players. A number of non-governmental and educational establishments have already expressed their interest in conducting such surveys in order to improve the security of business environment.

Now the task is to boost the performance of the index by:

- improving its methodology;
- removing impediments to solid economic information on the future business partner;
- developing proposals to improve the laws on business activities by introducing amendments

to the Russian Federation CC to make fictitious business activity a criminal offence.

The publication of the index should prompt the economic community to put in place policies to encourage bona fide business activities.

For further information on the index, visit the website www.krioni.com. Alexander Kioni has been a W.A.D. Member since 2003.

A. Ye.Krioni

Address: M.Tukhachevskogo, 33 – 85, Moscow, 123154, Russian Federation,
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www.FireExpert.com • Email: FireExpert@FireExpert.com

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WELCOME NEW MEMBER

Please join us in welcoming the newest member to our W.A.D. family.

It would be great if you could send him a welcoming email.

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INFINITEC INVESTIGATION

40208 Carr. 190 Ste 110

Private Mail Box 116

Carolina 00983, Puerto Rico

Telephone: +1-787-603-4504

Telephone 2: +1-787-276-5619

Fax: +1-952-216-8998

Email Address: infinitecpr@yahoo.com

Website Address: <http://www.infinitecpr.com>

LETTERS

Good morning Greg:

How can I thank you for inviting me and my fellow SFIA members to one of the most enjoyable networking events I have ever attended. Your members are warm and impressive. I intend to send in my application to WAD and hope to be considered for membership. Be safe and well,

Warmest regards,

E'lyn Bryan

President of South Florida Investigators Assoc

Member of National Association of Document Examiners

Member of the South County Bar Association

Forensic Document Examiners Inc.

Div. of Forensic Bureau of Investigations Inc



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USA South: AL, AR, FL, GA, LA, MS, OK, TX

USA North West: AK, CA(N), ID, MT, ND, OR, SD, WA, WY

USA South West: AZ, CA(S), CO, HI, NM, NV, UT

FROM THE 3RD VICE-PRESIDENT

Next destination – Rio de Janeiro, Brazil

By Siti Naidu



The Portuguese arrived in 1502, the French in 1555 and then the World Association of Detectives in September 2009. Rio de Janeiro means “River of January” as seen by the Portuguese (here’s a link www.geographia.com/brazil for further details) Trapped between the mountains and the seas, Rio is one of the most spectacular cities, a combination of dazzling beaches, exotic parks, spectacular mountains and a major cultural capital of arts, festival and carnival.

Brazil is one of the emerging markets and set to be one of the major economies in the future. With today’s global businesses beyond boundaries, we see our industry playing a significant role in these new markets. WAD Annual Conference in Rio is a timely entry into Brazil, providing opportunities to our members to explore new frontiers.

The 84th WAD Annual Conference will take place in Rio de Janeiro from September 1 – 5, 2009. As an Association, it is a time our members come together to be updated on the achievements within the past year, discuss the business of the Association and be part of the annual leadership change; an opportune time to rekindle old friendship and make new ones. The Committee and Business Meeting is followed by our tradition of hosting stimulating Seminar Sessions to provide members an insight into current developments in our industry. An outstanding lineup of speakers will address on the theme “Changing Dimensions of International Security - Aligning Security and investigation with Business Resilience in a Globalised Economy.” The Seminar is also

open to non-members and industry professionals, and attendees are awarded CPE hours. Complete Seminar Sessions will be posted over the WAD website soon.

Venue hotel

Sofitel Rio Janeiro is one of the most prestigious and luxurious hotels along the famous Copacabana Beach surrounded by chic restaurants, a buzzing nightlife and shopping extravaganza. The hotel is located about 10 km (6 miles) away from the airport and 7 km (4 miles) away from the city center of Rio de Janeiro. A choice venue for both business and holiday comfort, visit www.sofitel.com for more details. The Hotel Reservation Form appears on page 9 of this newsletter to make your bookings.

Travel & Visas

There are major international flights into Rio with some offering special fares destination and frequent flyers packages. Entry visas are required for visitors from some countries to Brazil. Your travel agent should be able to assist, nevertheless, visit www.brazilemb.org to find the consulate closest to you to apply for your visa, if you require one.

Promotional Opportunities

At the Annual Conference there are various social events to keep members connected and offer effective target opportunities for promoting your business and company. The Conference booklet offers another medium of publicity. There are various Sponsorship and Advertising opportunities available for members to take advantage. Make your membership count. You are cordially invited to attend our Association’s Annual Conference. Please find the Conference Registration Form on page 8.

See you in Rio de Janeiro,

Respectfully

Siti Naidu

Siti Naidu

W.A.D. 3rd Vice-President
& Conference & Mid-Term
Committee Chairman

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NEWSLETTER ADVERTISING RATES FOR 2009

| Ad Size | Dimension | 1 Insert - USD | 3 Inserts - USD | 4 Inserts - USD |
|--|---|----------------|-----------------|-----------------|
| <input type="checkbox"/> Full Page | 7.5" wide x 10" high 19cm wide x 25cm high | \$225.00 | \$607.50 | \$800.00 |
| <input type="checkbox"/> Half-Page | 7.5" wide x 5" high 19cm wide x 12cm high | \$125.00 | \$337.50 | \$400.00 |
| <input type="checkbox"/> Quarter-Page | 3.75" wide x 5" high 9cm wide x 12cm high | \$100.00 | \$270.00 | \$320.00 |
| <input type="checkbox"/> Business Card | Standard Size 9cm wide x 5cm high | \$50.00 | \$135.00 | \$160.00 |

Special Cover Requests – Based on availability

- sold** Outside Back Cover 7.5" w x 10" h / 19cm x 25cm \$525.00 per issue
- Inside Front Cover 7.5" w x 10" h / 19cm x 25cm \$475.00 per issue
- Inside Back Cover 7.5" w x 10" h / 19cm x 25cm \$425.00 per issue

Issue

- Volume 60, Issue 3: July 2009 Volume 61, Issue 1: Jan 2010 Volume 61, Issue 3: July 2010
- Volume 60, Issue 4: Oct. 2009 Volume 61, Issue 4: April 2010 Volume 61, Issue 4: Oct. 2010

Deadlines for Ad Submission: December 1, March 1, June 1, September 1

- Ads must be submitted in a .jpg or .tif or .pdf file. Faxes will not be accepted.
- Ads must be submitted in the correct dimensions.
- Full payment in USD must accompany all advertisement orders.

Non-Member Advertising Rates: Non-member advertising rates are 50% higher than those stated above. The minimum advertising size for non-members is a quarter page.

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- Visa MasterCard American Express

Cardholder Name _____

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WWW.WAD.NET

THE S.W.O.T. OF A SUCCESSFUL PI AGENCY

Being a master of your trade is an important part of the equation for success. Another key factor for you to consider is that the provision of your service is a business. Therefore being a good businessperson who has drive, focus, direction, and passion is critical to your success. To have a successful PI business, it is wise to be a master of your trade in your area of expertise. Think of alternative possibilities. Be aware of your limitations. Identify threats that may surround you. Have and maintain a clear direction for your business, with goals, and a plan of action to achieve those goals.

BE A MASTER OF YOUR TRADE

Being a master of your trade brings you respect and allows you to be sought after. So how do you become a master of your trade? First, focus on your *strengths*. Second, if you have the idea that being a jack of all things will bring you success, let go of that idea. Your strengths help you achieve your objectives. Take the time to identify and develop your strengths, then develop your goals and strategies around those strengths. Invest in training, training, and more training. Practice without fear of making mistakes. Mistakes can be effective exercises in what not to do. Be consistent in the product you deliver, this brings credibility. Take time to learn new techniques and invest in technology that will allow you to be more efficient and a step above the rest. Continually learn new skills that will assist you in working cases and running your business. Be aware that performance goes down when one becomes satisfied and complacent. Therefore, continue to strive to be the best you can be.

BE AWARE OF YOUR LIMITATIONS

Most of us have limitations, and each person's limitations are different. Awareness of your limitations allows you to think of ways around them and create a plan of action that will compensate for these limitations. Be honest with yourself about your limitations. Many times being aware of and acknowledging your limitations will guide you to your right area of expertise. The last thing you want to do is be the square peg trying to fit into the round hole. This will not bring you



fulfillment or success. Your limitations can become your *weaknesses*. Your time is best spent improving your strengths. It is your strengths that allows you to grow and develop.

THINK IN ALTERNATIVE POSSIBILITIES

Life is full of *opportunities and possibilities*, but many times these opportunities are missed because people fear risk or thinking outside the box for alternatives. Not every opportunity will fit your area of expertise, experience level, business model or resources, and that's OK. It is your responsibility to think of and look for alternative opportunities that do fit your area of expertise, experience level, business model and resources that will help you achieve your objectives. Be careful of getting so absorbed in finding the pre-made opportunity that you miss the great opportunity you can create for yourself. Don't allow yourself to be so optimistic or pessimistic that you cannot be realistic. Being realistic is not always easy, because it involves analytical work. Be merciless with yourself. Look for alternative opportunities, and you will find them. Remember not to worry about things you cannot control. Look for opportunity in things you *can* control or influence.



THE S.W.O.T. OF A SUCCESSFUL PI AGENCY

IDENTIFY THE THREATS THAT MAY SURROUND YOU

Threats are conditions that could damage your work product consistency and/or business' performance. Threats can come in many different forms and from many different places. Your job is to identify the threats that surround your business and come up with a strategy and action plan to defend against each of them. The health and survival of your business depends on your awareness and ability to plan and carry forth that plan.

HAVE A CLEAR DIRECTION

A clear direction for your business is critical to your success. Clear direction allows you to have focus, create a solid strategy, and execute that strategy with confidence. Without clear direction, your future may be at risk.

GOALS

Setting goals propels your business forward and encourages you to stretch beyond what you might think possible. Measurement of your goals provides a clear picture of your strengths, weaknesses, opportunities, and threats. Goals allow you to expand your horizons and improve your game or even change some of your goals.

¹ U.S. Department of Labor / Bureau of Labor Statistics – www.bls.gov/oco/ocies157.htm

PASSION

The most important ingredient for success is passion for what you do. Passion to be the best at what you do ensures that you can always do better than you have done before. Without passion, being a PI becomes like any other job. With passion, being a PI is who you are, not just what you do. Being a stellar PI can be a job or a career.

Be a master of your trade who has direction, focus, goals and a plan of action to achieve those goals. Be aware of your limitations and threats but think your way around them with alternative opportunities. Each case you work, work it with passion, and give it everything you have. Do not wait for opportunities to come your way. Be innovative and create your own.

The employment of private detectives and investigators is expected to grow 18 percent over the 2006-16 decade, and keen competition is expected¹. These statistics are proof of *survival of the fittest*. Each person's destiny is what they make it. What will your destiny be as a PI? What opportunities are available to you? What steps are you going to take to make sure you survive? Your future is totally up to you!



Diana L. Garvin of Atlanta, GA, is one of the leading business strategist in the United States. She can be reached at 678-583-0401 and for more information visit www.trueperceptions.com



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