

STRUCTURAL BUILDING COMPONENTS MAGAZINE

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SCDA Update

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Test Your Skills: Part 3 by SCDA Staff

You've been reading about the SCDA Technical Skills Evaluation (TSE) in this space for a while now, and we've got you thinking...just maybe there is some validity to this concept...it's possible that I don't really know my employees skill levels as well as I thought...I wonder if I'm playing to their real strengths or if they've been blowing smoke at me for months (or years!).

But is it worth it to pay to find out? ABSOLUTELY! Because you'll recover that investment and more when you are able to demonstrate your expertise and back up that claim in a quantifiable way. It may happen slowly, but you can create a climate in your market where SCDA Certification is the most important badge of quality and integrity.

Achieving certification demonstrates your commitment to quality, technical expertise and innovation. Your customers will ask what it means, and you can tell them it means you have measured up to a standard set by experts in the industry. You can establish the importance of this certification by featuring it prominently in your advertising and literature. You can demonstrate its importance by having only specialists in each product area in contact with your customers. You will know employees' areas of expertise based on their performance on the TSE. This kind of customer service WILL be noticed.

SCDA's ultimate goal is to be able to advance each evaluation participant's education to the next higher level(s) of certification. In order to be most effective, certification must be combined with education; this further demonstrates the participating company's commitment to innovation and technical expertise.

So jump on the bandwagon, and introduce SCDA Certification in your market. Encourage others to do the same thing, so that we can grow our resources and begin offering education to make our industry even stronger.

[SBC HOME PAGE](#)

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role on behalf of the component industry in disseminating technical and marketplace information, and will maintain advisory committees consisting of the most knowledgeable professionals in the industry. The opinions expressed in SBC are those of the authors and those quoted solely, and are not necessarily the opinions of any of the affiliated associations (SBCC, WTCA, SCDA & STCA).