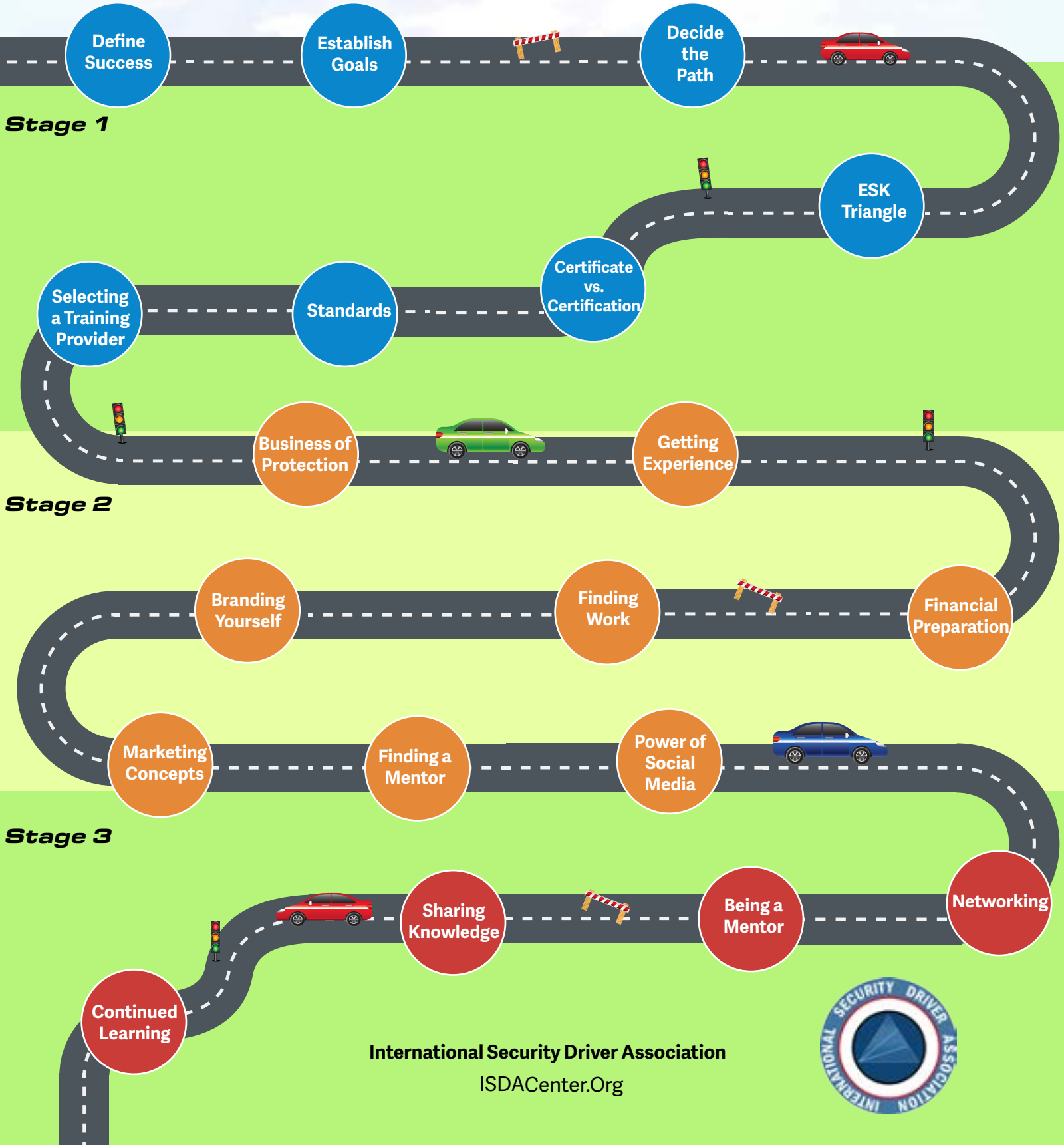


ISDA ROADMAP

3 STAGE APPROACH TO EP CAREER SUCCESS



Introduction

For many, finding a career path or advancing a career is the most challenging task they face. There are no guarantees for success, but there is a path to it. Many may have the desire and passion to succeed in a profession, but having a successful career requires a plan, a roadmap. A roadmap shows a destination, or one's goals, and the practical steps necessary to get to the desired destination.

The International Security Driver Association (ISDA) has created a checklist for a protective services roadmap to success. The complete ISDA Road Map is an 11-page document that is supported by over 100 articles and documents, and is available to only ISDA members.

The ISDA Roadmap is separated into three sections:

- 1. Planning for your Success**
- 2. Growing your Success**
- 3. Managing and Enhancing your Success**

About the International Security Driver Association (ISDA)

ISDA serves our members by supporting an international forum of protection professionals who share their knowledge and experience for the education and benefit of the membership. ISDA represents all aspects of the Executive Protection profession from all parts of the Globe. ISDA serves members who are either inexperienced or experienced practitioners.

Whether you are exploring a career in executive protection, new to the profession, honing your expertise, or an established security executive, ISDA offers its Members benchmark educational, networking, and marketing programs.

To learn more about what the ISDA offers its members go to [IDSACenter.Org](https://www.IDSACenter.Org)

The Checklist Stage One

Planning for Your Success

The purpose of this section is to create a clear plan for your career path in the protection profession – from defining success to selecting a training provider. Planning your path will form a foundation to build upon as you enter the next section of the Roadmap, the Growing Your Business section.

Defining Success - Establish Goals

- Define what success means to you
- Define your goals to achieve your definition of success
- Define your strategies to reach your goals

Decide the path that will achieve your success

- Using accurate and verifiable information, research your path
- Ask for advice from others who took that path
- Commit to the path

Experience, Skills and Knowledge (ESK) Triangle

- Know what skill, knowledge, experience are needed to achieve your goal
- Gain an understanding of the job market
- Ensure you know the different ESK needed for various segments of the profession

Certificate vs. Certification

- Know the difference between certificate and certification
- Ensure that your training meets the needs of the market

Standards

- Know that there is no federal license for the EP industry
- Research the IRS Standards
- Kidnap and Ransom Insurance is the catalyst for hiring EP Agents/Security Driver
- Learn the Kidnap and Ransom (K&R) requirements

Selecting a Training Provider

- Research the various training providers
- Ask if there is the possibility of experience
- Ask training provider if they offer ongoing networking opportunities freely or for pay
- Ask the training provider if they supply mentorship - Free
- Ask training provider about after training communications
- Do not rely on one source of information concerning training; ask others
- Examine the training provider website ensure they are knowledge base providers

Congratulations, you've now completed Part One of the Checklist!

Notes:

Related Content from ISDA Members

Please note some of these links below belong to the ISDA membership and a login is required.

- [5 Important Training Considerations](#)
- [A Guide to Using the Post - 9/11 GI Bill Educational Benefits](#)
- [Decide the path that will achieve your success, First Question Every EP Newcomer Ought to be Asking](#)
- [EP Job Data - The Skills Gap](#)
- [Opportunities Found in Tour Security via Elijah Shaw](#)
- [The Difference Between an EP Job and an EP Career](#)
- [The Five Slices of the Protection](#)
- [Training, Certification and Experience](#)
- [Training to a Certificate](#)
- [Whether EP Provider or Trainer, You Are a Business](#)

The Checklist Stage Two - Growing Your Success

The purpose of this section of the Roadmap is to plan your business model – from understanding the business of protection, and determining your value. Creating a strong business, marketing and financial foundation that will lead you to the next section of the Roadmap – **Managing and Enhancing Your Success**.

Business of Protection

- Learn the protection business
- Understand the concept of a business model
- Determine who is your ideal customer
- Examine what the Market wants and align your training and experience to the needs of the Market.

Getting Experience

- Determine how you will gain experience
- Create a marketing program
- Learn what clients want and expect from you
- Create and communicate your marketing message

Financial Preparation

Learn to concepts of financial management

Budget your training

Learn to compute your value

Finding Work

Learn and Research locations of job opportunities

Conduct online searches for jobs that match your ESK

Use Word of Mouth Marketing (WOMM) to your advantage

Network with those who can provide jobs related to your goals and ESK

Branding

- Determine your brand and identify how you will communicate it
- Communicate your brand to the right market
- Make a plan to gain repeat business

Marketing Concepts

- Create a marketing program
- Learn what clients want and expect from you
- How will you communicate your message
- Understand the concept of Word of Mouth Marketing (WOMM)
- Make a WOMM plan
- Study word of mouth and learn how to use its power.

Finding a Mentor

- Before looking for a mentor, you'll need to first know the following: What do you want to do? What qualifies you to do it? Whom have you done it for? Whom do you want to do it for?
- Once you have decided on a Mentor - get connected. Tweet out their posts, and comment in a positive way on their blogs, share their updates, start a discussion
- Look for those that share their experience and knowledge for free.
- You are asking the mentor to invest in you. As such, you need to be worthy of their investment.

Power of Social Media

- Create a Social Media plan
- Join social media networks with the goal of finding your target market
- Create a plan to market your services or products

Congratulations, you've now completed the Checklist Part Two!

Notes:

Related Content from ISDA Members

Please note some of these links below belong to the ISDA membership and login is required.

- [Be Smart When Using Social Media for Your Security Business](#)
- [Branding and marketing for the Protection Services Professional](#)
- [Copy, Paste, and Hope is Not a Marketing Strategy](#)
- [Eight Tips to Start Using LinkedIn to Your Advantage](#)
- [Finding Executive Protection Jobs on LinkedIn](#)
- [Introduction to Social Media](#)
- [Learning How to Find Job Opportunities](#)
- [Overview of the Indeed Job Search Website](#)
- [ROI of a Security Driver](#)
- [Social Media Metrics](#)
- [Social Media Success for your Business](#)
- [Your Resume - You Only Get One Shot at a First Impression](#)
- [The Difference Between an EP Job and an EP Career](#)
- [Top 5 Reasons Why Your EP/Security Business Needs A Social Media Strategy](#)

The Checklist Stage Three

Managing and Enhancing Your Success

The purpose of this section of the Roadmap is to understand and become a mentor, sharing your knowledge and experience with others. Understanding the concept of networking and setting an example for new and inexperienced individuals. This section will end your journey through the roadmap.

Networking

- Understand the concept of networking
- Learn who to network with and where
- How to follow up on networking

Being a Mentor

- Be available to others in the profession.
- Document those who have assisted you in your journey to success. (What did they do to help you?)
- Share your experience and knowledge.
- Set an example for new and inexperienced individuals.

Sharing Your Knowledge

- How to communication your knowledge
- Plan where you share your knowledge and with whom

Continue Learning

- Become an avid reader
- Seek out knowledge from experienced professionals

Congratulations, you've now completed the Checklist Part Three!

Notes:

Related Content from ISDA Members

- [Constant Learning](#)
- [Recommended Reading - Trusted Advisor](#)
- [Culture and Leadership](#)