



By Jennifer Hogan, REWC, RRO, BARCHSCI, CET, CRE, LEED AP, CERTIFIED PASSIVE HOUSE CONSULTANT
President

IIBEC Credentials and Our Network of Trust

SUCCESS IN THE building enclosure profession is built on a complex network of trust. Owners need to trust that we will provide objective and technically sound advice. Architects need to trust that we will respect the design intent, while identifying potential risks. Contractors need to trust that we will be fair, practical, and grounded in the project requirements. Manufacturers need to trust that we understand the application, uses, and limitations of their products.

IIBEC credentials help build this network of trust. They signal to owners, architects, contractors, manufacturers, and our peers that they can trust our expertise, judgment, and commitment to professional conduct. I include my IIBEC credentials in my business profile and all my communications with clients and project partners to let them know that I have met established requirements and demonstrated competency in specific areas of practice (in my case, building enclosure commissioning, exterior wall consulting, and roof observation).

Although IIBEC credentials indicate that a person has demonstrated technical expertise, such expertise is not enough on its own to sustain trust. The people who rely on us need to have confidence in what we know *and* how we apply that knowledge. Technical expertise can earn respect, but we need integrity to earn trust. Sometimes, the most credible thing we can say is, "I need to look into that," or "This is outside my area of expertise, but I can connect you with the right person."

Trust can be won or lost in our approach to collaboration and dispute resolution. Building

enclosure performance is rarely the responsibility of just one person or discipline; it depends on a team working together. Each party brings a unique perspective, and healthy disagreement is part of the collaborative process. As my friend and past IIBEC president Chris Dawkins would often say in our meetings, "Dissent makes us stronger." The concept of trust is implicit in Chris's message. When all stakeholders share trust, it's possible to work through differences constructively, as long as everyone listens before responding, raises concerns early, treats their project partners fairly, avoids assumptions, and recognizes that all partners are working toward the same goal.

Our IIBEC credentials represent more than our individual achievements. Their credibility has been built over time through the work and integrity of all the credentialed professionals in our community, including those who came before us. Each of us is charged with upholding the legacy embodied in our IIBEC credentials. We do that by keeping our commitments, communicating honestly, continuing to learn, and applying our expertise with integrity.

Every decision we make either strengthens or weakens the confidence that others place in IIBEC credentials and our profession. Our responsibility is to make sure that the credentials we carry continue to represent both expertise and trustworthiness.

A stylized blue ink signature, likely belonging to Jennifer Hogan.

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