

NAILD LS II – Applied Lighting, Now Open to NAILD Members

For all those who have successfully completed NAILD LS I, you can now register to take NAILD LS II. Where NAILD LS I focuses on the basics of lighting, and primarily on technology – what it does and how it works, NAILD LS II focuses on how to apply lighting principles at your customers' facilities.

By the end of 2009 almost 300 employees of NAILD Distributor and Vendor Members completed NAILD LS I, received their NAILD LS I certificate and pin, and authorization to use the appellation in their work. This includes almost 50% who have completed the NAILD branded version of the program and passed the Final Exam. Those who have successfully completed NAILD LS I comprise the pool of candidates for NAILD LS II.

If NAILD LS I covers the “what” of lighting, NAILD LS II covers the “how”. Think about this program as a tool to help move you and your staff from the role of simply a “product provider” to the role of “solution provider”. Creating a solution requires that you can uncover and understand a customer's lighting needs. It presumes that you focus on what lighting does, not just what it costs or what it saves. Remember, unless your customer is a utility or an ESCO, they are not in business to save energy. Energy costs represent some percentage of their operating budget. Offering to help them save on energy costs gets you in the door. However, what differentiates a lighting professional in the marketplace lies in one's ability to:

1. Understand the customer's needs
2. Recognize when the existing lighting no longer fully meets the customer's needs, and then,
3. Have the ability and knowledge to help them implement a decision that strengthens their ability to do what they do to make money.

Each of the eight Modules should take about two to three weeks to complete. Why? You need to:

1. Listen to the Module
2. Break away from the online Module to write your thoughts and ideas into your Workbook
3. Go out into the field and:
 - a. Observe what you have heard and written about
 - b. Practice some of the exercises and techniques outlined in Module
 - c. Write about your experience

NAILD LS II is built so that you can integrate it into your daily work, and use your daily work as the laboratory to build your knowledge and strengthen your skills. You will be expected to use the IESNA Handbook and other online and printed resources to guide

and enhance your learning. But, the most important tools will be your daily practice. Expect to utilize a Mentor, someone you can bounce ideas off of, someone you can talk with about what you are learning.

At the end of each Module, you must complete a short quiz, and a short survey to gain your feedback and provide a measure of what you have learned from the Module. The Final Exam will include both questions and a final project.

Once you have completed NAILD LS II, your confidence and competency in lighting will show dramatic improvement. Because of your practice, reflection and focus, you will better understand how to help your customers with their business needs as they relate to lighting. You will differentiate yourself from your competition because of your shift from a “product provider” to a “solution provider”.

To learn more about this exciting new program stop by the NAILD booth during the Trade Show or sign up for an OCC on the NAILD LS program.