

Oh, Canada!



Kevin Bennett

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Earlier this year, Kevin Bennett, the Chief Operating Officer (COO) and Vice President of Group 4 Falck Canada Ltd., didn't like the feedback he was receiving from his clients. A lot of them felt, as Bennett puts it, that "All security companies are alike," he recalls with a chuckle. So the COO, who has 23 years of security experience, set out to "raise the bar in the industry across all levels," and to prove that there *was* a difference, a big one, among security firms.

Bennett says that the management of Group 4 was never a problem. "We've always believed in our senior management," he says. "But we had no way of verifying that we were, indeed, different." For a company as large as Group 4, with 250,000 employees worldwide, differentiation is key, not only in attracting clients, but also in keeping them.

Bennett instituted a program called "Expect Excellence," and directed Luc Ferland, Group 4's Training Director, to scout out the security-related certification programs available. "We looked at various designations, many of which seem to have sprung up overnight," Bennett says, "and we decided to go with one that is recognized worldwide, has rigorous testing, and whose ranks include highly qualified security professionals from all over the globe." The program Bennett finally settled upon was the Certified Protection Professional (CPP) certification, administered for the past 26 years by ASIS International.

Since the CPP designation is the security industry's highest recognition of its practitioners, district and branch managers, and higher-level executives throughout the company, are now strongly encouraged to get the certification, reports Bennett. So far, 17 executives have signed up for a spring study group. And Group 4 isn't stopping with its high-level executives. Bennett is having its customer service and operations managers get one of the new ASIS technical certifications—the Physical Security Professional (PSP).

"This is something we are instituting all across Canada," says Bennett. "We definitely recognize the value of being board certified in security." ASIS does, too.