Business and management skills span all areas and levels of practice and help elevate the profession of nutrition and dietetics. Without business and management skills, RDNs and DTRs do not have the expertise needed for advancement beyond entry level jobs. Management skills “are mandatory, not optional, in every area of dietetics practice” (1). “Development of management and leadership skills should be woven throughout the fabric of our didactic and supervised practice curricula of our future practitioners, not isolated in foodservice management courses or experiences. Enhancement of these skills should be an essential component of our continuing professional education” (1). Management provides RDNs and DTRs opportunities to “see and seize the chance to step up and lead” (1). The field of food and nutrition is diverse and expansive and will continue to grow and evolve. It is critical for RDNs and DTRs to utilize, expand and sustain their business and management skills in order to seize current and emerging professional opportunities. RDNs and DTRs can hold many prominent positions in a variety of environments, from healthcare to industry and from local public health to world-wide endeavors; the sky is the limit. RDNs and DTRs can position themselves as leaders and change agents to influence the future of food and nutrition services locally, nationally, and globally. It is our duty to propel the profession forward, and we can do that if we create a culture that values and exemplifies business and management principles and expertise.

Mega Issue Question:
How can all Academy members utilize, expand and sustain business and management skills to take advantage of current and emerging professional opportunities?

Meeting Objectives:
Participants will be able to:
1. Identify benefits and successful outcomes of utilizing business and management skills.
2. Expand members’ awareness, utilization and development of business and management resources.
3. Develop strategies to utilize, expand and sustain business and management skills.
4. Apply business and management skills in all areas of practice.
5. Recognize, seize and create business and management opportunities.
What HOD Needs from You
Talk with your delegate(s) about this issue in advance of the Fall 2014 HOD Meeting (October 17-18, 2014).

Question for you to consider: What is the value of business and management skills in your practice area? Provide your feedback to your delegate by September 30, 2014.

Delegate contact information is available at www.eatright.org/leaderdirectory. The backgrounder is available at www.eatright.org/hod > Fall HOD Meeting > Meeting Materials.

Make yourself indispensable; when you are indispensable, you will get paid what you are worth.

Ellyn Elson, RD
Founder of Computrition and Entrepreneur