Book Review: Going Pro The Deliberate Practice of Professionalism

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In this companion piece to his 2009 book, Blue Threat: Why To Err is Inhuman, Dr. Kern wraps his intellectual arms around the nebulous concept of professionalism. What results is a very readable and well-researched book about improving human performance: your human performance and your team’s human performance.

The NTSB lumps declining levels of professionalism in aviation right up there with drunk driving as a national safety threat. Some recent high-visibility examples make it hard to argue against the contention. Well, all right. What should we do about it?

Dr. Kern begins this book with a cold hard slap of reality: "The choice we face as professionals in all industries is whether we are going to drive this bus or ride in it."

If we don’t get a handle on this challenge, somebody else will very likely try to do it for us. Internal or external regulations, loss of customer confidence (say goodbye to the flight department) or real catastrophic accidents are all possibilities.

This book will challenge many who read it.

"It is well past professional midnight and time for everyone who calls themselves a 'professional' to look in the mirror and then each other in the eye, and demand that we adhere to the new set of shared standards."

But, Going Pro quickly moves forward to develop a clear set of strategies and processes that will help individuals and organizations achieve their potential, create a competitive edge and regain the public’s confidence.
Do you really want to be the best at what you do? I will go out on a limb. I am as certain as I can be that if you follow the processes outlined in *Going Pro* your professional stock is going to rise like a meteor.

Dr. Kern ends this book with a George Eliot quote, "It is never too late to be what you might have been."

Thirteen tight chapters of really good advice and guidance. Dr. Kern is the mentor I should have had sooner. Don’t let the opportunity slip through your fingers. Read the book.


Have fun. Stay safe and call me if you need me.

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