

Jane Findlay CMLI

As the President is the figurehead for the membership as a whole and will regularly represent the LI and the landscape profession, a short video showing the candidate public speaking is required of all President Elect candidates in addition to the candidate statement.

All candidates are required to provide a manifesto/candidate statement of no more than 250 words that must address the 2 questions below

- 1 How would you support delivery of the LI corporate strategy whilst living the LI core values?
- 2 Please summarise your skills and experience relevant to the role for which you are standing

Candidate Video:

Available [here](#)

Candidate Statement:

I am a Landscape Architect, with 35 years' experience and one of the founding Directors of Fira. I am an involved and passionate advocate of our profession and the positive impact we can have on peoples' lives and the environment. Health and wellbeing has been the cornerstone of all of my design work.

If I were President Elect, I will use my experience to:

- Promote the relevance of our profession – This issue is as important to day as it was when I first qualified. We need to be relevant and visible, highly skilled, creative and trusted to ensure that we can compete with, and complement other construction and property professionals. I will use my connections and influence to raise our profile with the wider industry and decision makers.
- Promote diversity to ensure that our broad profession continues to grow with increased diversity and to encourage women to flourish, fulfilling their potential within the senior ranks of our profession.
- Work to empower the profession with skills for success, especially in digital practice. Through my work to develop new skills and technology in my practice, I can see how this can transform our profession.
- Develop role models and leaders to encourage young people to join our profession.
- Continue the momentum of the positive relationship of LI its members with increased support for small businesses and regional professionals. I understand the challenges facing business owners.
- Offer an objective view and challenge the LI as necessary, coming from outside the Institute.

Thank you