

PSYCHOLOGY-INFORMED CERTIFICATION FOR LOSS PREVENTION AND ASSET PROTECTION PROFESSIONALS: **A CASE STUDY**

A new certification course, the Psychology-Informed Loss Prevention Professional (PI-LPP), has been launched, specifically designed to address the complex post-pandemic challenges faced by professionals in the field of loss prevention and asset protection. This innovative program is set to revolutionize the industry by integrating psychological insights into traditional loss prevention and asset protection strategies.

Recent needs analysis research at a major retailer highlights the urgent demand for such an educational initiative, revealing that 93% of loss prevention and asset protection professionals believe the PI-LPP certification will benefit them personally, and 98% felt the program would advance the organization's efforts to control losses and reduce risks.

PI-LPP CERTIFICATION COURSE HIGHLIGHTS:

The PI-LPP certification course aims to deepen participants' understanding of the psychological dynamics that influence high-risk, counterproductive workplace behaviors. Through a comprehensive curriculum presented as part of Basic and Advanced loss prevention psychology coursework, the program equips professionals with the knowledge and solutions needed to enhance decision-making, improve risk management techniques, and foster effective LP/AP consulting practices.

PI-LPP CASE STUDY AT MAJOR RETAILER

DANI PEREZ,

AP Training &
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What stands out to me most from the PI-LPP course is how it has significantly boosted our associates' confidence in understanding the motivations behind high-risk behaviors, enabling them to approach situations with greater emotional awareness. As loss prevention professionals, they naturally investigate root causes and seek ways to minimize exposure. The psychology-informed training provided by the course adds a unique tool to their skillset, empowering them to think beyond conventional approaches and tackle challenges with a broader perspective. This is important to us as a people-first company, because we believe that giving our associates the tools to better understand human behavior not only enhances their skills but also fosters a more empathetic approach to their work.

SOME ADDITIONAL PROFESSIONALS AT MY ORGANIZATION WHO HAVE COMPLETED THE PROGRAM REPORT SIMILAR TRANSFORMATIVE OUTCOMES:

- **Asset Protection Director of Corporate Investigations** revealed that the course provided vital insights into the motivations behind high-risk behaviors, enhancing collaboration with leaders and boosting professional efficacy.
- **Asset Protection Regional Manager** emphasized the course's value in fostering empathy and developing balanced strategies that effectively manage risk while strengthening relationships.
- **Senior Asset Protection & Safety Coordinator** shared that the course offered profound insights into psychological, economic, and physical factors influencing behaviors, applying these insights in practical settings that change the way professionals interact with all organizational stakeholders.

FIFTHTHEORY'S LOSS PREVENTION PSYCHOLOGY CERTIFICATION FRAMEWORK:

The Loss Prevention Psychology Certification Framework serves as the foundation for the lessons that comprise both the Basic and the Advanced PI-LPP courses.



ENROLLMENT AND CERTIFICATION:

The PI-LPP course is now open for enrollment. Participants who complete the program will become Certified Psychology-Informed Loss Prevention Professionals. This credential affirms their expertise in psychology-informed loss prevention strategies. Professionals interested in becoming PI-LPP certified to advance their careers and enhance their organizational impact are encouraged to register and take part in this groundbreaking program.

PLEASE CONTACT: JOHN JONES, PH.D., CHIEF PSYCHOLOGIST, FIFTHTHEORY, LLC, JACK.JONES@FIFTHTHEORY.COM.

Exclusive Offer from FifthTheory:

Are you ready to lead in the next generation of loss prevention? I'm Dr. John Jones, a pioneer in psychology-informed loss prevention and business psychology. FifthTheory invites all future-ready loss prevention, asset protection, and risk management professionals to join the Psychology-Informed Loss Prevention Professional (PI-LPP) Certification movement.

Limited-Time 50% Discount - Secure Your Spot Now!

For a short time, FifthTheory is offering a 50% discount on the PI-LPP certification for all LP/AP/RM team members. Don't miss your chance to elevate your team's skills to meet the challenges of the post-pandemic business climate. Sign up by July 4, 2025, and lead your organization with confidence into the future.



PI-LPP Innovator and Instructor:
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Follow John W. Jones, Ph.D. & PI-LPP on LinkedIn to receive the latest copy of, "Psychology-Informed Loss Prevention Insights," a review of current LP/AP news from an LP/AP psychology perspective.

Contact: Jack.Jones@FifthTheory.com for more information on this program.