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|  |  | **K.P.I. Shenesh Perera**  04/01/2019 | |  | | |
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|  |  | Continuing Professional Development  Usage in organizations and evidence to demonstrate effectiveness | | | |  |
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|  | **Introduction**  In a vividly and daily changing world and rise in competition in the job market in the blink of an eye every day, it has become important to separate the seeds from the weeds, in order for an employee to maintain a profile that will ensure continued opportunities in their job to rise the ladder or to get into a better job, CPD becomes important. This report will describe the usage of CPD in organizations and evidence to prove how effective CPD is in the work force.  Author: K.P.I. Shenesh Perera  IDM | | | |  | |
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# What is Continuing Professional Development?

Continuing Professional Development refers to the process of monitoring and documenting skills, knowledge and experience an individual gain both academically and on trade level that goes beyond the scope of simple initial training. It’s more or less of a record system of what one experiences, learns and then applies.

This record system contains a several physical folders or a single portfolio documenting the development as a professional, some organizations in the modern industry call this a development plan, which is debated whether or not has widely accepted accuracy. As a majority calls this a wrong practice.

A CPD process helps one to manage their own development in an ongoing basis, as such it is for those individuals that want to improve and climb the ranks in their work place.

# Why CPD?

Continuing Professional Development exists to ensure that an individual enhances their skills and abilities once they are formally qualified. Typically, academic qualifications have already been completed at this stage and an individual is now working within their specific industry and job function.

CPD is important as it helps to ensure that further learning is progressed in a structured, practical and relevant way to guarantee that there are applied efficiencies in learning. CPD allows an individual to focus on what specific skills and knowledge they require over a short-term period, say 12 months, in order to be confident there is recognizable improvement within their proficiency and skill sets.

# Usage of CPD in Organizations

The responsibility for completing Continuing Professional Development lies ultimately with the individual, often within the context of their membership and involvement with industry professional bodies or institutes.

However, more and more employers are taking a proactive and supporting role with the CPD required by their employees. Aside from industry associations, the importance of CPD within the general enterprise is growing, as more employers see the benefits of more highly skilled, motivated and committed workforce.

There is a common misunderstanding with some employers that CPD takes significant time which may result in periods of “out of the business”. However, the availability of more flexible CPD suited for business requirements has increased significantly in recent years, with the introduction of online learning, short courses and half-day workshops, as well as distance learning and educational exhibitions.

These can provide CPD learning seminars alongside new business revenue and networking opportunities.

# What benefits do organizations have by encouraging employees to maintain CPDs?

Providing CPD accredited learning benefits your organization through recognition and increased brand perception. Internal use of Continuing Professional Development encourages and promotes a healthy learning culture for your organization, leading to a more fulfilled workforce and retaining valuable staff.

Many organizations have staff with CPD obligations as members of professional bodies. In circumstances where internal CPD training resources are low, organizations use outsourced CPD training providers to meet staff requirements.

Outsourced CPD providers are typically training companies, online learning resources, events & conference organizers. They are experts in their field and provide practical learning opportunities through CPD events, seminars and accredited CPD courses.

Some CPD courses are just 1 or 2 hours long, delivered in a seminar or classroom-style environment. Other accredited CPD courses can be a full 6-10 weeks’ program, split into structured bite-size modules.

Employers can save training costs by allowing time off for CPDs. Some training is provided free by professional bodies, while often professionals pay for CPD themselves.

# How to measure the effectiveness of a CPD?

If the CPD demonstrates all 5 of the following characteristics it goes to prove that this CPD is effective and that the employee will use their time and resources effectively:

## Planning

Planning the CPD starts by making an honest assessment of the current situation and determining an individual’s professional development goals for both the current year and the next 2 or 3 years. Because the needs of each individual will vary, there is no prescribed program.

It is for them to recognize their own needs and opportunities inside and outside the workplace and to take advantage of learning experiences in developing your own continuing professional development. If there is clear evidence of planning, then the CPD is on the right track.

## Execution

Observe if the employees have attempted to perform the tasks listed in their CPDs, this requires some really heavy time management skills but at least making the effort to perform some task to contribute to their CPD means that there will be some sort of output from it, the employee will realize this and strive to make time to contribute to his/her CPD eventually.

## Various records

If the CPD shows how varying the recorded tasks are as long as they are within scope of their objectives mean that the CPD is solid and that the employee has identified numerous paths in order to somehow reach his/her goal. A quality CPD will demonstrate this factor in highest levels, the variety will be high and some may have even been failed but the individual will grow and they’ll be a step closer to their goals.

## Honest reflection

Reflection is the most important part of a CPD reporting since it makes an individual think of the value of the work for themselves, their colleagues, clients, company and the wider community. If reflection is missing, then the CPD becomes less beneficial and meaningful as a tool. One must identify their weaknesses and strengths clearly, and these weaknesses and strengths must be updated alongside the addition and completion of a recorded task.

In order to understand if reflection has been demonstrated in the CPD ask these questions:

* What could they get out of this?
* What could they have learnt?
* How did they learn it?
* How will they apply it in practice?
* What is the resulting change?
* Does this flag up any additional development which would be helpful?
* What benefits will it have for clients and services?
* How would this help an individual to prepare for a new role?

## Submitted when requested

An individual with a strong and effective CPD will never hesitate to submit or share his CPD with someone else, if an individual shows hesitation to share one’s CPD it could mean that the CPD is poor in structure or one of the above mentioned topics.

One of the easiest way is to review a CPD and have teams exchange their CPDs and evaluate them, and come up with the best CPD and the worst CPD, then make an example of the worst CPDs which would give rise to a situation where employees will strive harder to avoid mistakes and therefore create an opportunity to raise the effectivity of the CPD, and hence efficiency in handling time and resources will improve thoroughly.