

Fresh thinking on CPD

The value of what you do

A photograph of a man in a grey suit, light blue shirt, and patterned tie, smiling broadly while holding a white coffee cup. He is at a networking event with other people in the background. A purple curved line is at the top of the page.

cipd.co.uk/cpd

Our commitment to your professional development

As the leading professional body for HR and people development, we have a strong interest in your personal growth.

The credibility of the profession is based fundamentally on the **commitment of individual members to continuing self-improvement**. So unsurprisingly, we're keen to promote CPD and lifelong learning.

CPD helps individuals aspire to the highest standards of professional practice. It ensures that we serve as role-models to others, collectively practising what we preach through our own learning and development.

It also makes your working life more interesting by:

- increasing your job satisfaction and
- accelerating career development.

Of course, we all have a duty to keep our knowledge and skills up to date.

The focus of CPD is firmly on results

Our approach to CPD uses the principles of reflective learning to help you achieve the highest standards of professional practice. You can read more on reflective learning in this booklet.

It's the value of the learning activity that counts

We're not concerned with how much time you spend on training courses. CPD is about assessing the benefits of **what you've learned** and how you will use what you have learned in your day-to-day practice. Plus, it's also a lot easier than you might think.

There is one decisive question that you should ask yourself to evaluate every piece of learning: **how might this help me in my work?**

Find out more about CPD at

cipd.co.uk/cpd

CPD can also help you:

- keep your skills up to date
- boost your confidence
- prepare for greater responsibilities
- strengthen your professional credibility
- become more creative in tackling new challenges.

Your commitment as a CIPD member

There are times when we may ask to see evidence of your CPD, but as long as you **focus on the added value of any learning and development** we're flexible about how you record it. You'll find examples and other tools to help you with your CPD on our website. You can complete your CPD online at **cipd.co.uk/cpdonline** so that it can be easily accessed anywhere and anytime. You can also use **my CPD Map** (**cipd.co.uk/my-cpd-map**) to plot your personal development through the **CIPD Profession Map**.

We recommend you use a three year perspective, reviewing your learning over the previous 12 months, and setting your development objectives for the coming year taking into account your employer's or clients' needs. This will enable you to reflect and record how you've grown as a practitioner.

We don't provide rigid templates or lay down restrictive rules, either for planning or recording your development activity. So as long as you clearly identify the professional value of the things you've learned, you can do whatever suits you. We also don't believe that you can measure personal development by counting training hours or the number of

courses attended. We're interested in the value you gain from any specific learning experience. We prefer to **focus on the output** rather than the input of development activity.

What counts towards CPD?

Some people find it helpful to write things down in detail, while others record 'insights and learning points' in their diaries as they go along. The thing to remember is that records and logs are only tools for planning and reflection. CPD is what you experience, learn and then apply.

Anything that helps you to meet your development objectives could count as CPD – as long as you can demonstrate real value to you in your work. So, if you do something at the weekend that changes your perspective on teamwork or teaches you something about interpersonal communication, you can use it in your CPD record. Similarly, if there are personal learning experiences you don't want to share, leave them out. You decide what goes in and what stays out.

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About reflective learning

When linking professional development to learning outcomes, you simply need to keep asking, **'what did I get out of this?'** As a reflective learner, you'll think about how you'll use new knowledge and skills in your future activities – so learning is always linked to action, and theory to practice.

It's also useful to reflect on **how you learn best**. Through private study, networking with peers, a formal course, mentoring or a combination of all techniques? True reflective learning not only adds to your skills over time, but also helps you **'learn how to learn'**.

Within a very short time, reflection becomes a routine part of working life that is more or less instinctive. If you see learning as an intrinsic part of your job, you don't have to interrupt your work to do it. People who routinely plan, record and reflect on their learning tend to see more opportunities for personal development. The fact is the world becomes a richer, more stimulating place when you embrace reflective learning, because you switch on a kind of intuitive radar that's tuned to pick up useful opportunities.

For more information on reflective learning, visit

cipd.co.uk/cpd

Reflection

What have I learned?

How did I come to learn it?

How do I apply it in practice?

Planning

What do I want to achieve?

What do I need to learn?

How will I learn it?

Making CPD work for you

CPD is more a frame of mind rather than a process. You're probably already doing all the right things as a matter of course, and it's simply a question of harnessing the value of what you learn. Adding to your knowledge and keeping your skills up to date is part of your responsibility as a professional, but it will also help you meet your own career objectives. There's a common experience among people getting to grips with CPD – as soon as they understand what's required, they realise they're already doing it.

A personal commitment to CPD is the hallmark of the competent professional. Many employers now value 'learning agility' as a core competency. As organisations shift the responsibility for personal development back to the individual, the ability and insight to manage one's own professional growth is seen as a key strength.

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Is it CPD?

The essential principles of the CIPD's CPD Policy are:

Continuing

Lifelong learning through the virtuous circle of CPD means that development continues beyond a specific learning activity.

Professional

Learning objectives should be clear and serve individual, and if possible, client and organisational needs.

Development

Development is owned and managed by the individual, learning from all experiences, combined with reflection as key activities.

The starting point is a realistic assessment of what needs to be learnt in order to meet the demands of the ever-changing professional and business worlds.

CIPD

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