INSTITUTE OF SUPPLY CHAIN MANAGEMENT

Continuing Professional Development (CPD) or Professional Development (PD)

CPD CERTIFIED
The CPD Certification Service

The aim of this document is to take a deep dive into the perception of '**What is CPD?**' and the famed paradoxical views of the teacher and learner or employer and employee, most importantly though, why CPD is so important to us for our future.

INTRODUCTION

Continuing Professional Development or CPD as it is often referred to by employers and employees alike, was first coined as a term as early as the 20th Century from institutionalised teaching within medical colleges and is loosely phrased as the activities and learning that professional people engage in to further enhance and develop their ability aiding the person in recognising their long term potential and goals.

The majority of professional bodies, institutes and societies where formed in and around the industrial revolution had people coming together on mass to advance their areas of expertise, which concentrated on developing skills.

Offering different methodologies, CPD promotes such engagement as workshops, conferences, events and e-learning as best practice that a learner or professional should engage in, which in turn promotes lifelong learning and engages employees in remaining current in their profession and field.

In essence it gets the term or acronym CPD from:

- CONTINUING - learning should never cease, irrelevant of seniority or age.

- PROFESSIONAL - As it focusses on professional competence in role.

- DEVELOPMENT - Because it is geared around improving the professional performance of people, teams and latterly, organisations.

Cutting a long story short, everyone should practice professional development but in particular relevance to this document, anyone who is involved in the process of either delivering or studying Institute of Supply Chain Management (IoSCM) Qualifications should engage in regular PD activity, enhancing your relevance and currency in your current position and the wider commercial world.

PARADOXICAL TERMS

Now a complex network and a must have Professional Discipline, there are many questions that reflect a learners and employer's beliefs, let us have a look:

▶ Compulsory or Voluntary

▶ Employer or Employee

▶ Learning or Teaching

▶ Organisational Learning or Personal Venture and Learning

▶ Life Experience or Life Purpose

▶ Values Driven or Pragmatic Development

So you can see how the lines become blurred between the needs of an employer and the needs of the employee or the individual.

CPD FOR THE INDIVIDUAL

CPD helps individuals to focus on how they can become more competent, professional and effective. Learning and Developing will increase the individuals' confidence and capability and will enhance aspirations.

Additionally, it will help to positively adapt to any kind of change in workplace environment as industry market place advances at pace. It also shows commitment to self-development and shows that a person has identified a gap in capability.

CPD FOR ORGANISATIONS

Any organisation that provides CPD either in-house or via external providers, has shown a commitment to the development and retention of staff 'Train Them Well Enough to Leave but Treat Them Well Enough to Stay'.

It is commitment to keeping the organisation at the cutting edge or market segmentation.

WHAT IS A CPD EVENT OR SESSION

Typically, it would be no longer than 1-2 hours in duration but these sessions could be part of a wider learning experience i.e. an accredited course.

Records of this type of activity is to be recorded, as no defined list exists, but would include activities such as:

► Attending Seminars or Training Programmes
► Professional Discussions with peers and experts
► Conferences
► Supervision of students
► Delivering and Preparing Presentations
► Personal on-line research
► Webinars and Podcasts
► Online articles

► Professional Publications
► Publishing your own articles
   (Professional Publications (The Sustain Chain))

When conducting PD activity keep in mind the industry and sectors we are in and keep it relevant to the material we are using with students aiding their progression and record:

► What, where and when it took place
► Detail of the activity
► How the activity developed you or what you are working on
► How you intend to implement your reading or activity within the resources or context of the course

DO I NEED A PLAN?

CPD is very much a mind-set and focusses on having control of the future and having direction, so the short answer is yes.

'You can't go back and change the beginning, but you can start where you are and change the ending'

McKinsey's three horizons gives a good overview of how really professional development is a journey and there are various factors to consider before embarking on the journey, we will look at the three horizon's in a little more detail now.

HORIZON ONE: EXTEND AND DEFEND

Make sure you understand your core skills, what you are good at and keep the foundations strong. Before looking towards attaining new skills, you must ensure that your current skill-base and competencies are current and.

Keep abreast of relevant legislation and policy changes, advances in the tech sphere and any new processes and ways of doing what you already know.

Whether butcher, baker or candlestick-maker, be the best version of you and strive to be the best.

Understand yourself and learn what your strengths and weaknesses are; keep your strengths strong, and work to reduce or better your weaknesses.

Investing all of your effort, energy and brain power into your current role is commendable to say the least, but will rarely see you advance from that position. You must map out the way to maintain your skills and abilities and keep them on point, whilst managing your appetite for career progression and stepping up the various rungs of the ladder.

Your alternative to all of this is stagnation.

HORIZON TWO: IDENTIFY FUTURE OPPORTUNITIES, THREATS AND POSSIBILITIES

When the employment landscape is as aggressive as it is currently, it will not pay off to be in-ward facing.

Look at the people in the positions and organisations that you want to be in, ask yourself, what are they doing differently to further themselves.

What gaps have you identified in your personal toolkit that need to fill? Ask yourself:

- Does it involve studying for a qualification
- What experience would help you in that role
- Will you be using certain applications or software in the next role that you don't currently use

HORIZON THREE: ENVISAGE AND IMPLEMENT VIABLE OPTIONS

Set the direction, what is your end goal, where do you want to be, what is going to address your skill gaps. Make plans, of course we know that plans change but if we don't have a plan from the get go, then we might just go in the wrong direction.

What does your plan look like 1/2/3/4/5 point, having no future plan makes it hard to progress. Your plan will be continuously revised as you take the next step, the next step and so on.

SKILLS GAP ANALYSIS

Your plan might be a two, five, ten year plan but if you don't have a plan, then all of that learning will make you a busy fool (granted, a slightly more intelligent one).

SO HOW DO WE DEVELOP THE PLAN?

As previously explained, we first look at where we are, where we want to be and then we conduct a skills gap analysis exercise and once we have this then we are better placed to understand how we are going to accomplish our goals that bridge the delta in the skill gap analysis piece of work.

The opposite diagram is a basic model of the Skill Gap Analysis Cycle and better explains how we overcome and bridge the gaps.

IDENTIFY

PLAN

REFLECT

CPD

ACTION

ACTION

REVIEW

PUTTING SKILL GAP ANALYSIS INTO ACTION

Once we have identified our target or end goal, we would then look at where are currently and we are left with an unmapped route to tread. From this unmapped path, we would then look at what we need to achieve to get to our end goal, what skills, resource, assistance, coaching, training, it is not all about the Master's Degree, or the Level 7 Extended Diploma.

Remember that all CPD is cognisant of its three pillars:

STRUCTURED CPD / ACTIVE LEARNING

This involves interactive and participation-based study. It is proactive and can include attending a training course, conference, workshop, seminar, lecture, e-learning course or CPD certified event.

CPD active learning also applies to when professionals take career orientated exams and assessments (the study and revision would be considered self-directed learning, see Self-Directed CPD).

REFLECTIVE CPD / PASSIVE LEARNING

Involves no participant-based interaction, so this form of CPD is much more passive and one directional.

Examples of this include reading relevant news articles, podcasts & case studies and industry updates.

Some informal meetings can be applicable to CPD reflective learning, but the learning objectives of these meetings must be made clear in an individual's overall CPD plan.

UNSTRUCTURED LEARNING

Self-directed learning involves all unaccompanied CPD activities. It covers the reading of documents, articles and publications; either in print or online.

Reading relevant publications, books by leading experts, industry journals and trade magazines are all types of self-directed CPD. You could also include industry-specific news feeds or research into relevant fields.

CONTINUING PROFESSIONAL DEVELOPMENT RECORD

The purpose of a Continuing Professional Development Record is to describe and demonstrate a commitment to developing knowledge and skills. It is also an opportunity to reflect on the value of the learning and development activities undertaken.

How to complete this document:

► Enter each of you CPD requirements

► For each area of development, how will you address it

► For each action enter a target date

► Enter what success looks like against each CPD action

► When each requirement is complete enter a date

Name	
Position	
Date CPD Plan Created	

Area for Development	PD Action Needed	Resource Required	Planned Completion Date	Progress Review Date	Success Criteria	Date Completed	Signed Off