



Continuing Professional Development: Today's Business Imperative

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Today's Turbulent Times

What's creating all the turmoil. . . .?

- M&A
- Cost reduction/outourcing
- Upgrading of positions
- Skills obsolescence
- Consumerism
- Quality management systems
- Litigation



What Does This Mean For Us?

FROM

- Expectation of a ‘job for life’
- Development of a single specialist skill
- Keep your head down
- Single employer (for entire career)
- Initial training for skills development
- Vertical promotion

TO

- In reality no job is ‘safe’
- Multiple, and more strategic skills required
- Innovate and take risks
- Multiple employers (portfolio of careers)
- Lifelong learning
- Horizontal/lateral movement



Traditional Organizational Approach To CPD

- Not linked to organizational goals
- Seen as a cost
- Training focused
- Unsystematic
- Menu driven
- About directive training and knowledge acquisition
- Low priority
- Not transferred back to job
- Viewed as a reward for good performance



The Emerging Role of Organizations In CPD

- To articulate the importance of CPD, and the employees' role in it
- To clearly establish and communicate relationship between learning/growth & opportunity
- To have processes for effectively tracking & measuring learning, and for facilitating transfer of learning to the job
- To provide learning opportunities that tightly align to organizational strategy & priorities



Taking Control Of Your CPD

- Examine:
 - Your vision
 - Your talents
 - Your passions
 - Your satisfaction with the type of work you do
 - Your effectiveness in your work
 - Your preparedness to advance to your vision
 - Your commitment to CPD



Planning Your Learning

Ask yourself:

1. What are my current strengths and weaknesses in relation to what I want to achieve?
3. What (level of) skill/knowledge do I need to obtain?
4. How will I get there?
5. How will I know when I have arrived?



CPD -- More Options Than You Think

- Job enrichment
- Special job assignments/transfers
- Networking (internal)
- Distance and open learning
- Action learning
- Structured reading
- Authorship of technical papers
- Part-time teaching commitments
- Sabbaticals
- Membership in professional groups



Summary

CPD is more important than ever before,
and. . . .

IT'S UP TO YOU!!!



Reference List

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