CPD: What is it and what *isn't* it?

Andrew Gibbons In conversation with Clive Lawrence Forbes

Summary of content with timings

2.05   Let's start with the second issue – what is CPD not?

3.00   It's best when you don't feel it's about compliance – something you must/have to do.

3.30   Its certainly about structured, organised, training – it's about learning.

4.15   It's really, continuous *personal* development, it's about you, and taking control of your learning.

5.10   CPD is about making yourself more useful, employable, promotable.

5.20   Not managing your own development will put you at the back of the queue for progression.

5.35   It should be an energising, envigorating, empowering 'thing'.

5.45   You're letting yourself down if you aren't doing it – you should want to be a subject matter expert.

6.10   The only way to be as good as you can be, is by constantly developing yourself.

6.55   Passive professionals feel passing exams decades ago and joining a member's club is enough.

7.20   Real learning is in the workplace.

7.35   Points don't make prizes, and attendance on 'CPD worthy' structured events are poor value.

8.00   Real CPD is free, all it takes is a little time and the will to drive your own development.

8.10   I wish I saw more excitement about this – I see virtually none at all.

8.10   If you went through our extensive CPD logs you would find no training courses feature at all.

8.45   Real CPD should not mean rows of bored people tolerating being told things they already know.

9.00   It's about going out there and finding for yourself relevant learning that keeps your skills up to date.

9.20   It's very important that it doesn't become a chore.

10.00   Ironically those most actively and truly manage their own development don't think of that as CPD.

10.25   Behaving professionally in terms of CPD doesn't require membership of a professional body.

11.30   Clear career pathways can assist and guide CPD activity, which is still self-managed.

12.10   CPD that is no more than begrudging compliance with minimum standards has little real value.

12.50   An employer environment driving self-directed learning from CEO's own practice is powerful.

14.00   During recruitment we want to know the learning prospective employees have done for themselves.

15.00   The best value learning has clear and tangible outcomes for both the induvial and the organisation.

15.25   CPD should be a planned process and have purpose as well as clear outcomes.

15.45   It should be so embedded in normal work and practice that it 'just' becomes part of what you do.

18.10   I read, then hand-note my learning from that and type it up so I don't 'read and forget'.

18.40   Sometimes we need to challenge ourselves to learn in less comfortable ways than our 'norm'.

18.55   If we push ourselves to levels of 'difficult learning' beyond the 'low hanging fruit', payoffs are high.

20.15   Recognising our learning preferences and not just accommodating these can be very valuable.

20.45   I'm not a naturally reflective practitioner – that's why I have to make learning notes.

21.25   I've listened to a few of these recordings, and I have picked up things I would never have read.

22.10   The thing about CPD is that people forget that conversations lead to learning.

23.10   CPD is all about managing your own unique and personal learning journey, focusing on your needs.

25.25   How can I best manage the process by which I get better at what I do?

27.50   It's critically important that you are emphasising the employer's role in this.

28.40   If you have, as relevant, a meaningful appraisal or development needs analysis that can be a start.

29.10   Taking your CPD seriously means you're more likely to keep your job, and to get a better one.

30.50   What is performance management if not enhancing the abilities and talents of individuals?

31.20   Capability development and improved performance is mobile – it walks.

31.30   Organisations must to do what it takes to retain capable people, that attract the attention of others.

32.20   Information can be managed and held electronically, but knowledge is all about people.

33.30   Most of what we know is the natural outcome of real work.

34.20   Thinking thoughts is often not enough to retain new knowledge or learning – we need to note this.

35.50   We need to find the approach to CPD that best works for us as individuals.

36.20   If you work on CPD constantly and deliberately it becomes embedded as your normal practice.

37.15   You will never remember all you experience – so write down even brief notes to retain learning.

38.30   You need to be a credible model of what you want others to do in terms of managing learning.

39.15   You do CPD because you don't want to let yourself down.