Institute of Professional Development

Industry Snapshot

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Why organisations should invest in CPD.

The Institute
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Continuing Professional Development (CPD) is an important aspect of career development in the UK, although our research shows that levels of engagement vary significantly by sector. While some sectors have a legal obligation to provide CPD opportunities, others rely on voluntary initiatives. In this Industry Snapshot we will outline the different forms CPD can take, the benefits to business of formally engaging with CPD. We present the research, and make the case for all organisations to develop a CPD strategy.

To What Extent Do Different Sectors Engage with CPD Currently?

CPD statistics tend to be largely self-reported and are difficult to validate. However, a review of professional bodies suggests a high take up of CPD in many areas:

- **Health and Social Care:** In a survey conducted by the Health and Care Professions Council (HCPC) in 2020, 86% of registered health and social care professionals reported engaging in CPD activities in the previous 12 months.
- **Education:** According to a report by the Department for Education in 2019, 97% of teachers in state-funded schools in England engaged in CPD in the previous academic year.
- **Law:** In a survey conducted by the Solicitors Regulation Authority (SRA) in 2020, 95% of solicitors reported engaging in CPD activities in the previous year.
- **Engineering:** In a survey conducted by the Engineering Council in 2019, 91% of professional engineers reported engaging in CPD activities in the previous 12 months.
- **Business and Management:** According to a survey by the Chartered Management Institute (CMI) in 2019, 93% of managers in the UK engaged in some form of CPD in the previous year.

What are the most Useful Forms of CPD?

The most useful forms of CPD will depend on the individual's profession, industry, and career goals. Different people's preferred way of learning will also be an important consideration; one approach won't necessarily work for everyone. However, here are some examples of CPD activities that are commonly considered to be effective and useful, along with relevant statistics:

- **Formal training courses:** Formal training courses, such as those offered by InPD, can be delivered in various formats, such as in-person workshops, online courses, or conferences. According to a survey by the Chartered Institute of Personnel and Development (CIPD) in 2020, 76% of professionals reported that they found formal training courses to be an effective form of CPD.
- **On-the-job learning:** On-the-job learning involves developing new skills and knowledge through work experience, such as taking on new responsibilities or working on challenging projects. In the same CIPD survey, 72% of professionals reported that on-the-job learning was an effective form of CPD.
- **Mentoring and coaching:** Mentoring and coaching involve working with an experienced professional who can provide guidance and support to help develop new skills and knowledge. According to a survey by the Association for Talent Development (ATD) in 2019, 67% of professionals reported that mentoring and coaching were effective forms of CPD.
- **Self-directed learning:** Self-directed learning involves taking responsibility for one's own learning and development, such as reading books or articles, attending webinars, or engaging in online forums. In the same ATD survey, 63% of professionals reported that self-directed learning was an effective form of CPD.

People engage with CPD, and learning in general, differently. For most people, having access to a variety of sources of CPD will benefit them most.

What are the Benefits of CPD?

Organisations should invest in CPD, or Continuing Professional Development, for their employees for several reasons:

- **Enhanced productivity:** CPD helps employees develop new skills and knowledge that can improve their work performance and productivity. This can result in increased efficiency, better customer satisfaction, and ultimately, a more profitable business.

- **Attraction and retention of talent:** Providing opportunities for CPD can be an effective way to attract and retain talent within an organisation. Employees are more likely to stay with a company that invests in their professional development and helps them progress in their career. According to a report by the Association for Talent Development (ATD) in 2020, organisations that invested in learning and development programs experienced a 31% lower employee turnover rate compared to those that did not.

- **Improved staff morale and motivation:** Engaging in CPD can help employees feel valued and motivated, as it demonstrates that the organisation is committed to their growth and development. This can lead to increased job satisfaction and a more positive workplace culture. In a survey conducted by the Chartered Institute of Personnel and Development (CIPD) in 2020, 47% of employees reported that learning and development opportunities increased their motivation and engagement at work.

- **Compliance with professional and regulatory requirements:** Some professions have specific CPD requirements that must be met to maintain professional accreditation or meet regulatory obligations. Investing in CPD can ensure that employees meet these requirements and maintain the necessary qualifications to do their job.

- **Innovation and adaptability:** Engaging in CPD can expose employees to new ideas and ways of working, leading to innovation and greater adaptability within the organisation. This can be particularly important in industries that are rapidly evolving or undergoing significant change.

There is compelling evidence to suggest that investing in CPD can bring significant benefits to organisations, including improved productivity, staff retention, morale, and innovation, as well as compliance with professional and regulatory requirements.

Attract and retain *talent* within an organisation

CPD can help employees feel *valued* and *motivated*

Organisations that invested in learning and development, experienced

31%
lower employee turnover rate

How do we Develop a CPD Strategy?

A successful CPD strategy should be directly aligned with the organisation's overall strategy, tailored to the specific needs of the organisation, and regularly reviewed and updated to ensure ongoing effectiveness.

Aligned with the overall strategy, *tailored to the organisation*

Regulary reviewed to ensure *ongoing effectiveness*

When developing a CPD strategy, organisations should consider the following:

1. **Identify the skills and knowledge needed:** Start by identifying the skills and knowledge required for the organisation to achieve its goals. This can be done through a skills gap analysis or consultation with key stakeholders.

2. **Set clear objectives:** Set clear objectives for CPD that align with the organisation's overall strategy and goals. This can include targets for the number of staff trained, the percentage of staff completing CPD, or the impact of CPD on the business.

3. **Develop a plan:** Develop a plan that outlines how CPD will be delivered, including the types of activities that will be offered, who will be responsible for delivering them, and how they will be evaluated. It is important to carefully select CPD Partners and invest time in ensuring they understand the organisation's culture and challenges.

4. **Allocate resources:** Allocate sufficient resources to support the implementation of the CPD plan, including funding, staff time, and technology.

5. **Encourage participation:** Encourage participation in CPD by creating a culture that values and supports learning and development. This can be done by providing opportunities for staff to share their knowledge and experience, recognising, and rewarding CPD achievements, and ensuring that CPD is integrated into performance management processes.

6. **Evaluate and review:** Regularly evaluate and review the CPD strategy to ensure that it is meeting its objectives and making a positive impact on the organisation. This can involve collecting feedback from staff, monitoring progress against targets, and making adjustments as necessary.

Additionally, organisations might consider investing in the 'on the job' training, coaching and mentoring skills of its experienced staff. It can be challenging to make time for this activity, so integrating on the job training and mentoring into how colleagues are evaluated and rewarded, can help to ensure this vital work isn't neglected.

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