



CPD AND EMPLOYABILITY

The **CPD Standards Office** is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and ‘membership organisation’s as a collaborative CPD network & community.

This factsheet will give a brief overview of how individuals are starting to use CPD training to improve employability prospects rather than to complete a CPD record.

CPD and Employability

Younger people are increasingly undertaking CPD and training activities outside of what is offered by schools, colleges or universities. The main driver for this is to improve employability prospects, develop skill sets to become ‘work ready’ and more competitive within the job market.

It is important to remember that CPD is not a qualification, it is simply a practice for undertaking bite size pieces of learning to build skills, knowledge, information or behaviors. The learning can start at ‘beginner level’, this means that anyone at any age can start undertaking CPD activities regularly.



Within a saturated graduate market, CPD enables students to stand out from the crowd to employers when applying for jobs or positions on graduate schemes.

Undertaking CPD training in any topic, in addition to qualifications, is a way of showing that an individual is invested in, and committed to, their learning and progression; the CPD Standards Office has conducted extensive research in this area, and strongly encourages students of all disciplines to seek regular CPD across a range of topics and activities.

The research found that CPD is directly linked to employability and adding a CPD section to a CV can improve job prospects significantly, with the opportunity of securing a dream job increased by 10% (the CPD Research Project 2010).



Using CPD as employability is not only a trick for Graduates...

It is not just graduates who are starting to undertake CPD; individuals who may already be in the world of work but who are not aligned to a professional body or regulator, and who have no CPD requirement, are finding value in CPD training.

In professions where individuals work in groups with colleagues or are client facing, skills training is key to progression and maintaining high performance levels. All these skills can, and are being, used by people within a CV to build a record of development and increase chances of promotion and employment.

CPD is recognised and applicable across all industry sectors, this means that when an individual undertakes and records CPD training they know it will carry value across the board and in any sector, they wish to work in.

Employability skills are often focused on building skills like self-management, communication, team-working, business and customer awareness and problem solving.

We hope you have found this factsheet helpful.

Please see www.cpdstandards.com for more information on our accreditation services or call **0203 745 6463** for further advice.