



HOW ACCREDITATION MAKES A BUSINESS CREDIBLE

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 provides information around the benefits of a CPD Standards accreditation for your business and how it adds credibility and authority to you as an educational CPD provider.

How Accreditation makes a business Credible

What you get when you become accredited by the CPD Standards Office

- * A CPD accredited provider logo detailing your unique provider number.
- * A formal CPD Certificate of Attendance to issue out to delegates.
- * A full-page listing on the cpdstandards.com website, confirming your approved status as a CPD Standards provider.
- * A certificate for personal use detailing your accreditations.
- * A digital badge to use on social media channels and for online purposes.

Why CPD Accreditation is good for business?

1. An external third-party verification service provides a CPD assessment, feedback, and ongoing guidance to ensure training providers sell a quality CPD product.
2. The Office is overseen by an expert advisory board that reviews the quality of assessment criteria, methodology and processes to ensure the accreditation remains authoritative.
3. The CPD Standards accreditation is recognised by 2,000 professional bodies that require members to complete CPD which represents 15% of the UK's workforce (5million people).
4. The standard is recognised internationally, and we have providers based across 50 countries including the USA and UAE.
5. The historic value of CPD can be traced back to the formations of guilds in the middle ages to the present day when there is a high demand for regulated CPD. People will continue to develop their skills and acquire the best training available to them.
6. The CPD Standards accreditation recognises market leaders such as Google, Shirlaws, The Open University, Pitman Training, and The Coaching Academy.
7. The CPD Research project carried out with Kingston Business School resulted in the need for a higher standard in the provision of CPD and led to the founding of the CPD Standards Office.
8. The CPD Standard logo differentiates your marketing as it shows a quality stamp of approval on all your marketing materials.
9. Providers issue formal CPD Standards certificates which improves the appeal of their training or learning activity especially useful within regulated sectors and adds credibility to their reputation.
10. The Office is constantly lobbying and working with government and regulatory bodies to increase the awareness of the importance of lifelong learning and continuing professional development.



To get the most out of your CPD Certificates:

- ✓ Make clear to your delegates that they are able to claim CPD hours or points, and certification from your accredited training activities.
- ✓ We recommend that you issue these certificates on demand only (so not to give yourself an administrative burden each time you run a course).
- ✓ It is also advisable to link the certificate to your feedback and evaluation form and processes, so that you as the CPD provider receive feedback on your activities in return for the certificate of completion.

How CPD Standards is good for your business

The CPD Standards accreditation will provide you with more sales opportunities. Many sectors and organisations are allocating larger budgets to CPD learning activities. By placing an accreditation logo in your marketing, it will demonstrate that you are quality assured as a training provider and will improve your reputation to your current and future delegates.

The accreditation demonstrates quality assurance and by placing the logo in your marketing, it will improve your reputation as a training and learning provider to your delegates.

With your membership to CPD Standards you will get access to free networking events, research and discounted rates to industry resources.

Don't just take our word for it....

“Having our solutions assessed by The CPD Standards Office was critical to us. As the leader in our space, we continuously ensure that the training we offer is leading-edge. An independent review from the CPDSO gives our customers and their learners the quality assurance they very often require internally or for their own CPD records.” **Rebecca Muenger, Marketing Director, Rosetta Stone**

“Thanks very much for all you have done to enable us to do better in the Middle East. The accredited international knowledge and the Accredited CPD certificates are sought after!”

Jacqueline Purcell, Director, Jasper Alliance

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.