



CPD REQUIREMENTS FOR HR PROFESSIONALS

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 organisations as a collaborative CPD network & community.

CPD Requirements for HR Professionals

CPD should be part of every HR professionals' career, and it helps to keep skills and knowledge up to date and strengthen professional credibility. CPD is about capturing useful experiences and assessing the practical benefits of what each individual has learned.

Chartered Institute of Personnel and Development (CIPD)

The CIPD is the leading body on the management and development of people. The credibility of the HR and L&D profession is based fundamentally on the commitment of individual members to continue self-improvement.

Membership of the CIPD is a recognised benchmark of professionalism. The CIPD sets high standards of entry for professional members and requires a firm commitment to CPD and lifelong learning.

CIPD Requirements

The CIPD policy states that members shall:

- Maintain professional knowledge and competence
- Seek appropriate support if business needs require involvement in new areas of activity
- Ensure that they provide a professional, up to date and insightful service
- Upon request will provide evidence of compliance with this CPD policy.



The CPD Standards Office part of
THE PROFESSIONAL DEVELOPMENT CONSORTIUM LTD
T: 0203 745 6463 W: www.cpdstandards.com

Stages of the CPD Cycle

CIPD have a 7 step CPD cycle which can help professionals to structure their CPD.



The Guild of Human Resource Professionals

The Guild of Human Resource Professionals is a newly formed Guild with the purpose of bringing together individuals from the profession to support and promote activities within Human Capital Management and to contribute to the wider community. Learning and growth is one of its four pillars of activities.

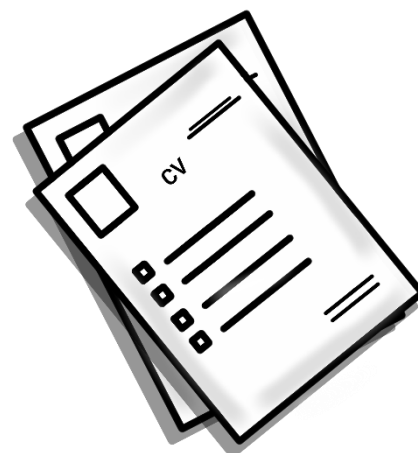
Events for HR Professionals

There is a wide variety of events for HR professionals to attend, below is a list of the most popular ones to visit to contribute to CPD and life long learning.

CIPD Festival of Work - The CIPD Festival of Work brings together two unmissable CIPD events, the Learning and Development and HR Software and Recruitment shows - and adds in a brand-new dimension, The Future of Work - <https://www.festivalofwork.com/>

The Human Resource Forum - The Human Resources Forum is a CPD certified event and enables HR professionals to learn from industry experts and from each other. You can build a network of peers, facing the same challenges, at discussion sessions or over networking sessions - <https://www.mhr.co.uk/events/the-human-resource-forum/>

London HR Summit - The Summit is specifically organised for senior professionals who are directly responsible for the HR services of their organisation, and those who provide the latest and greatest products and services within the sector - <https://hrsummits.co.uk/london-hr/>



Magazines for HR Professionals

Below are a few hand-picked reads and each magazine provides the latest news and updates on the HR industry. There is a huge variety of magazines dedicated to the HR profession.

CIPD's Membership Magazine - <https://www.cipd.co.uk/membership/benefits/magazines>

HR Magazine - <https://www.hrmagazine.co.uk/>

Personnel Today - <https://www.personneltoday.com/>

The HR Director - <https://www.thehrdirector.com/>

HR Aspects Magazine - <https://hraspectsmagazine.co.uk/>

Marketing to the HR Industry - 10 HR Marketing Dos and Don'ts

MarketingSherpa provides a list of the marketing do's and don'ts when trying to target the HR industry. See below for a list of what you can be doing to target your courses effectively at HR professionals.

Direct mail/email

DO: Use direct mail and email to send out non-salesy offers for white papers or case studies, which HR people love. Ensure your mailings are clean and professionally done, have a little "glitz" and offer practical information an HR professional can use.

DON'T: Make over-the-top claims. HR professionals are skeptical of marketing, so something that reads, "Prove training and development ROI like never before!" will be instantly trashed. Says Robert Bogosian, Principle of HR Consulting Firm, RVB Associates.

Teleconferences and Webinars

DO: Invite A-list speakers to present at teleconferences and Webinars. "Webinars are great. I can share the information with my staff and more important, I can multitask while sitting at my computer." Says Evelyn Flaherty, formally of Parametric Technology Corporation.

DON'T: Use a Webinar to pitch a product demo.

Case studies and PR

According to Mark Willaman, CEO and Founder of HRMarketer.com agrees "HR professionals rely on their peers when choosing suppliers. As a result, case studies that show how you helped another company work very well in terms of gaining credibility." He also recommends positioning your company as an expert in the field. Write articles and send press releases to the major HR trades, develop reports or conduct surveys, and speak at industry conferences.

Industry conferences and meetings

DO: Regularly attend industry conferences. Despite being a large industry, HR is like a small village in that HR folks talk to one another. Sit at the lunch table and listen to people talk about their issues/concerns. "Conferences are the places where people trade stories about suppliers and products - if you spend your time listening,



you'll pick up a great deal of competitive knowledge." Adds Mark Willaman.

Bogosian recommends joining your local HR association and regularly attending the meetings - to learn, not to sell. "Spend more time as a consultant, not as a marketer. Learn to understand and respect the challenges of HR." He says.

Telemarketing

Respect an HR professional's time by doing your homework first. Know who you're calling and why. Use good phone manners and instead of pitching your product, initiate a dialogue by talking professional to professional.

DO: Follow up - politely - to a white paper or report you've sent out.

DO: Call early in the morning or late in the day. You'll have a better chance of someone picking up the phone.

DO: Hire a high-quality call centre (if you outsource this function) that knows how to make professional, courteous calls.

DON'T: Employ telemarketing's sins: Predictive diallers, boiler rooms, and rude, untrained callers. If you want to be successful and make sales, you won't use them.

For more information on Marketing to HR Professionals - please see here

<https://www.marketingsherpa.com/article/how-to/top-10-dos-donts-4>

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.