

WHAT IS CPD?

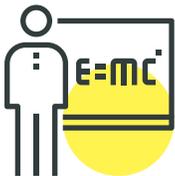
...according to The CPD Certification Service*, it is:



RAISING THE VALUE OF SALES

A structured, practical and methodical approach to learning that helps employers across industries to keep key staff and develop the skills & knowledge in their organisations to maintain a sustainable and competitive advantage.

CPD is not just about classroom learning. Indeed, the CPD Certification Service recognises three forms of development:



ACTIVE

Structured CPD / Active Learning

Structured CPD / active learning involves interactive and participation-based study. It is typically proactive and can include attending a training course, conference, workshop, seminar, lecture, e-learning course or CPD certified event. CPD active learning also applies to when professionals take career orientated exams and assessments (the study and revision would be considered self-directed learning, see Self-Directed CPD)



REFLECTIVE

Reflective CPD / Passive Learning

Reflective learning involves no participant-based interaction, so this form of CPD is much more passive and one directional. Examples of this include reading relevant news articles, podcasts & case studies and industry updates. Some informal meetings can be applicable to CPD reflective learning but the learning objectives of these meetings must be made clear in an individual's overall CPD plan.



SELF-DIRECTED

Self-Directed CPD / Unstructured Learning

Self-directed learning involves all unaccompanied CPD activities. It covers the reading of documents, articles and publications; either in print or online. Reading relevant publications, books by leading experts, industry journals and trade magazines are all types of self-directed CPD. You could also include industry-specific news feeds or research into relevant fields.

THE ISM PROFESSIONAL CPD SYSTEM

CPD is critical for career advancement but has little meaning unless it is recorded and analysed. In recognition of this the ISM has introduced the first ever sales professional CPD scheme – exclusive to ISM members.

The system makes recording all three forms of development really easy. What is more, with as little as just 30 minutes commitment a week, you can apply various methods to build up your own CPD log gradually over the course of the year and, once completed, you will have your own personal CPD record to:

- **demonstrate your personal commitment**
- **show to your colleagues**
- **use with management during appraisals**
- **append to your CV**

We even provide you with your own personalised ISM Continuing Professional Development Certificate which you can use to show how you keep on top of your game!



CPD is the holistic commitment of professionals towards the enhancement of personal skills and proficiency throughout their careers*

*The CPD Certification Service (www.cpduk.co.uk)

