



Continuous Professional Development

“Building your knowledge throughout your
career”



Record Log for CPD year
01 May 2015 to 30 April 2016

The IAM CPD Scheme

The IAM encourages members to log their CPD activity throughout the year to provide a structure for continuous development. Members who obtain 30 credits in the year under the framework can claim a CPD certificate from the Institute, confirming that the holder has met with the IAM's requirements.

CPD can be logged either electronically, via the My IAM web portal or by completing and returning a copy of the portfolio document available from our website.

Introduction

CPD is defined as 'any process or activity that provides added value to the capability of the professional, through the increase in knowledge, skills and personal qualities necessary for the appropriate execution of professional and technical duties, often termed competence.' *

(*Professional Associations Research Network.)

In a nutshell, this means any learning activities which update your existing skills and professional competence. CPD requirements ought to be identified on the basis of the individual needs, within the wider context of both team and organisation needs.

What is CPD?

The IAM CPD Programme is a real mixture of activities that will promote excellence and professionalism. It takes a look at different ideas, approaches, techniques and activities that will help you successfully manage your own learning and growth. The beauty of CPD is that it focuses firmly on your results and clearly shows the benefits that professional development can bring to your own professional standing.

The clear message is that CPD is unique to each and every one of us. This means that wherever you are in your career now, and whatever you want to achieve in the future, your CPD should be exactly this; unique and personal to you.

CPD is essential to your effectiveness and development, it is most definitely on your list of 'must-haves' for your future career success. Your professional development also makes a significant contribution to your team's and your company's performance. This is true whether your employer benefits from your sole membership of the IAM or the increasingly popular corporate membership for the professional administration and management teams.

To help you to benefit from the IAM CPD Programme in the most efficient way, the IAM provides a focused, logical structure that helps you to keep learning as your career progresses. It enables you to identify any gaps in your knowledge and skills. It also directs you to a range of activities to help you confidently bridge the gap from

where you are currently and where you want to be in the future. By recording your progress with these activities, you will demonstrate direct and concrete proof of your commitment to continuous development. In turn, this will show current and potential employers that you are serious about maintaining your knowledge and skills and striving for excellence.

So wherever you are now and wherever you want your career path to go, continuing professional development helps you take the next step forward to further professionalism and excellence.

The importance of CPD and formal recognition

We all know that the value of CPD in today's work environment is fundamental to excellence and success: it is essential to your continued effectiveness and development. That is why the IAM firmly believes that any training can count towards your CPD record. This means that almost everything you do - from visiting industry events, attending training courses or workshops and reading industry publications - is formally recognised in the IAM CPD Programme.

What is the process?

The IAM CPD Programme is a flexible process that includes a number of basic requirements. In essence, it's a question of setting yourself objectives for development and then mapping out your own progress to achieve them. Or, we could say it's about where you want to be, and how you plan to get there. The IAM approach is based on reflection. This means focusing on outcomes and results, rather than 'time spent' or a certain number of 'things done'.

Is it time consuming?

The IAM is less concerned with how much time you spend on training courses or how many boxes you tick on a form. The IAM CPD is about capturing useful experiences, then looking at the practical benefits of what you have learned. There is one clear question that you ought to ask yourself to evaluate every piece of learning. That is 'What can you do now that you couldn't do before?' So, when you record your CPD, what counts is the value of the activity. How you can use what you learned rather than what you may have done.

How CPD benefits you

CPD benefits are clear when you are going for promotion or upgrading your membership. Did you also know that a series of research carried out in 2008, by a group of UK professional bodies found that professional body members could earn up to £100,000 more during their career by maintaining professional membership:

In fact, many employers now value learning 'agility' or 'flexibility' as a core competency. Here are just some of the advantages of earning CPD:

- It builds confidence, credibility and excellence

- You can earn more by showcasing your achievements. This is a handy tool for appraisals and shows your professionalism throughout
- You will achieve your own career goals by focusing on your training and development
- You will cope positively with change by constantly updating your skills set
- You can be more productive and efficient. By reflecting on your learning and highlighting gaps in your knowledge and experience, you will discover where to go next on your career path.

How CPD benefits your organisation

More and more organisations are now shifting the responsibility for personal development back on to the individual. This means that having the ability and insight to manage your own professional growth is seen as a key strength. To remain competitive in the market, employers also need to demonstrate your excellence to their clients and customers. Committing time and resources with the IAM CPD Programme is one of the best ways to do this.

The IAM CPD Programme will:

- Help maximise staff potential and link learning to actions and theory to practice
- Assist HR professionals to set SMART (specific, measurable, achievable, realistic and time-bound) objectives, to align training activity more closely to real business needs
- Promote staff development. This, in turn, leads to better staff morale. A truly motivated workforce helps present a positive image/brand to other organisations
- Add value. Through reflecting on activity, this will help to consciously apply learning to your own role and the organisation's development
- Link to appraisals. This is an excellent, professional tool to help professional employees focus their achievements throughout the year.

Keeping a record

As a professional, you have a personal responsibility to keep your skills and knowledge up to date. To stay at the cutting edge of industry requirements, you need to demonstrate your excellence in your field of expertise. The IAM CPD Programme helps you turn that personal accountability into a positive opportunity. This means you are able to easily and effectively identify and achieve your own career objectives.

At least once every 12 months, the IAM recommends you systematically review your development over the previous year. Then you need to set your new development objectives for the coming year ahead. Reflecting on the past and planning for the future in this way makes your development more logical and easier to measure. Remember, this is a particularly useful exercise to carry out prior to your annual appraisal!

In order to do this effectively, some people find it helpful to write things down in a detailed way. Others prefer to record their 'insights' and 'learning points' in diaries on an ongoing basis. This, in turn, helps you to assess your learning in a continuous ways. These records and logs are useful and informative tools for planning and reflection: with busy multi-tasking and the juggling of work life with home life, it would be a real challenge to review your learning and learning needs yearly without regularly recording your experiences.

CPD is a real investment that you make in yourself. It's a way of planning for excellence and professional development that links learning directly to practice.

CPD helps keep much-needed skills up to date, and prepares you for even greater responsibilities, opportunities and professional excellence. It will boost your confidence, further strengthen your already professional credibility and help you become more creative in successfully overcoming new challenges.

CPD definitely makes your working life more interesting and enjoyable and can significantly increase your job satisfaction. What's more, it can accelerate your career development.

Earning CPD Credit Points

Did you know that there is a wide selection of varied activities to help you earn CPD credit points? These range from attendance at industry events and training courses to mentoring employees and simply reading relevant industry publications. Select a qualifying activity from below and find out more about the CPD credit points that can be earned.

How to attach evidence

The IAM only needs to see copies of evidence and is unable to return your original work. Please follow the recommendations and send in copies of evidence.

When can you do it?

Your CPD certificate can be claimed just as soon as you have obtained 30 credit points. This means that you do not need to wait until the end of the year before claiming it.

Notes

- Any additional time may not be carried forward as a credit for the following year's CPD where your study time is more than 30 hours
- Copies of your record card and supporting evidence must be kept for future reference
- There is a maximum number of hours that you may claim. This equates to three and a half hours per half day and seven hours per full day
- All supporting evidence must state your name and the date that your activity took place.

	Activity	Types of evidence you need to provide	Credit Points	Maximum claimable
1	Conferences, seminars and events	Attendance certificate	Maximum 3 credit points per event	10
2	Qualifications	Copy of your qualification certificate.	1 credit point per hour of guided study	20
3	Short training courses and workshops	Letter of attendance signed by your tutor or a copy of any certificate of attendance	1 credit point per hour of training	15
4	Language training	Letter of attendance signed by your tutor, a copy of your certificate, or a letter from your employer confirming that the training is useful to your work	1 credit point per hour of training	10
5	Employer in house training	Letter from your employer or a certificate of achievement and, where appropriate, an outline of the relevant project(s).	1 credit point per hour of training	15
6	Imparting knowledge	Copies of your books or articles from the published original, training plans or presentations	2 credit points per article of 500 words minimum	15
7	Mentoring or coaching	Validated copies of your mentoring or coaching records	1 credit point for every hour undertaken	15
8	Voluntary work / contribution to the community to develop your professional skills	Letter/email confirmation from the organisers or a copy of the minutes. For voluntary work, a statement of how you believe this activity helps develop your skills for work (approx 250 words)	1 credit per hour of activity	8
9	Private study / reading	Making a note of the source and date. Documenting the relevance of the information obtained, where applicable When claiming for points for reading books, a	1 credit point per hour of study or 3 credit points per book read	8

		paragraph on lessons learnt from the book and application in your own circumstances (min. 250 words)		
10	Speak or run a workshop or seminar or address a meeting	Advertising or marketing materials and a copy of your presentation	1 credit point per hour of preparations and speech	8