



## Achieving CPD Excellence in Changing Workplace Contexts

### CPD and CSP Members

Most CSP members already undertake CPD activity as a routine part of their work; but for many this can be limited in its variety and is becoming more difficult to undertake, due to increasing workplace challenges.

The aim of the Championing CPD project is to support members to enhance the quality of their CPD activity and enable them to see the value in other types of CPD opportunities as they arise.

For CSP members, undertaking CPD provides both:

- Evidence of meeting the standards and competencies required for professional regulation and systems such as appraisals
- An increased depth of knowledge and skills which leads to an enhancement of their role or practice

For CPD to be most meaningful, and enable effective delivery of the above outcomes, it is critical that it adopts an outcomes-based approach; this means that any CPD activity undertaken has been evaluated and applied to the workplace, rather than simply a record that the activity has taken place.

When reflecting upon and recording CPD activities, the emphasis needs to be placed on the outcome in terms of its impact on the individual, service and organisation, not just the learning activity itself.

### CPD Excellence

Demonstration of the CPD cycle as part of everyday practice; it is:

**Continuous** Ongoing; lifelong learning; professional development; maintenance of competence in role throughout career

**Outcomes focussed** What you have learned, rather than how you learned it; meaningful; demonstrates value for money; demonstrates improved performance

**Self-directed** Autonomous; committed to own CPD; relevant to current and future objectives, individual/professional practice and service delivery; demonstrates competence to undertake role; relevant to own level of practice.

**Varied** Blend of activities; formal and informal learning opportunities

**Relevant** Transferable to workplace context and service being delivered; applicable to everyday practice

**Sustainable** Long term focus on personal development opportunities which will improve service delivery; flexible; practical

**Recorded** Cycle of action and critical reflection is recorded in a portfolio or journal; developments in practice as a result of CPD activity are evaluated and recorded

## The Benefits of CPD

Think about why you do CPD... Most CSP members do CPD to meet their own personal objectives or because the activity is of particular interest to them.

However, there are many broader benefits of undertaking CPD and making this connection

**Benefits for You** Enables individual members to evolve in response to changing workplace contexts; keep abreast of professional developments and ensure this is reflected within their work; maintain motivation within the workplace; provides evidence for regulatory requirements; Enhances the quality of their own practices / services delivered

**Benefits for Services** Improves the effectiveness of physiotherapy outcomes at the point of delivery; provides evidence of quality assurance for stakeholders; enables development of skill mix within teams; potential cost savings and efficiencies in services

**Benefits for Organisations** Maintains motivation within the workforce; creates efficiencies in service delivery by developing quality and innovation within the workplace; improved workforce planning: talent management; succession planning; responsive to wider directives; cost savings due to: reduced absence rates; reduced recruitment; increased efficiency in services

between the value of learning and the outcomes within the workplace is essential.

## Changing Workplace Contexts

In the past CPD was often seen by employers as a positive tool to help in the recruitment and retention of staff "...employers must recognise the value of appropriately managed CPD programmes in attracting, motivating and retaining high calibre professionals and managers and other healthcare staff." DH (1999)

However, the physiotherapy landscape is changing; members are working within much more diverse, isolated and disparate roles and there is a "...climate driven by financial constraints and service improvement directives". This means that access to appropriate CPD opportunities is increasingly challenging.

These challenges are affecting CSP members at all levels and across all sectors but are especially important for members such as associates, newly qualified physiotherapists and those working in less familiar roles or settings, that may face even more limited access to suitable CPD opportunities.

It is therefore vital for all CSP members to become even more engaged with their own CPD to demonstrate 1. the value of their physiotherapy services, and 2. their own role.

Although the primary responsibility for undertaking CPD activity lies with the individual member to access and evaluate appropriate learning opportunities themselves; there is also a responsibility and expectation for members to support other colleagues and peers with their workplace learning too.

## Making the Case for CPD

With a lack of funding and increasing time pressures in the workplace, members are raising concerns that access and support for CPD are diminishing.

So it is more important than ever to persuade managers that your CPD activity will contribute to the quality of your practice; bring clinical and cost benefits to service delivery and help meet the organisations objectives.

By undertaking high quality CPD, you will be able to collect evidence to show the value of your learning has impacted on your role and how this has led to benefits for your service and clients.

This information can be very powerful and can be used in a number of ways where evidence is needed:

- Future and current employers (e.g. for pay and progression, job applications)
- Regulatory organisations such as the HPC (to fulfil regulatory requirements)
- The CSP (to comply with CSP standards and Codes of Members' Professional Values and Behaviours)
- Those responsible for future healthcare provision and funding i.e. commissioners

Employers have a responsibility to support the CPD of their workforce too. By enabling access to suitable CPD opportunities, employers can be assured that all members of their physiotherapy workforce are able to deliver excellence in the services they provide.

Whatever the workplace; whatever the role; demonstrating the links between your CPD its impact on services and practice is essential to meet the HCPC standards and demonstrate compliance with the Code of Members Professional Values and Behaviour.

It can be helpful to link CPD activity to the Framework to help you evidence these links.

## References and Further Reading

- CSP (2005) An Outcomes Model: Demonstrating Professionalism Through CPD
- CSP (2007) Policy Statement – Continuing Professional Development
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- Pharmaceutical Society of Ireland (2010) Review of International CPD Models - Final Report
- Royal College of Physicians (2009) Guidelines: CPD Application for approval
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- Union Learn with the TUC (2011) Working for learners
- Department of Health (1999) CPD Quality in the New NHS