

## HOW DOES CPD APPLY TO YOUNG PEOPLE

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.

The CPD Standards Office forms part of the Professional Development Consortium. The Consortium's 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 an outline on the role and practice of CPD for young people, and ideas for training providers looking to deliver to the under 25's.

## How does CPD Apply to Young People?

CPD is commonly thought of as a practice that is only applicable to individuals once they have completed a professional qualification or charter with a professional body. Whilst this has been the case historically, the CPD Research Project has found a growing trend of 'CPD' activities focused on young people aged anywhere between 9yrs to 25yrs.

Younger people are increasingly undertaking CPD and training activities and are focused on employability and developing their skill sets to become 'work ready' and more competitive within the job market.

It is important to remember that CPD is not a qualification, it is simply a practice for undertaking small pieces that top up skills, knowledge, information or behaviours. A CPD activity can take the form of a short training course, an event, or coaching.

In addition, the internet has unlocked an abundance of learning opportunities, with immediate information and training activities available through;

- E-learning courses
- Podcasts
- YouTube videos
- Downloadable PDFs



As undertaking CPD is simply a means of keeping up to date, rather than undertaking a formal qualification, and can start at 'beginner level', this means that **anyone at any age** can start undertaking CPD activities regularly.

Young people can undertake CPD and collect formal CPD Certificates which can then be used alongside CV's and other job applications:



## Why the shift to CPD?

CPD activities for young people have risen considerably over the past decade. This change has been largely shaped by:

- \* Professional bodies and institutes beginning to offer professional recognition to young people that have not undertaken a degree, but instead a more vocational path e.g. the Science Council has Registered Scientist available for people aged 18 years old and upwards who have been working in a Science based environment.
- \* Large increases in the cost of university education means many young people choose alternative educational routes and enter the workplace at a younger age than graduates, but are still seeking professional recognition.

## Live Examples of CPD for Young People



The CPD Standards Office has a growing number of training and learning providers who deliver CPD activities for younger people. These include:

**Inventing Futures:** This is a social enterprise that delivers 'breakthrough' careers workshops to anyone aged between 9 and 25 years and is focused on building confidence and inspiring them to achieve their goals.



See [www.inventingfutures.org](http://www.inventingfutures.org)

### Beans Group:

The Beans Group are an organisation that organise a range of discounted services for younger people. They run a free programme, entitled Campus Brand Manager (CBM), for young people. This is typically undertaken across the summer and is focused on



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developing and negotiating discounts to expand the Beans Group presence in their local areas.

James Eder, Founder & Head of New Business at The Beans Group, comments “The CPD Standards Office accreditation for our campus brand manager programme which is targeted specifically to young people and students, has provided a great opportunity for young people to get CPD and use it to improve their employment prospects”. See [www.thebeansgroup.com](http://www.thebeansgroup.com) for more information.

## Opportunities for Training Providers

There is a plethora of opportunities for training providers seeking to deliver CPD activities to young people. The CPD Standards Office offers the following tips and advice:

- \* Find charities and social enterprises within your sector or subject area and explore the possibility of delivering your courses within their area
- \* Develop a free course, or taster session, for younger people that you can deliver.
- \* Visit university job fairs to market your training, and make sure to demonstrate how this aligns with a particular professional path. For example, you may offer an ‘introduction to marketing’, which as the result of your accreditation, delegates can use to demonstrate their commitment to developing professional competency to future employees.

*Please note that this factsheet simply provides guidance and does not constitute formal legal advice.*

*We hope you have found this factsheet helpful.*

Please see [www.cpdstandards.com](http://www.cpdstandards.com) for more information on our accreditation services or call 0203 745 6463 for further advice.