



**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 organisation’s as a collaborative CPD network & community.

This factsheet provides information on how employees will value a CPD accreditation.

## Why Employees will Value CPD Accreditation

The Office seeks to encourage good educational processes, champion professional and personal development, redefine and revitalise the image of CPD across all sectors. With employers increasingly becoming educators, and grappling to recruit and retain talented employees, many employers work with the CPD Standards Offices to become accredited CPD employers, but what is the benefit of accreditation to CPD to employees?

### So what is CPD?

“Continuing Professional Development (CPD) involves intentionally developing the knowledge, skills and personal qualities an individual requires to perform their professional responsibilities successfully, and stay current and competent within their role.” CPD Research Project.

Here are three good reasons why employees would be interested in a CPD Standards accreditation:

1. **A comprehensive review of external training providers-** The accreditation is also an indicator that the training delegates are undertaking is of the highest quality as it has been independently verified and has gone through an assessment process to give the delegate quality assurance of the training they are undertaking.
2. **Help complete a CPD record-** Accredited CPD training activities can help delegates to complete a CPD record; whether their CPD requirements are mandatory or recommended, completing accredited training means formal CPD points can be issued and logged in a CPD record.
3. **Enhances a CV-** Undertaking CPD accredited training can also benefit those without a CPD requirement to complete each year as CPD can contribute to employability; our research has found that including a CPD section on a CV can increase employment prospects by up to 10%.

## Don't just take our word for it...

Delegates who have taken the Google Squared accredited CPD Standards course have said:

"My job role has evolved since graduating from Squared Online, and I've also been promoted. It's the best digital marketing course I've ever done."

Jessica Moore

"It should become the industry standard qualification."

Marco Maccio

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.