

The CPD Standards Office



# THE ULTIMATE GUIDE TO BECOMING CPD ACCREDITED

By the CPD Standards Office



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# WHAT EXACTLY IS CPD?

CPD is an acronym for Continuing Professional Development and involves professionals and individuals seeking methods to develop new and current skills and knowledge with the acquisition of education necessary to perform excellently within specific areas.

CPD adopts a multi-dimensional approach to long-haul career development.

CPD is used to describe the never-ending learning process, programmes or activities professionals, businesses or even organisations engage in to continually develop these skills.

This ensures worldwide market standards are met, which is an advantage in a competitive marketplace.

CPD, depending on the country or region involved, can be known by different terms. It can also possess different guidelines and procedures as to accreditation and certification.

It is therefore necessary to note that these terms may be used interchangeably but they are generally concerned with a structured approach to all-time lifelong learning.

CPD is extremely flexible and combines numerous approaches to learning. Different educational experiences, such as training workshops, e-learning programmes, best practices and idea sharing, conferences, events, seminars and private research are employed to promote suitability to clients.

The main purpose for this service is to help individuals and professional bodies upgrade their practices.

The CPD learning landscape has dramatically changed since the COVID pandemic started, which means that many professionals can now use a variety of digital and mobile learning to achieve their CPD, including webinars, live-stream events, Zoom, MS teams training sessions, podcasts, structured videos on Youtube etc.

# WHO NEEDS CPD?

**Across the UK workforce, CPD is expected of individual professionals in most sectors.**

It is generally governed by sector-specific professional bodies or regulators.

Employers also increasingly expect their staff to undertake CPD, and are increasingly measuring colleague performance through CPD schemes

Anyone who is a member of a professional body has their CPD requirements laid out for them by the body, rather than by their employer.

There are currently over 2500 professional bodies, institutes, and membership associations nationally in the UK. They represent all industries and professions, and all have CPD policies known as CPD schemes.

The combined membership of these bodies is approximately 6 million, which is 15% of the workforce.

To put it simply, 1 in 7 people are required to do CPD, so the market is substantial to become a CPD provider.

Anyone who works within a sector that is formally regulated (e.g. by the Solicitors Regulation Authority or Financial Conduct Authority), is mandated to source, undertake and record their CPD in order to maintain their license to practice or professional qualifications.

Regulatory bodies are established to ensure that the public receives services of the required standard, so CPD is taken very seriously.

For example, you would not want to see a doctor who has not undertaken any CPD training for 20 years, or an accountant who is not up to date on tax regulations.

Employers will often support CPD, and may even contribute to CPD plans. However, the onus is very much with the individual to source CPD training activities that meet their personal learning needs and objectives.

For training and learning providers, this offers a great opportunity to help individuals enhance their careers.

By having a formal CPD accreditation, your training activities will have a much stronger appeal.



# CPD ACROSS THE GLOBE



Outside of the UK, CPD extends across the globe and is undertaken in most countries. The CPD Standards Office accreditation services support all forms of professional development and CPD schemes globally and have an increasingly international reputation as the strongest currency in professional development.

## Australia & New Zealand

CPD within Australia and New Zealand follows a similar model to the UK. Many professions are led by professional institutes, bodies, and regulators, all with similar CPD schemes and requirements to their UK counterparts.

The practice of CPD is highly valued, and as a result, there are various training, event and online providers registered with the CPD Standards Office who deliver training in this region.

## Africa

Across the African continent, CPD is an emerging practice with many individuals and professionals keen to undertake CPD for ongoing educational purposes.

The CPD Standards Office has some providers who deliver in this region, with a number based in South Africa.

## Europe

Within Europe, CPD requirements vary from country to country and are dependent on the extent of regulation within each sector.

The CPD Research Project has identified that there are a larger number of professional bodies and institutes within Western Europe, with many countries in Eastern Europe slowly beginning to establish professional bodies and associated CPD requirements within the region.

Many CPD Standards providers operate within various European countries and are active in delivering training provision to European professionals.



## America

CPD in the United States of America often uses slightly different language to describe the practice of CPD e.g. CE – Continuing Education, CPE – Continuing Professional Education, CME – Continuing Medical Education, or CLE – Continuing Legal Education.

Similar to the UK, there are stringent requirements for professionals to undertake CE within different sectors, with over 4000 professional bodies, institutes, and regulators across the country.

It is a rather complex area as each of the 52 States has different CE requirements in place for regulated areas e.g. lawyers in Alaska have to undergo 4 hours of CPD a year, whereas lawyers in Ohio have to undertake 24 hours of CE over 2 years.

The CPD Standards Office has various providers who are either based or headquartered in the USA e.g. Rosetta Stone, Pinnacle Performance, and Columbia Business School, New York.

## Middle East

There is a rising demand for CPD training within the Middle East. Over the past decade, the Gulf region has increasingly focused on delivering high-quality education and increasing standards of professionalism and competence.

The CPD Standards Office has accredited providers who are based in the Middle East but largely deliver into the UK e.g. London Training Excellence, as well as providers who have developed a course in the UK and deliver it into specific areas of the Middle East e.g. Jasper Alliance.

There are huge opportunities for the delivery of CPD training into this region, particularly in regulated sectors as there is strong value placed on those learning structures that reflect practices in the UK.

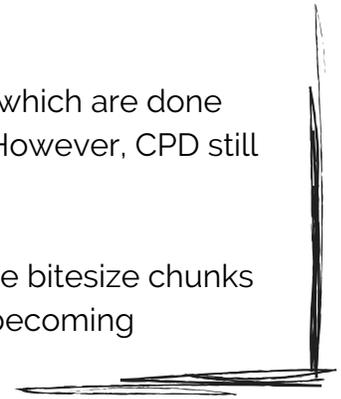


# WHAT MAKES CPD DIFFERENT FROM CONVENTIONAL LEARNING?

Continuing Professional Development is different from conventional learning in its approach to long-term professional development.

It is a continual process of ongoing enhancements and improvements which are done as it appeals to the trainee at their own pace with a flexible approach. However, CPD still encompasses a wide variety of academic and professional activities.

It's important to not mistake CPD as a qualification, instead, it is all of the bitesize chunks of learning that keep qualifications up to date and prevent them from becoming obsolete.



# WHY IS CPD IMPORTANT?

CPD has now started to become an important factor in determining who gets hired in the professional field. Employers do not only focus on academic qualifications nowadays.

They also make these decisions based on the level of professionalism applicants exhibit and advancements made in career paths. Engaging in ongoing improvement provides individuals with the skills necessary to stand out from the crowd.

It makes individuals more experienced, dutiful and capable of handling various tasks to their client's satisfaction and to meet and excel company standards and can make individuals masters of their field.

CPD can take different forms – the one you choose depends on your discretion – all aimed at long-term professional development.

# WHAT ARE THE BENEFITS OF CPD?

Dedication to continual professional development helps individuals to offer unique services/cutting-edge competencies in their workspace. It distinguishes such professionals from colleagues and competitors.

Our research shows that people who undertake CPD have a greater level of confidence at work, and are more likely to be promoted or secure a new role.

Enhancing work skills through CPD prepares individuals for career change and makes them eligible for promotion because of extraordinary expertise.

Individuals who engage in CPD also perform better at tasks, improving performance and productivity. They are more likely to be recommended for complex tasks because of their broad knowledge.

Organisations that support CPD benefit from a well-rounded and well-trained workforce.



# HOW TO GET CPD ACCREDITED

As earlier stated, CPD Standards offers accessible CPD accreditation services which are affordable. The CPD accreditation process is recognised internationally by authorities in the US and UK (across the globe)

Getting accreditation for CPD courses is a primary step to offering training, seminars, workshops and conferences. Without CPD course accreditation, certificates earned by professionals may not be recognised internationally.

1

## FIRST STAGE – HOW TO GET CPD COURSE ACCREDITATION

Our CPD consultants will work with you to ensure that your training is suitable for CPD accreditation and guide you through the whole process.

Consultations are made as to which training courses are suitable for Continuing Professional Development. This decision is made with informed research based on the career spread of the target population. CPD consultants and trainers advise on the structure of the training programme.

We take the time to understand how you deliver your learning, who are your preferred delegates, or target market, and what the key objectives of the training programme are.

The course accreditation process is practical in nature. It has been developed continuously in recent years and is focused on providing world-class standards of structured CPD learning for delegates and attendees.

Once these requirements are fulfilled, the next stage is how to get training CPD accredited.

2

## SECOND STAGE – HOW TO GET YOUR TRAINING CPD ACCREDITED

Having applied successfully to become a member of the CPD Standards community, you achieve your accreditation by submitting your courses, coaching programmes or online learning portfolio directly to the Assessment Team who starts the accreditation process.

As part of the process, your learning materials are required for review – for example, slides, handouts or access to online provision.

The CPD Assessments Team then evaluates the learning materials, reviews the structure, and provides advice to help in development of CPD training courses. Other elements of learning such as educational content, structure and learning objectives are defined too.

CPD learning experiences are rated against standards assessment criteria to ensure that they meet requirements for accreditation as a course.

Training should meet these necessary benchmarks for approval. If they don't, the CPD Assessments team provides details based on course assessment.

The CPD assessment process normally takes up to 6 weeks but maybe quicker depending on the size and duration of the learning material.

When completed successfully, you are now a formally accredited CPD provider.

### 3

## **FINAL STAGE – WHAT HAPPENS AFTER YOUR LEARNING PORTFOLIO IS ACCREDITED?**

Now you are an accredited CPD Standards provider, you and your organisation are eligible for a 'CPD Certified' certificate of achievement and authenticating digital trustmarks, which are a visual confirmation that your learning material is compliant with industry standards, knowledge, regulations and guidelines.

The CPD trustmark can be used on accredited training materials and marketing communications, and other official CPD documents as well as the 'CPD Certified' symbol.

You will also be provided with a formal CPD certificate template to issue to delegates completing the accredited learning experiences, which they can then use in a professional CPD record for their professional body or employer.

Furthermore, a description of the accredited portfolio is listed in the CPD Courses Catalogue where information is given about the training in detail, subject to whether it is available for the general public.

This accredited training will be added to the specific Continuing Professional Development Member Directory profile too.

# BENEFITS OF GETTING TRAINING COURSES ACCREDITED

Gaining accreditation for training courses provides an endorsement for your business or organisation with the resulting effect of greater profile recognition, improved quality of training and services.

It also comes with access to experienced CPD experts who provide expert advice and solutions.

CPD experts also help to continuously improve the educational offering and supervise the quality of service rendered. Accredited CPD partners provide quality educational support and enhance the level of training you offer.

## WHAT ARE THE CPD FEES TO BECOME ACCREDITED?

We provide a variety of membership subscription options to suit your business whether you are a sole trader or a multi-million pound business.

The accreditation fees will be determined during your initial conversation with one of our accreditation advisors, on this call they will discuss the best cost-effective CPD subscription to suit your business needs.

There are no hidden fees, additional costs for accreditation, or charges for the number of certificates issued. There is one subscription fee due each year.

Your advisor will ask you a variety of predetermined questions to really get a greater understanding of your business offering and work with you to select the best membership level.

Once you have established the correct subscription model and accreditation cost, we will support you to complete the application process and the next steps to becoming an accredited CPD provider.





## HOW LONG DOES MY ACCREDITATION LAST FOR?

Your membership commitment with The CPD Standards Office is for a minimum of two years. After the first two years, you are then contracted on a 1 year rolling basis.

You only pay the accreditation costs for the first year and then will be sent a separate invoice for every year after that.

We are flexible in our approach to the accreditation fees, offering either as a 10x monthly direct debit or billed on an annual basis. Members also get a discount of 15% on their second year as part of our loyalty scheme.

# HOW DO I GET MY ORGANISATION ACCREDITED?



Once you have registered with us and paid your CPD certification cost, you will need to submit your full application and evidence for assessment.

Our CPD Assessment Team evaluates all of your learning materials, supporting evidence and reviews the structure of your CPD activity.

After completion of this assessment, you will be provided with advice to help and support you with the development of your CPD activities to ensure it meets our high assessment criteria. All of this is included in your accreditation cost.

## HOW LONG WILL THE ACCREDITATION PROCESS TAKE?

There are two options for our assessment process:

### Swift

For an additional CPD fee, you can have your full CPD Badge and documents within 14 days of full application submission.

### Routine

From the day of full submission, it generally takes up to 30 working days for you to receive your accreditation which includes your CPD Trustmark as a digital badge, PNG & JPEG, and documents. This is dependent on the number of activities submitted. There is no additional CPD fee for the routine option.

# WHAT ARE THE BENEFITS OF GETTING CPD ACCREDITED WITH US?

When you become accredited by the CPD Standards Office, you get more than just a mark of accreditation with the CPD logo.

You also become part of our CPD Standards Community, along with over 1100+ other accredited providers. This community is growing stronger every day, with its huge range of connections to membership organisations, employers, and universities. It is also supported by the ongoing work of the CPD Research Project.

This means that just as your clients and delegates can be sure that your training, learning or coaching activities are independently assessed to the highest standard, you can also be sure that the other members of the CPD Standards Community have been assessed to the same criteria.

This gives you peace of mind as you exchange best practice and share contacts with other providers, professional bodies, universities and other authorities.

With over 1,400 professional bodies out there requiring CPD for their members, this means there are hundreds of thousands of potential recipients of your training.

The demand very much exists for accredited CPD trainers, and we can help you access it.



## AS WELL AS EXCELLENT NETWORKING OPPORTUNITIES, MEMBERS OF OUR COMMUNITY ALSO BENEFIT FROM:

- A globally recognised CPD logo
- Verifiable CPD points, which your delegates can be audited on
- A dedicated account manager to support you throughout your membership
- Member networking events and premium webinars to boost your own CPD
- Support with writing your CPD content from our experts
- Ability to issue digital certificates using the latest technologies, as well as PDF & CPD certificates for extra credibility

# WHAT IS THE CPD STANDARDS OFFICE?

**Our mission is to support everyone involved in Continuing Professional Development (CPD) to make it better, easier and more affordable.**

We founded the CPD Standards Office as a result of a comprehensive research project into the quality of continuing CPD provision across the country. Our in-depth research surveyed over 1000 professionals, and interviewed a range of professional bodies and regulators.

We discovered that the standards of CPD varied greatly and that too much of the training provided was of remarkably low quality.



Delegates complained about a "lack of passion" and "courses pitched at a too simple level".

By providing independent accreditation, our mission is to improve the quality of continuing professional development (CPD) to ensure positive and successful CPD experiences.

We also want to make it more affordable and easier to access and help CPD providers ensure that they are delivering consistently high quality training that is inclusive and collaborative.

Our marks of excellence for training and learning providers demonstrate to individuals and professionals that the learning activity is of a very high standard, conforms to CPD best practice and is appropriate for inclusion in a formal CPD record.

We also pioneer new ways of working into the CPD field, and have recently introduced a digital certificate service for our providers using Blockchain technology.

The CPD Standards Office forms part of the Professional Development Consortium. The Consortium works to build bridges between stakeholders to increase the benefits of CPD to individuals and employers. In particular, we encourage the spread of best practice and the sharing of support.

# THE NEXT STEP IN BECOMING A CPD MEMBER?

If you want to get CPD accredited and join a globally recognised community with access to all the support & guidance you need to deliver up to date, high-quality training or learning experiences to your audience, simply click the link below to book a quick call with one of our CPD specialists who will guide you through the whole process from start to finish.

[Click Here To Start Your CPD Journey.](#)

