

Talking of Grading...



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CPD

Continuing Professional Development

In this edition I thought that it would be worthwhile writing about **Continuing Professional Development** or CPD as it is often known. Like some of the other topics that I write about its one which never seems to hit the headlines, yet in itself it is a very important one.

Continuing Professional Development can be best described as the basic process which ensures that staff in successful organizations can, during their careers, further develop their existing skills with a resulting positive impact on themselves and the businesses they are in.

The enhancement and development of existing skills can be easily extended through training and development programmes, which can either be undertaken 'in house' or through the many external training organizations that specialize in the development of skills.

Those who manage, (whether Directors or Staff) will understand the benefits and importance of being fully committed to the development and enhancement of their own skills through planned and personal professional development.

Whilst in general the **Private Hire** Industry has not been very pro-active in this area, I am aware of at least one very large **LPHCA Graded Member** in the **West Country** who have made great strides in exploiting the skills of their **senior management** on a **continuing** basis not only for the individual's personal benefit but for the benefit of the Company as a whole.

There is always a way to somehow improve what we do and technology has made vast strides with life so much easier than it was in the days when every job in **Private Hire** was recorded on a docket and despatched by voice.

With so many people computer dependent in **Private Hire** today the task of delivering a driver to execute a pick up has radically changed and the process of speech in many instances has been completely removed from the process.

So with all this '**Smart**' technology does this now leave more time for personnel to concentrate on honing their existing skills to a higher level? Indeed I think that it does.



With **Continuing Professional Development** there are so many options available to support further learning initiatives and there are numerous organisations who are fully qualified and competent to deliver such development. A visit to the Internet is worthwhile – just enter **CPD** and many sites will be at your fingertips.

In the **LPHCA** we are already fortunate enough have the benefit of having our own fully **Qualified ISO Consultant** partner in **Bernard Hall** who is actively assisting a number of our **Graded Members** on the path to achieving **ISO 14001**.

Bernard himself, as a **Certification Body Assessor**, has to demonstrate that he has undertaken 35 hours of dedicated **Continuing Professional Development** activities annually.

Likewise, in some **Chartered Organizations** such as the **Royal Institute of British Architects (RIBA)** for example, it is also a mandatory requirement that members **must** dedicate **19.5 hours per annum** in personal development which has to be undertaken from within the Institute's prescribed *core curriculum for CPD*.

Additionally, they must devote **15.5 hours annually** to the proper development in other subjects which are relevant to their own needs.

Continuing Professional Development can also be defined as the conscious updating of **professional knowledge** and the improvement of **professional competence** throughout a person's working life. It is a commitment to being **professional**, keeping up to date and continuously seeking to improve. It is the key to optimizing a person's career opportunities, both today and for the future.

With Staff retention and job satisfaction key facts in today's Private Hire Industry it may well be time to evaluate the benefits of Continuing Professional Development for those in your own respective organisations.