

# CPD

## AS EASY AS...



**When we embark on something new like developing our coaching skills, for example, we are usually so hell-bent on reaching our goal and completing the programme or gaining the qualification that we don't always look beyond the end of our noses. But what happens after you achieve your goal? Is that the end of your journey or just the beginning? Have you reached Z already or are you still learning your ABC?**

Continuous professional development (CPD) is essential for any professional internal or external coach, and also for leaders wanting to become great. Whether you are newly accredited or you've been in the game for a while. Why? Because coaching is such an individual experience for everyone; each coach brings something different to the coaching relationship and each coachee presents different opportunities and challenges for the coach. CPD gives you the opportunity to grow as a coach, build complementary skills, and learn how to handle an array of unique situations that may be sensitive, unusual or entirely unexpected. By keeping your skills fresh you can make sure that the energy and motivation you feel at the beginning of your journey can be sustained over the long term. So, for those continuous learners out there, here's some of our ABC's of CPD to help you get started.

### NOTION'S ABC'S OF CPD

<h1>A</h1>	<p><b>ABSORPTION</b></p> <p>Gaining new skills is very rewarding but to truly embed a new skill you need time to reflect, make sense of it, test it out in different situations, gain experience and learn from it. CPD can help you leverage the best of this learning cycle far beyond the constraints of a course or lecture.</p>
	<p><b>ADVANCEMENT</b></p> <p>Even the best courses can't prepare you for every situation. Yes, they will help you to develop a great toolkit to get you started in live situations but to become more effective in your field, you need to advance your skills through additional learning opportunities like workshops, webinars, reading, events and networking.</p>
	<p><b>ADDED VALUE</b></p> <p>CPD can help you to keep your skills fresh but it can also help you to stay ahead of the curve. Being at the forefront of advancements can really help you to add value, which will benefit you and the people around you.</p>

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## NOTION'S ABC'S OF CPD

<h1>B</h1>	<p><b>BELIEF</b></p> <p>We tend to get a rush of confidence at the end of a training course which can be hampered when reality hits and things don't go as you expect them to. CPD is a really good way to build your belief in your abilities and to sustain your confidence.</p>
	<p><b>BENCHMARKS</b></p> <p>Maintaining quality and standards is very important to safeguard the people you work with and also to protect you from any potentially hazardous situations. Even the most experienced people benefit from CPD - it can be just as effective in preventing professional fatigue as it can be in accelerating performance.</p>
	<p><b>BUSINESS</b></p> <p>Personal development is good for business. The more skilled employees are the higher their performance can be. When employees feel supported and developed they also tend to feel more engaged and productive. Not only does CPD help you to continuously develop in a way that suits you and your needs but it also has the potential to drive increased levels of performance, productivity and engagement in your business.</p>
<h1>C</h1>	<p><b>COMMITMENT</b></p> <p>CPD is a fantastic way to demonstrate and maintain your commitment to your personal development long after the initial enthusiasm for doing something new wanes. Undertaking regular CPD is a sure-fire indicator that you are committed to being the best in your field and also helping others to be their best.</p>
	<p><b>CREDIBILITY</b></p> <p>If you want to increase your credibility, CPD is right for you. Investing in CPD will help you to strengthen your professional credibility inside and outside of the organisation which is important for your future career progression.</p>
	<p><b>COMMERCIAL</b></p> <p>It's not just personal. CPD can have massive commercial benefits for organisations too. According to the Association for Talent Development, organisations that offer comprehensive training programmes achieve 218% higher income than those that don't.<sup>1</sup></p>

There you have it, deciding whether you should undertake CPD is as easy as ABC. So, here's what you need to do next...

**A**gree CPD is right for you and select the  
**B**est CPD provider for Coaches - that's Notion of course, and  
**C**all us now on +44(0) 1926 889 885 for an informal chat or [click here for more information](#) about our comprehensive range of CPD programmes.

**Notion is a global expert in behaviour change and coaching.**

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