

Consalia Limited

Continuous Professional Development (CPD) Policy

Version number	Date of issue	Reason for update
V1.0	29 th January 2019	
V1.1	18 th February 2019	Updates from internal review

Continuing Professional Development Policy

1. Statement of intent

Consalia is a global sales performance company. We help international companies optimise their sales performance, through consultancy and customised solutions. Our mission is to make sales the most sought-after profession. We offer a range of innovative, work-based sales education programmes including bespoke employer programmes and degree apprenticeships to masters programmes.

We are committed to ensuring the highest reasonably practicable standards of student experience for our apprentices and accredited learners. This in turn requires that our staff are all trained and developed to the highest standards and that they are highly motivated professionals. Accordingly, we take our commitment to our staffs' continuing professional development (CPD) very seriously, as described in this policy document.

2. Our policy

Consalia aims for all our staff to have a clear understanding of continuing professional development (CPD), and its importance to their personal development, as well as within the context of Consalia. We consider professional development to be a continuing process of assessment, analysis, action and review. We actively support and encourage our clients, students and apprentices to learn and grow and to develop their careers and we extend that ethos to our staff and associates.

The CPD process contributes to the community of practice both within Consalia and within the broader context of student/apprentice engagement and student/apprentice experience. CPD is also intended to encourage equality of opportunity by encouraging everyone to plan their development and record their skills.

Reflective practice is integral to Consalia's apprenticeship and client programmes and we encourage our staff to reflect on their learning opportunities and experiences. We

also encourage staff to reflect on how they can make learning an essential part of their professional lives.

Consalia's managers are responsible for encouraging and supporting staff with their professional development, and for providing feedback as appropriate. Learning objectives are based on clear identifiable outcomes and serve organisational as well as individual goals. We actively encourage education and training (illustrated for example, by two staff members embarking on a Masters in Sales Transformation and a Masters in Human Capital Leadership) to meet our customer and organisational needs.

We have regular 1 to 1 meetings with staff throughout the year and review the annual Key Performance Indicators (KPI) where staff are given the opportunity to discuss plans for their personal development. Their learning objectives are focused on the individual but are also aligned to our organisational needs and objectives. Improving customer centricity and customer experience is a primary objective underlying our CPD process.

To improve sector knowledge, all of our staff participate in our annual Global Sales Transformation events where new concepts and trends are presented and discussed by sector experts. We encourage our staff to reflect on this learning opportunity during a follow-up debrief the week after the event. Staying abreast of sales trends is critical to Consalia's 'way of working' and we discuss and share sector trends and concepts continually at team meetings and via our company portal.

We encourage staff to reflect on how they can make learning an essential part of their professional lives and to read and contribute to professional journals, visit sales conferences, participate in relevant webinars and share their knowledge with others.

We actively improve the teaching and training expertise of our staff in the following ways:

- All our new trainers shadow our lead tutors before they start to train and tutor our students and apprentices

- Our lead tutors are ‘subject matter experts’ who remain ahead of sector trends and share their learnings in our team
- ‘How Adults Learn’ is an area we cover with new trainers

- We review the feedback and evaluation from our workshops to seek continuous improvement
- We hold ‘train the trainer’ programmes for new material we develop
- We run internal workshops to share ‘best-practice’
- We identify and attend relevant training course as needed: i.e. e-learning, coaching techniques and virtual delivery training

In summary, our intent is for the CPD process to benefit the individual, colleagues, students, apprentices, employer clients and the company as a whole. Our staff will be alert to the need to enhance their skills and competencies, to help them to perform well in their current teaching, coaching and assessing role, and to prepare for additional responsibilities or future roles.

3. Responsibility for Continuing Professional Development

Ultimate responsibility for CPD in Consalia rests with the CEO. This responsibility is discharged through the line of management responsibilities, with subsidiary responsibility for those impacting students and apprentices directly resting with the Academy Director.

We maintain a CPD tracker for all our staff. Training brought into Consalia, held within Consalia or delivered externally for staff is listed in Table 1 on the next page.

CPD training coverage for Consalia staff 2018-19

Training & CPD
Apprenticeship Audit Funding Masterclass
Apprenticeship Delivery Systems Workshops and Demonstration
Diversity & Inclusivity Masterclass
e-Portfolio Workshops and Demonstration
GDPR Training
Global Sales Transformation Conference
Health & Safety Refresh
How VLE should be the spinal cord of an outstanding, learner-centric experience
National Sales Conference
Online Facilitator Accreditation Training
Safeguarding & Prevent Training
Sales Educators Academy workshop (Aston University)
Successfully Delivering Apprenticeships for New Providers
Tutor Care - Emergency First Aid at Work
Tutor training - How Consalia Assess
Tutor training - How Adult Learners Learn
UK Employment Law
Understanding ESFA Compliance and its Audit Process
Work based Learning Masterclass

Table 1.