



WE'RE ALL ABOUT CPD

DEVELOPING TECHNICAL KNOWLEDGE

RESEARCH METHODS, EFFECTIVE USE OF QUESTIONING AND ACTIVE LISTENING:

COURSE OVERVIEW:

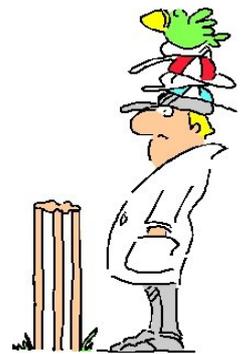
Obtaining relevant facts, undertaking technical research, and develop and advise on relevant options, strategies and solutions...

People change themselves for one of two reasons: inspiration or desperation. This course is about the first option: inspiration to take responsibility for self-improvement in the technical aspects of your profession to aim for a more fulfilling career.

Your salary is what you get from your job while this course is about what you can become.

OK, you work hard in your job – but this course is about working hard on yourself so that that personal technical development can last a lifetime so you can reap the rewards you deserve.

Discover how to wear many hats as you broaden your know-how!



LEARNING OUTCOMES:

By the end of this course you can:

- Understand how you learn and recognise your favoured learning styles
- Develop various approaches to broaden opportunities for learning
- Understand the competency framework for qualified professionals
- Undertake a personal Development Needs Analysis in key areas of competency
- Develop a bespoke Personal Development Plan
- Know how to work towards a better life / work balance

THIS COURSE WILL PROVIDE approximately 3HRS OF CPD

OUTLINE PROGRAMME:

<i>Section</i>	<i>Objective</i>
<ul style="list-style-type: none">• How do People Learn?• My Preferred Learning Style• Widening Opportunities to Learn• Professional Competency Framework• Development Needs Analysis• Developing a PDP• Life / Work Balance• Module Evaluation	<ul style="list-style-type: none">Review individual experiences to datePre-work review applying practical approaches to learningDeveloping strategies for 'life-long' learningUnderstanding competencies for all qualified professionalsAssess competencies in key areas – a reflective approachDefine your individual Personal Development PlanDevelop life /career planning activitiesPlanning to embed individual learning in the firm

LEARNING RESOURCES:

Supporting materials designed by DAW Ltd. for this programme includes:

- ✓ Pre-event discussion template for line manager – fully supported through delegate attendance pack
- ✓ Pre-work – getting the learner to evaluate existing learning style and know-how
- ✓ Online video show-casing 'hands-on' practical ideas drawing on realistic working practices
- ✓ A comprehensive workbook to support learning
- ✓ A learning assessment tool to check your embedded learning
- ✓ Post-event discussion template for line manager – fully supported through delegate attendance pack

YOUR SPEAKER:

Adrian 'Mac' Mackay, BSc(Hons) DipM MCIM DipDigM CMkr PCertM CMgr MCMI MBA (Strategic Marketing)



I studied animal physiology and nutrition as an undergraduate and it seems that new-found ability to learn has never left me!

I became a Chartered Manager, then a Chartered Marketer, and have studied a new Postgraduate Qualification for interest each decade of my varied career. I most recently attained a CAM Diploma in Digital Marketing in 2014 – with 'Credit'.

But it wasn't always like that as I really struggled at school.

My passion is sharing my know-how to help you master your profession. I recognise that we are very much in a knowledge economy – what we learn today adds value to what we know already– so in turn we can help clients who turn to us for advice.

Sharing a wealth of practical management and business development experience from over two decades of consultancy practice, I have tutored in business matters internationally and have been a popular lead speaker on CPD courses for many years.

I wrote '*Master your CPD – in 3 minutes a day*' to help you master your CPD...



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