

Professional Development

Helping employees meet today's career challenges

Your employees are your greatest asset, so how do you retain them and the knowledge they have accumulated? Much has been said about knowledge management and capturing, storing and reusing this information but many organisations find that employees leave because they don't believe that there is a clear path for career advancement within the organisation. Creating Professional Development programs for your organisation can serve multiple purposes by:

- Preparing some employees for promotion and the increased autonomy and responsibility that may be associated with the new role
- Provide all employees with foundation skills areas such as delegation, team building, problem-solving etc.
- Provide structured pathways for employees to maintain and grow their skills



“The chief economic priority for developed countries is to raise the productivity of knowledge . . . The country that does this first will dominate the twenty-first century economically.”

Peter F Drucker





Professional Development

Helping employees meet today's career challenges

Where do Professional Development and Continuing Professional Development programs intersect?

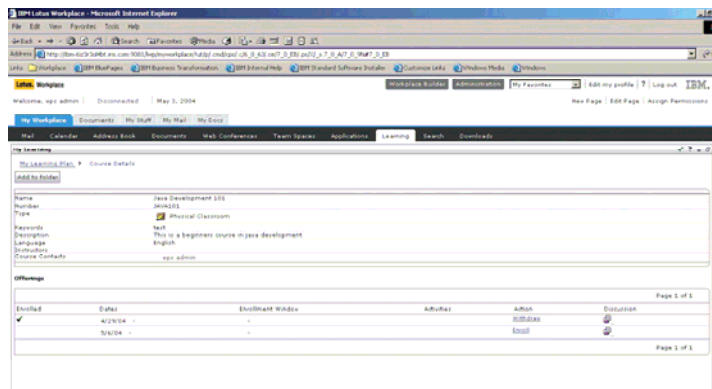
Professional Development refers to an employees ongoing commitment to ensure that their skills and ability to do their job are always relevant and up to date. Some people use professional development to stay current in their present job; others use professional development to gain promotions within their industry. Professional Development is in most part voluntary; the responsibility lies with the employee to ensure that their knowledge is current and will allow them to grow their career.

Continuing Professional Development is where professional bodies such as lawyers, accountants, engineers etc. have put a framework around Professional Development dictating the number or amount of development activities that need to be undertaken each year. Maintenance of membership within the professional body is contingent on continuing professional development being undertaken and reported on.

For organisations engaged in either or both forms of learning the ability to not only deliver but track and report on the learning delivered becomes critical.

e-Learning Defined

e-learning has grown from the delivery of online learning to being a business enabler, adopted by organisations to meet their missions and objectives, to raise and sustain competitive advantages through knowledge innovation and integrated development of human capital assets in the new economy.



Elliott Masie, from the Masie Center defines e-learning as "the use of technology to manage, design, deliver, select, transact, coach, support and extend learning (of all kinds)".

With this definition in mind the use of e-learning and learning management systems allows organisations to design, deliver and manage robust and flexible development programs.



Corporate Learning Systems



Professional Development

Helping employees meet today's career challenges

e-Learning is the key to success

Well designed e-learning offerings will

- Change the way people acquire new skills and knowledge by breaking down the barriers between people in the organisation enabling collaboration, knowledge sharing and capture
- Enable organisations to be more responsive to change with a better skilled and informed workforce

by making learning

- Pervasive so that they are available anytime, anywhere driven by context and delivered on-demand
- Continuous so that they embrace lifelong learning principles using a blend of formal and informal learning activities
- Relevant so that they are compelling and personalised for the learner, and
- Collaborative to allow communication between employees and the expertise and knowledge of the enterprise

so that organisations can benefit from:

- Increased productivity
- Cultural Change, and
- Measurable outcomes (for internal or external purposes)

Contact us if you would like to discuss your requirements further or to arrange a meeting and demonstration.

