



Fellows Broadsheet

The Institute of Hospitality Fellows Broadsheet is a monthly thought-leadership article written by a member of our esteemed College of Fellows. Celebrating the wealth of professionalism, knowledge and expertise within our diverse, worldwide hospitality family. The Fellows Broadsheet is published on the first Sunday of every month, exclusively for members.

Continuing Professional Development at C-Suite level: Is it relevant?

Rachel Begbie FIH has been a member of the Institute of Hospitality (IoH) for over 30 years. Her IoH journey began in 1989 as a hospitality student in Leeds and resulted in Rachel becoming an IoH Fellow in 2019. She is an active member of the College of Fellows and supports the IoH on research and discussion panels. Rachel's consultancy work involves her regularly coaching and mentoring hospitality professionals.

In this month's Fellows Broadsheet Rachel looks at the importance of **Continuing Professional Development at C Suite level** and asks: **Is it relevant?**

Continuing Professional Development (CPD) has become a bit of a buzz word in recent years.

Perhaps the pandemic saw many of us with spare time on our hands, which meant we had time to learn a new skill and/or update old ones.

However, it's history can be traced back to post-World War II, when institutional bodies identified there was a need for further learning and development, following formal qualifications.

Prior to this, the approach was very informal. With there being an assumption that professionals would identify their own knowledge requirements and initiate these on a casual or voluntary basis.

As business and professional environments have become more litigious, and technology has advanced, a more disciplined and structured approach has been required.

Today, the importance and commitment to CPD has spread beyond its roots and is now embraced across all sectors.





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Is CPD relevant as an IoH Fellow - C Suite member?

I want you to take a moment and think about another professional role. Maybe it's a Counsellor, Doctor, Surgeon, Nurse, Teacher, Fire Fighter, Psychologist, or Lawyer.

How would you feel if the advice, treatment or service they provided, was purely based on their initial qualifications, gained when they qualified? How confident would you feel in their approach or using their expertise?

The general expectation is that professionals such as these, engage in CPD on an annual basis, so why should it be any different for a hospitality professional? The simple answer is it shouldn't. We also need to regularly update and enhance our skills.

Early in my career I learnt that you should never ask or expect your team members to engage in something you are not willing to do yourself.

So, when it comes to CPD how can you ask your team members/leadership teams to engage in CPD if you are not a role model and practice what you preach.

What CPD approach should I take?

CPD provides a largely holistic approach to learning. It can combine many different methods from training workshops to attending conferences and events. From e-learning programmes, sharing best practise and techniques, reading articles, listening to podcasts and much more.

By engaging in CPD you are ensuring your academic and practical qualifications don't become outdated or obsolete. It should be a continuous process with a specific focus on skills and knowledge required over a short period, usually 12 months at a time.

Like anything, it is about forming a good habit, so that it becomes a very natural process. So how can I do this.

According to the CPD Certification Service there are 3 main ways to gain CPD:

- **Structured CPD/Active Learning:** This can include attending a training course, conference, workshop, seminar, lecture, e-learning or CPD certified event such as the IoH CPD webinars. Active learning also applies when professionals take career orientated exams and assessments e.g., ACCA exams for those working in finance, or CIPD qualifications for those working in HR.
- **Reflective CPD Learning:** This is a more passive and one directional form of learning, which may include reading relevant news article. For example, the IoH Newsletter – "I'm Informed", listening to podcasts, reviewing case studies and industry updates. In some cases, some informal meetings can also be applicable to CPD reflective learning, but the learning objectives must be clear in your individual CPD plan.
- **Informal CPD/Self Directed Learning:** This form of learning is all unaccompanied, so covers reading documents, articles, and publications, either in print or online. Examples include reading the IoH Magazine or one of the many articles available in the Knowledge area on the IoH website. You could also include industry specific newsfeeds, or research you have completed in relevant fields.

When it's broken down into these bite sized chunks, the majority of us will discover we already engage in CPD activity on a regular basis. However, do we record it?

Many organisation and professional institutions will have their own format for recording CPD. For example, the Professional Development area of the IoH Member's website allows you to record your CPD.

Where you record it is less relevant. What is important is keeping a record.

For members of institutions which have chartered status, CPD can be a condition of levels of membership. That helps ensure members maintain an up-to-date professional knowledge for their attained level of graded membership.





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What are the benefits?

Without stating the obvious, CPD is crucial in ensuring individuals, and organisations or industries keep their skills and knowledge up to date.

As an individual it allows you the opportunity to work out where you need to focus to become a more effective and competent professional. This builds self-confidence, overall capabilities, and ultimately helps achieve career goals and aspirations.

For the organisation or business, this positively impacts your employee branding: being known as a place where there is a healthy learning culture, with a fulfilled team, and the ability to retain your talented people.

In Conclusion

Yes, CPD for an IoH Fellow - C Suite member is as important to maintain as it is for every team member in your organisation.

Assess where you are now:

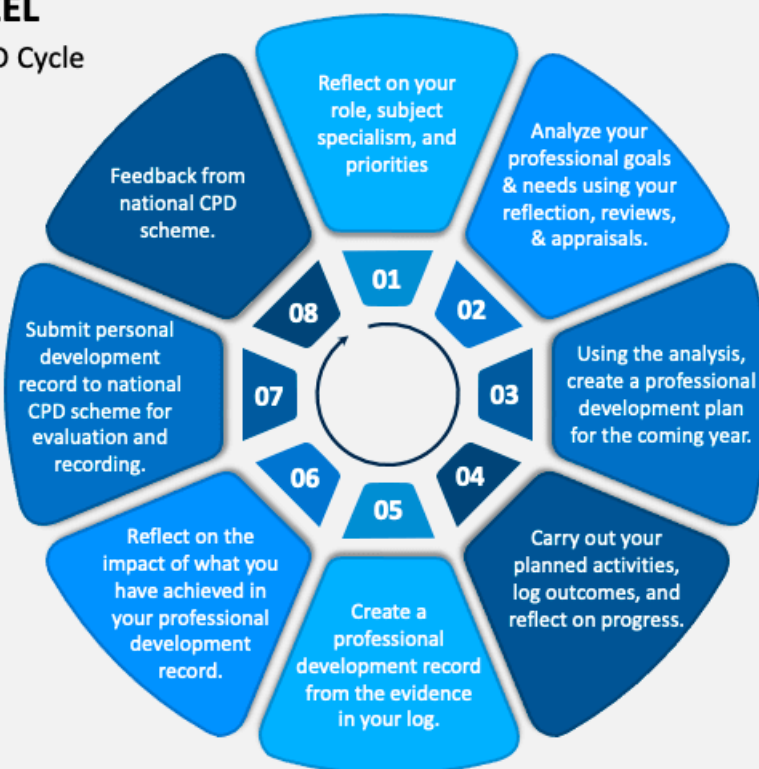
- Is your knowledge as up to date as it was when you became an IoH Fellow - C Suite executive?
- What good CPD habits do you already have in place?
- Where do you need to update your skills and knowledge?
- How can you achieve this using the 3 CPD methods?
- Are you recording your successes and achievements in your CPD Plan?

In hospitality, as with any other sector, we need to become CPD champions and role models for others.

That way we can ensure that everyone working in the hospitality industry is committed to continuous development which will help everyone be the best 'professional', they can be.

CPD WHEEL

Personal CPD Cycle





About the author

After a successful career in Human Resources Management working for some of the world's leading hotel brands in the UK and overseas, Rachel founded 'Rachel E Begbie Consulting Services'. She offers a practical and individual approach to business' needs from executive coaching and mentoring, Human Resources advice, recruitment, learning and development needs, career advice, including CV and interview preparation, and planning for mystery audits.

References & further information

cpduk.co.uk

instituteofhospitality.org/professional-development/record-your-cpd/

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