



Consalia Limited

Continuous Professional Development (CPD) Policy

Version number	Date of issue	Reason for update
V1.0	29th January 2019	
V1.1	18 th February 2019	Updates from internal review
V1.2	3 rd November 2021	Branding update review
V1.3	17 th February 2022	Reviewed internally

Continuing Professional Development Policy

1. Statement of intent

Consalia is a Sales Business School. 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 accredited programmes such as degree apprenticeships and Executive MSc. 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 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 and students 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 engagement and student 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 to meet our customer and organisational needs. For example, some of our tutors and staff are taking an ILM Level 5 Coaching Programme and two of our staff members have embarked on a Masters in Professional Practice in Leading Sales Transformation.

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, 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 provide further relevant training courses as needed: i.e. our trainers have recently received e-learning and virtual delivery training.
- We produce podcasts on a range of issues which we encourage our staff to listen to.

In summary, our intent is for the CPD process to benefit the individual, colleagues, students, 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 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 directly resting with the Academy Director.

Signed by



Philip Squire
CEO Consalia Ltd