

Why should companies care about Professional Development?



**HIGHER PERFORMANCE**



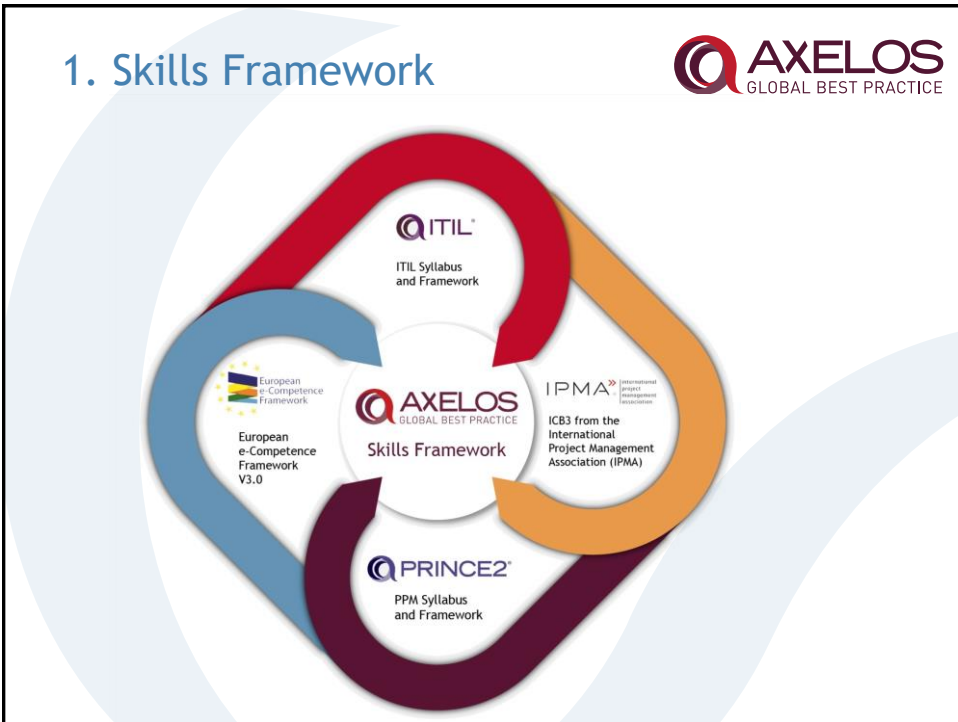
**HIGHER SATISFACTION**



**KEY FACTS**

- 96% OF ORGANIZATIONS ARE ALREADY OR PLAN TO UPSKILL THE EXISTING EMPLOYEES TO FILL VACANCIES
- 86% ORGANIZATIONS MADE EFFORTS TO IMPROVE THEIR EMPLOYER BRAND
- 58% OF ORGANIZATIONS FOCUS ON RETAINING TALENT OVER RECRUITING
- 82% OF ORGANIZATIONS HAVE SEEN AN INCREASED COMPETITION FOR WELL QUALIFIED TALENT
- 74% OF ORGANISATIONS ARE DEVELOPING TALENT IN HOUSE
- Nearly half of organizations are increasing L&D opportunities to support employee retention.





# 2. Skills Assessment

The Skills Assessment is presented as a radar chart with seven axes representing different skill areas. The chart compares three profiles: 'Me' (black line), 'Rebecca Richardson' (dark red line), and 'Business Relationship Manager' (yellow line). The 'Business Relationship Manager' profile shows the highest performance across most categories, particularly in Business Case Development and Negotiation.

- Career Planning Tool
- Skills Assessment Tool
- Benefit from 360 degree feedback
- Benchmark against industry best practice

**Skills Assessment Radar Chart Data (Estimated):**

Skill Area	Me	Rebecca Richardson	Business Relationship Manager
Business Case Development	Low	Low	High
Negotiation	Low	Low	High
Business and Environmental Awareness	Low	Low	High
Communication and Knowledge sharing	Low	Low	High
Sales Management	Low	Low	High
Relationship Management	Low	Low	High
Requirements Identification	Low	Low	High

**Legend:**

- Me
- Rebecca Richardson
- Business Relationship Manager



### 3. Continuing Professional Development (CPD)

		Continuous Development Building Blocks	
20 CPD Points Annually	Minimum	5	Professional Practice Coaching and Mentoring <b>PROFESSIONAL EXPERIENCE</b>
	Maximum	15	Qualifications Structured Training <b>QUALIFICATIONS AND TRAINING</b>
	Maximum	15	Active Passive <b>COMMUNITY PARTICIPATION</b>
		5	
Maximum	5	Reading Research <b>SELF STUDY</b>	

## 4. Digital Badges



The image displays three digital badges arranged in a triangular pattern. Each badge is a circular emblem with a trophy icon at the top. The top-left badge is purple and labeled 'PRINCE2 PRACTITIONER CPD'. The top-right badge is dark purple and labeled 'ITIL INTERMEDIATE CPD'. The bottom-center badge is teal and labeled 'MSP FOUNDATION CPD'. The background features a light blue circular graphic.

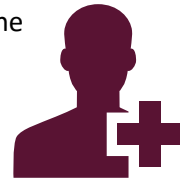


An overhead photograph of three business professionals—two men and one woman—gathered around a table. They are dressed in business attire and appear to be in a collaborative meeting, looking at documents and a laptop. The scene is brightly lit, suggesting an office environment.

**Key Benefits: Organization**

## Develop your teams

- Use the Skills Framework to build or enhance your in-house development programmes.
- Access assessment tools that will help you to benchmark your employees skills and capabilities against industry benchmarks.
- Build a development roadmap for each of your employees using the CPD toolset.
- Recruit the right people into your organization, using the digital badge to help you identify the right candidates.



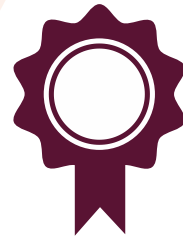
## Protect your investment

- Invested in ITIL and PRINCE2 qualifications
- Build on the knowledge developed through qualifications
- Use the Skills Framework to build a talent pipeline that supports your business objectives



## Employer of choice

- Differentiate yourself from your competitors to attract top talent and win contracts
- Correlation between investment in development and retention of employees
- Increased employee satisfaction and motivation



## Employee Benefits



**PROFESSIONAL RECOGNITION:** A digital badge linked to their qualifications, representing their commitment to staying relevant and up to date



**SKILLS DEVELOPMENT:** benefit from specialised tools designed to assess their skills and capabilities against industry benchmarks



**CPD TOOLS:** Online toolset to help individuals plan and record professional their development



**KNOWLEDGE:** Recommended content and activities to help individuals maintain their skills and knowledge



**COMMUNITY:** Join a global community of professionals aligned to best practice



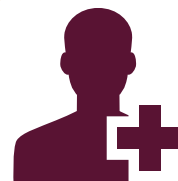
## Membership requirement



£25 Registration Fee  
(One off payment)  
£100 Membership Fee  
Annually  
(25% discount Q1 2016)  
(20% discount 2016 and  
onwards)

## Links

- <https://www.axelos.com/professional-development>
- <http://www.itsmf.dk/Min-kompetenceudvikling/Akkreditiver.aspx>





## Demo

- AXELOS Successful Candidate Register
- AXELOS profile
- itSMF subscription discount
- Subscribe to the Professional Development Program
- Associate certificates to profile
- Collect Continual Professional Development points
- Claim the digital badge
- Share the digital badge

