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The New Normal of
**MOVING TOWARDS A SELF-
DIRECTED WAY OF LEARNING**

CPD

with Nicky Harris and Greg Watts



Housekeeping

- We will be recording
- Ask questions via Q&A and they will be answered at the end
- There will be 15 minutes of Q&A time at the end (any questions not answered will be followed up with after)
- You will receive the presentation and recording after the session
- Feel free to use the chat function

Meet the speakers



Greg Watts

Director of Quantity Surveying at
University of Salford
G.N.Watts@Salford.ac.uk



Nicky Harris

Director of Construction Project
Management at University of Salford
N.J.Harris@Salford.ac.uk



Jack Meisinger

Chief Revenue Officer
at Insynth Marketing
jack@insynth.co.uk



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Some companies we have helped

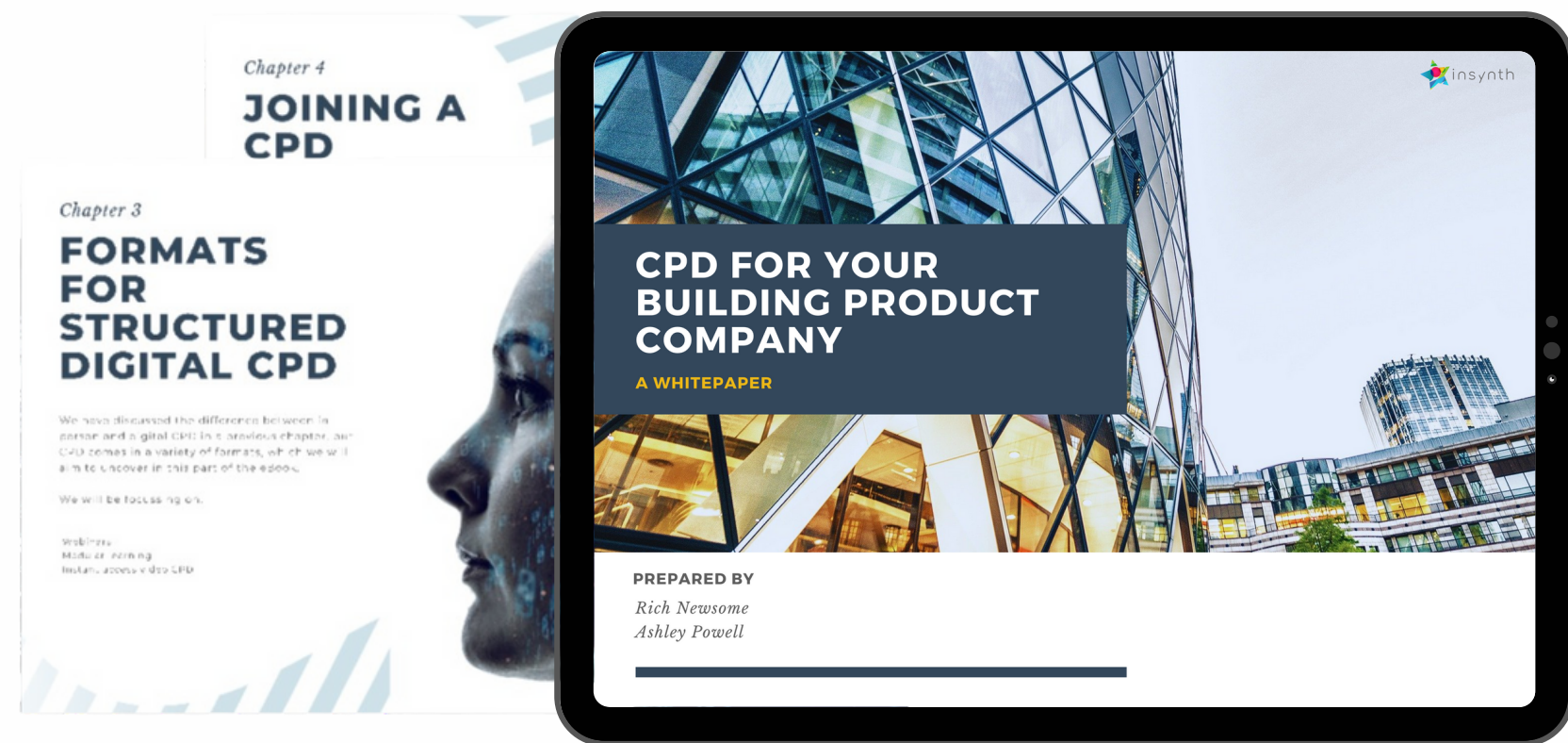


Starting the conversation

As the “new normal” establishes itself, an emphasis is being put on the “*new*”.

The world is becoming used to new ways of behaving and performing activities, including learning. A rise in digitally delivered learning has put the future of CPD into question.

In the past, only structured face-to-face presentations were referred to as CPD. The rapid development of digital technologies, however, has widened the scope of CPD to planned or unplanned activities that are delivered in a more informal or even self-catered fashion.



Straight to the data

With that in mind, we looked at some of the main reports on CPD published during 2021 to understand the past, present, and future of CPD in construction, and we came across the paper “Continuous Professional Development Changes for Construction Professionals Post Covid-19” presented by Greg Watts and Nicky Harris last March at the 5th CU Construction Conference.

So, we wanted to speak with them and bring them into the conversation with the broader construction audience.



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Continuous professional development changes for construction professionals post Covid-19

Watts, GN and Harris, NJ

Title	Continuous professional development changes for construction professionals post Covid-19
Authors	Watts, GN and Harris, NJ
Publication title	Exploring Contemporary Issues and Challenges in the Construction Industry: (CCC2021), the 5th Coventry University Construction Conference
Publisher	Coventry University
Type	Conference or Workshop Item
USIR URL	This version is available at: http://usir.salford.ac.uk/id/eprint/61069/
Published Date	2021

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What we will discuss

What is CPD

Why get involved with CPD: The Stick

Why get involved with CPD: The Carrot

The 'Micro' benefits

The 'Macro' potential

Research so far

Future Research

Future Reading



What is CPD and what is it for?

Personal development activities carried out by a range of professionals – ensuring skills and knowledge are kept up to date

Ongoing

Develop and
enhance
skillset

Reflective

Professional
and/or
personal

Proactive

Unique
journey



Why get involved with CPD: The Stick

Professional
requirement

Compulsory
term of
employment

Avoidance of
professional
negligence
/claims

Peace of
mind



Why get involved with CPD: The Carrot

Salary

Peer
Respect

Career
competition

Promotion
opportunity

Professional
integrity

Increased
self worth

Expand
Horizons

The 'Micro' benefits

Being able to sleep at night
- We've all been there!

Empowered individuals

More likely to perform their job optimally

Enhanced teamworking

Fewer disputes

Increased wellbeing



The 'Macro' benefits

- Construction reports often share one thing in common = the poor productivity of the industry
- Research has linked this poor productivity to a lack of education, training, and development

Output per hour worked, construction industry and sub-industries and the whole economy, UK, 1997 to 2020, index 1997 = 100

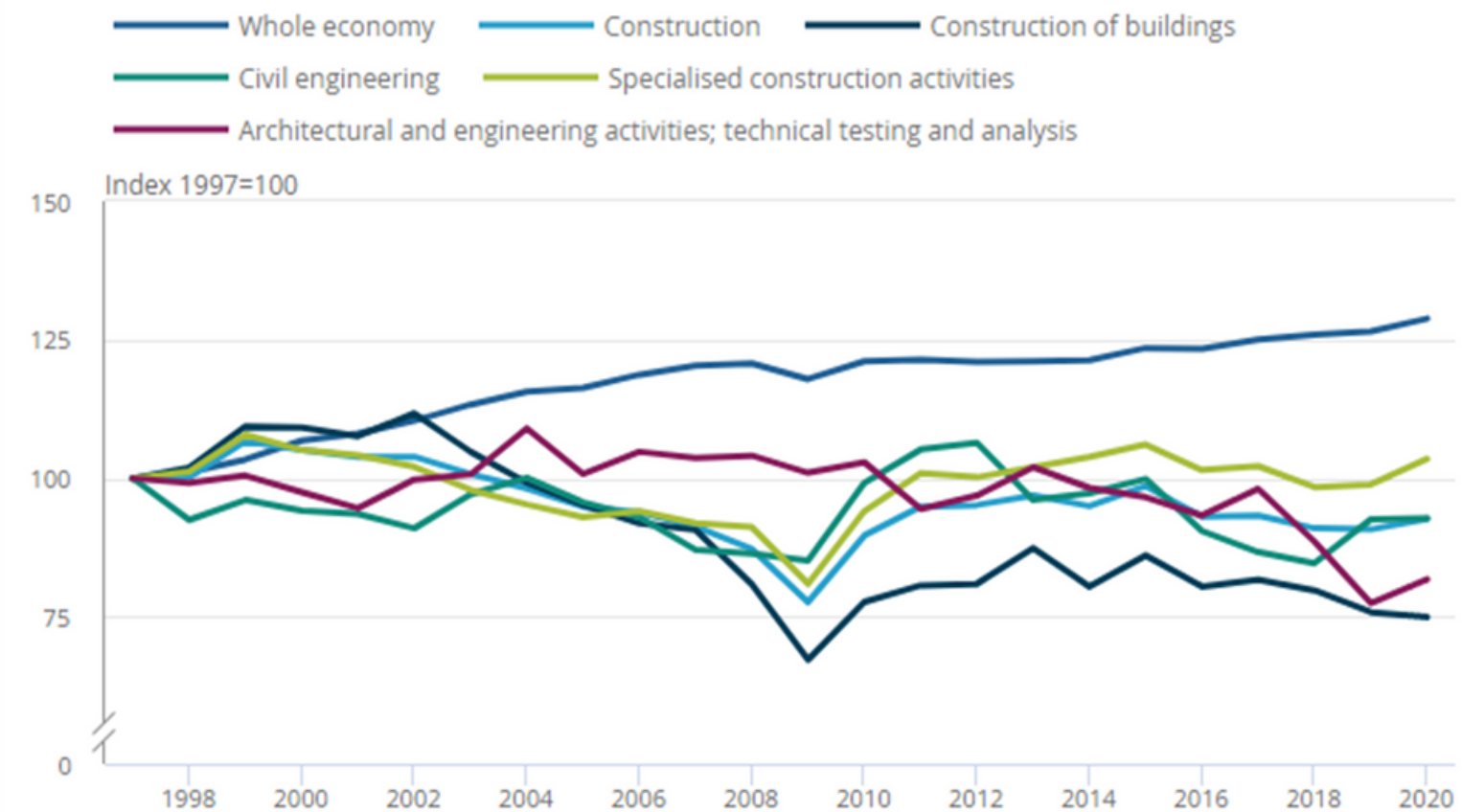
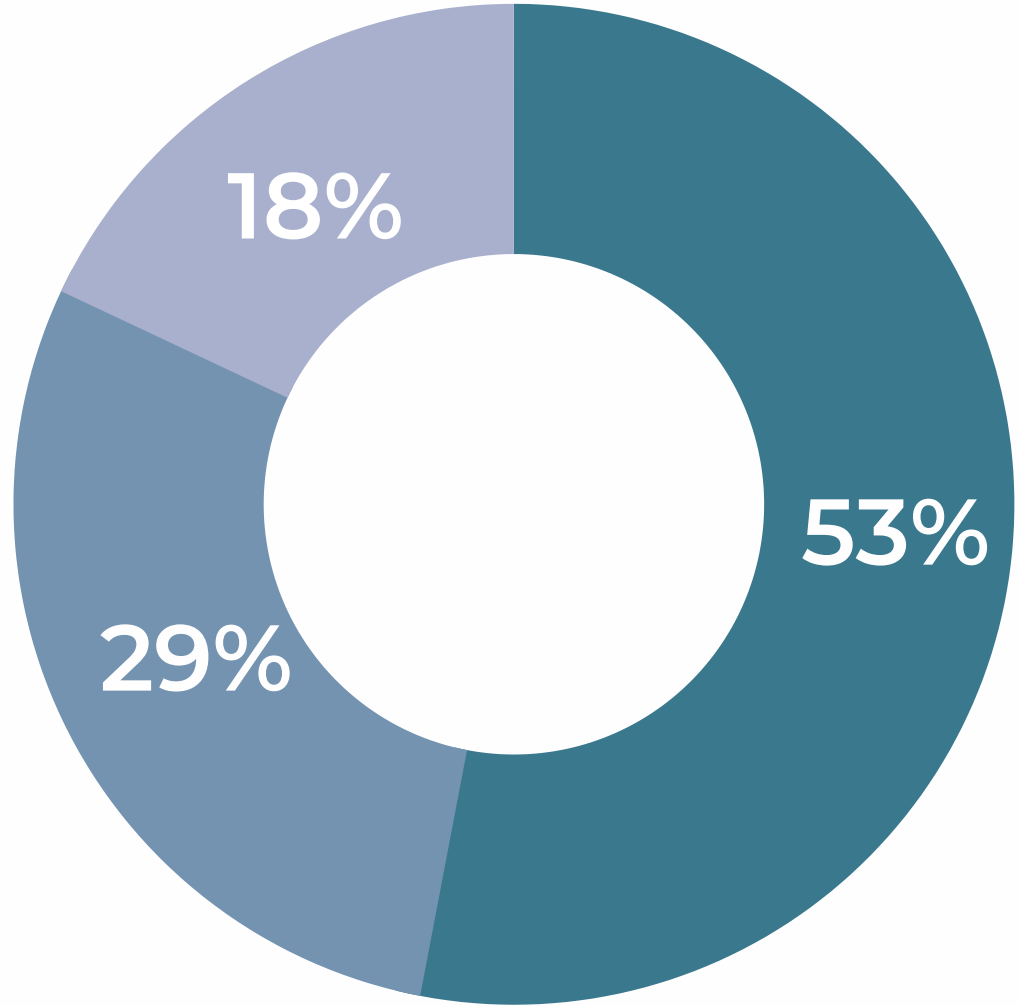


Figure 2: Productivity growth has been slow in construction industries compared with the whole economy

Source: Office for National Statistics - Labour Productivity

Research so far

No plans to
join a
Professional
Body



Belonged to a
Professional
Body

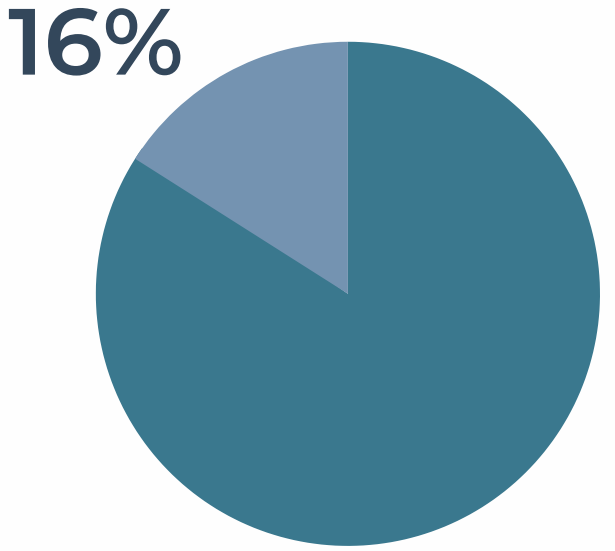
Working
towards
Chartership

Taking responsibility for CPD...

83% If you are chartered

31% If you are not chartered

believed they
should take
responsibility
for their own
development

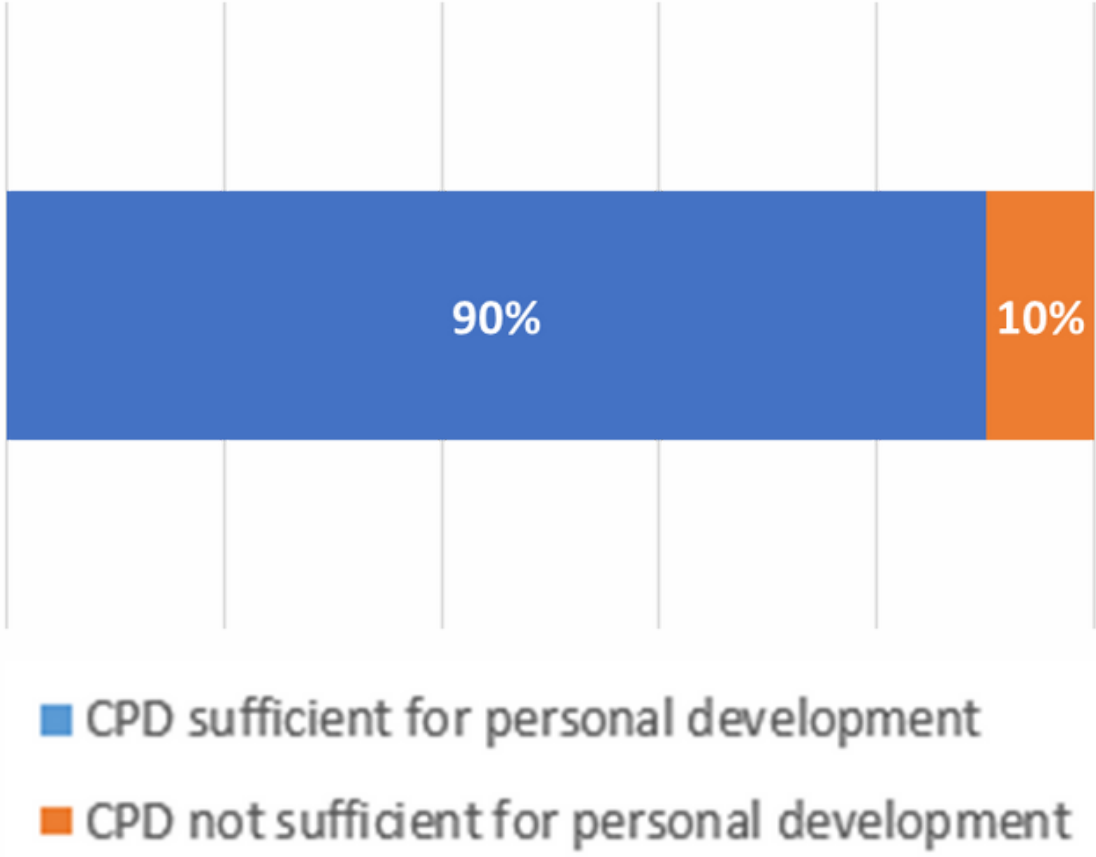


believed their
development
is the
responsibility
for their
employer



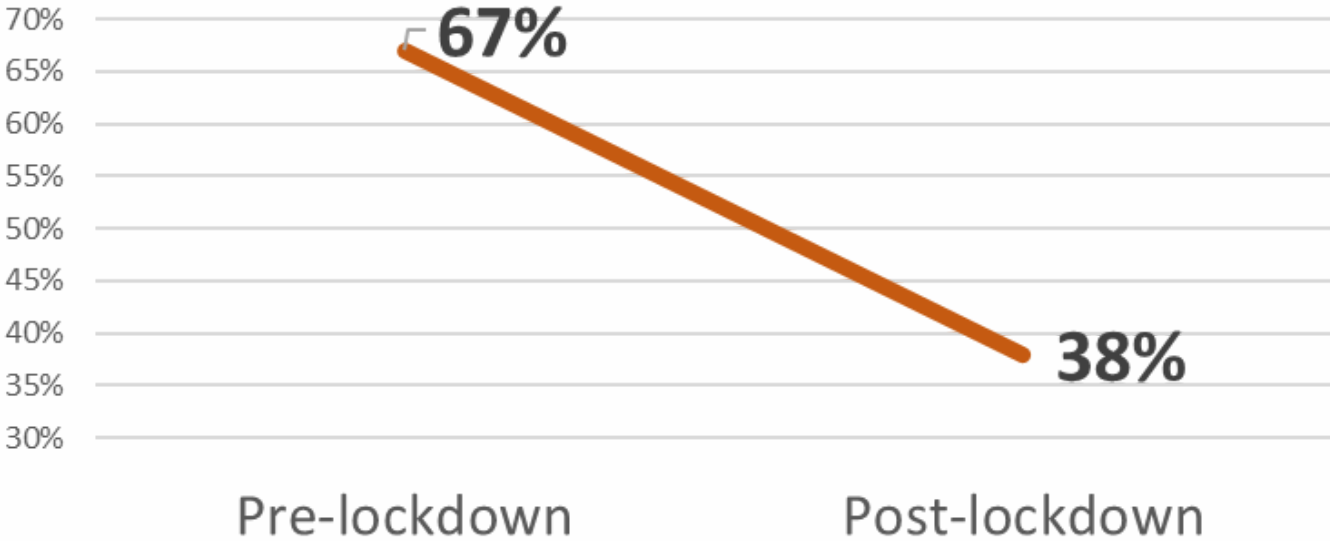
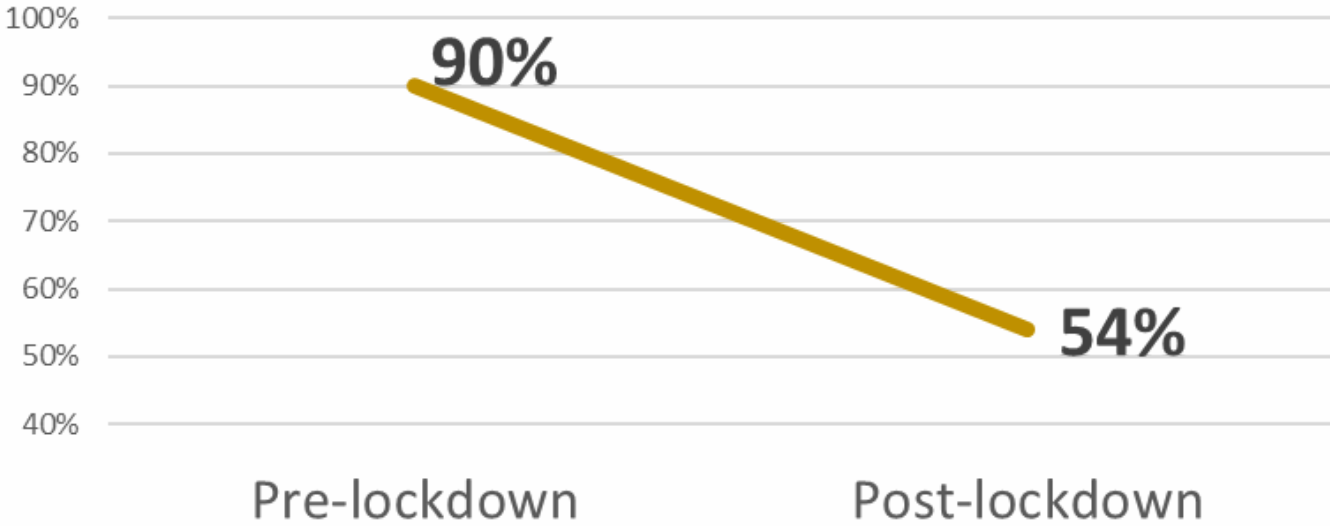
Research so far

Pre-lockdown



All respondents were asked: was your company's CPD solely sufficient for your development needs

Those who took responsibility for their own development were asked: was your company's CPD solely sufficient for your development needs



Research so far

Correlation
not Causation

- Those within a professional body are more likely to take responsibility for, and place importance on, their CPD
- Since a post-lockdown return to work, built environment professionals are less satisfied with their company's CPD
- But, those same professionals are now placing a greater emphasis and focus on CPD – they are taking more responsibility



Future Research

Extending
survey
parameters

Conducting
interviews

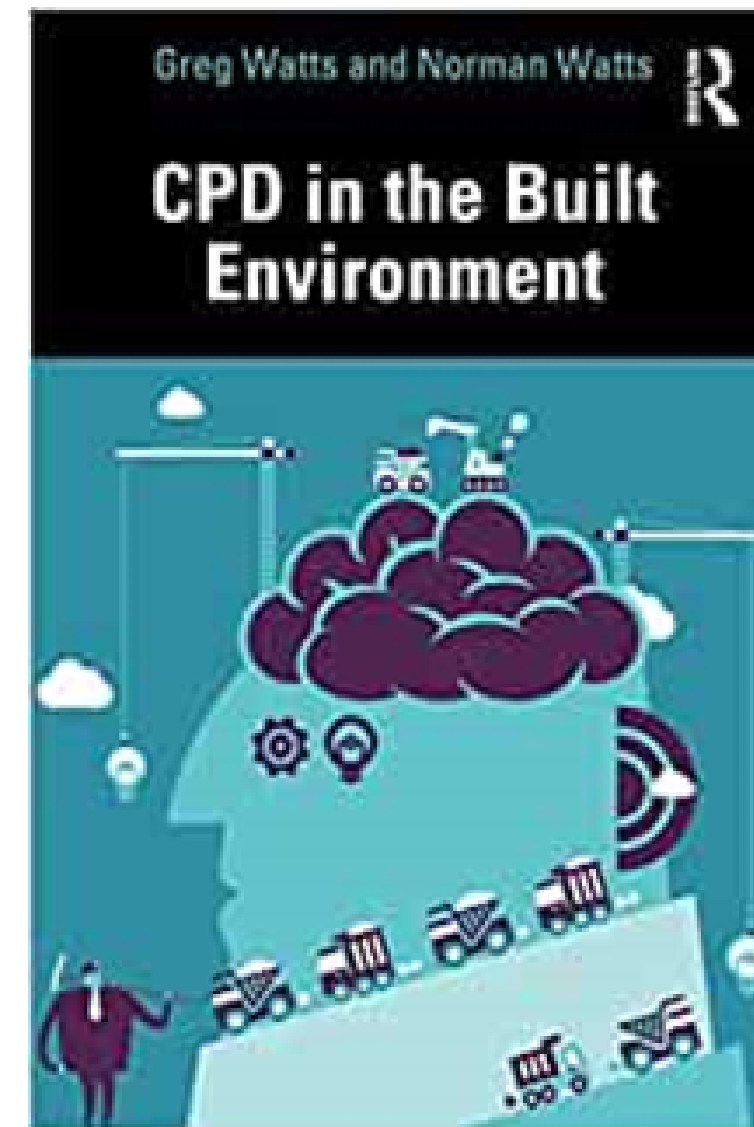
Exploring the
'gaps' around
CPD in
greater detail

Current
research
projects – a
pipeline of
publications



Further reading

- *Continuous Professional Development Changes for Construction Professionals Post Covid-19* (Watts and Harris, 2021)
- *CPD in the Built Environment* (Watts and Watts, 2021)



So, what now?

The changes outlined by this report ask the construction industry for a reaction, for a modernisation of the way that CPD is delivered.

Independent

Proactive

Self-Catered



What Is The New Normal of CPD?



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The "New" Normal



Offer Your
Webinars On
Demand

Use Instant
Access
Videos

Understand
Modular
Learning



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CPD On Demand

Whilst commonly delivered live, webinars can also be offered on-demand, enabling construction professionals to access the session when it best fits for them.

In fact, when offered on-demand, Venture Harbour has reported an increase of **2x in sign-ups!**

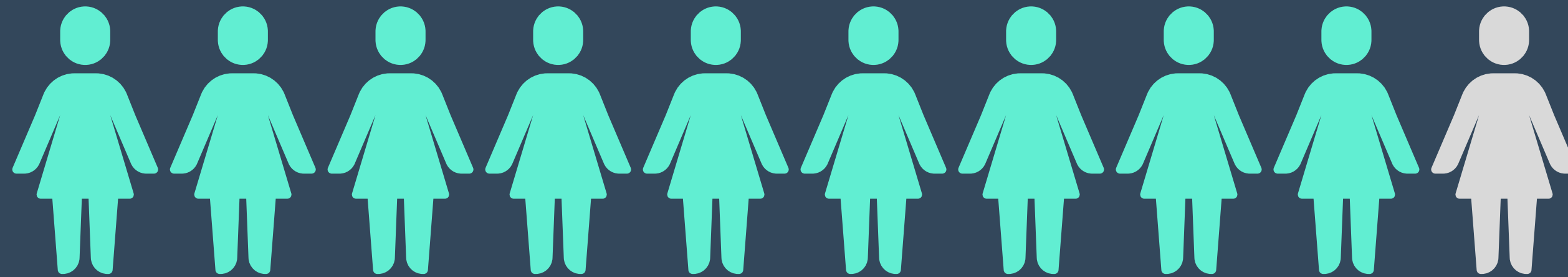
According to ON24, 1 out of every 3 attendees expect some downloadable content after the webinar.



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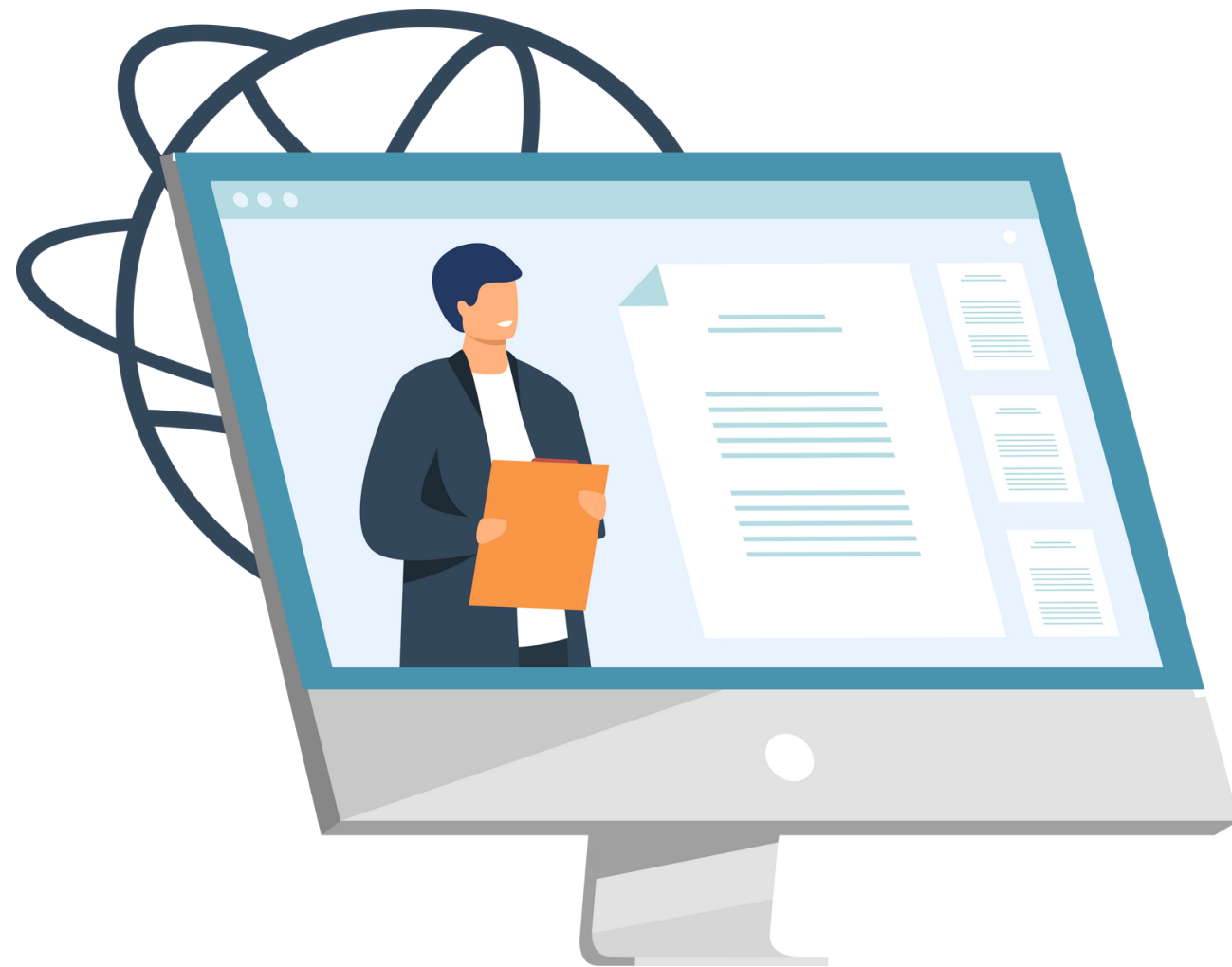
CPD On Demand



According to HubSpot, 9 out of every 10 professionals engage in webinars once a month and, therefore, a monthly webinar can be the perfect cadence for CPD.



Instant access video



Instant access videos are the preferred CPD method of CPD providers, including

Unlike most webinars, CPD delivered through instant access video is scripted, must have a presentation, and it involves the input of a wide range of specialists, including video editors, voice-over artists, and content writers.

Is joining a CPD provider network necessary?

With a percentage of construction professionals worried about the quality of their CPD, getting yours accredited will hold some weight

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Modular Learning

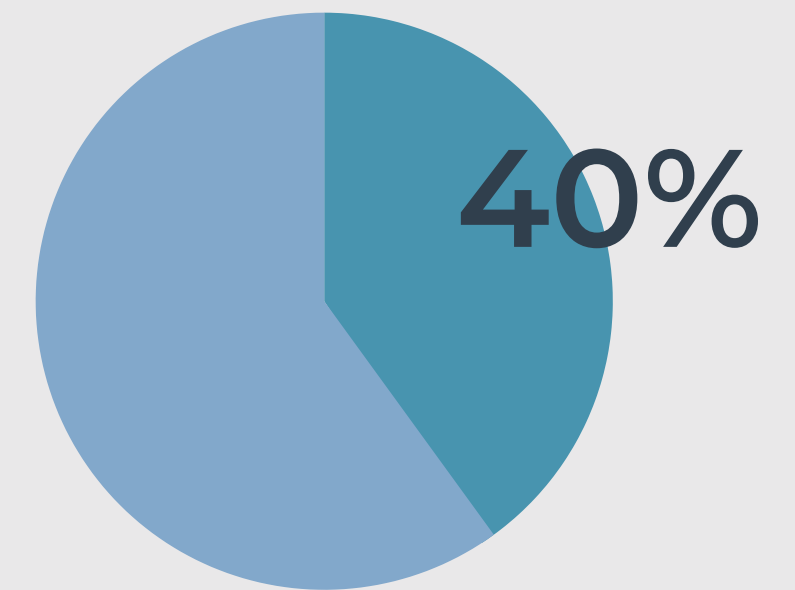
In order to produce a more accessible CPD that will not require architects to devote an hour of their day to learning, some companies have started to look at modular learning.

By breaking what normally would be a lengthy session into bite-size chunks, attendees can access CPD more easily.

Furthermore, modularisation has been recognised as an optimised learning approach.



When overviewing the challenges that prevent architects from completing their CPD, 4 out of every 5 mentioned **time** or, rather, the lack of thereof.



40% of architects push training activities back when other responsibilities come up



Integrate your CPD with your CRM



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Can HubSpot help your CPD offer



A big percentage of the CPDs are not even recorded! Recording your CPD will allow you to keep interacting with those who attended and those who missed the session. You can, of course, send through the recordings, but using specific software can be particularly interesting.



But when it truly becomes interesting is when you can leverage the information of your CRM to your CPD strategy and vice versa!



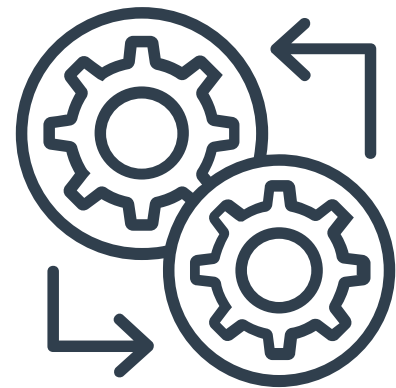
HubSpot Integrations

Integrations solve and simplify your need for new software as your business grows and evolves.

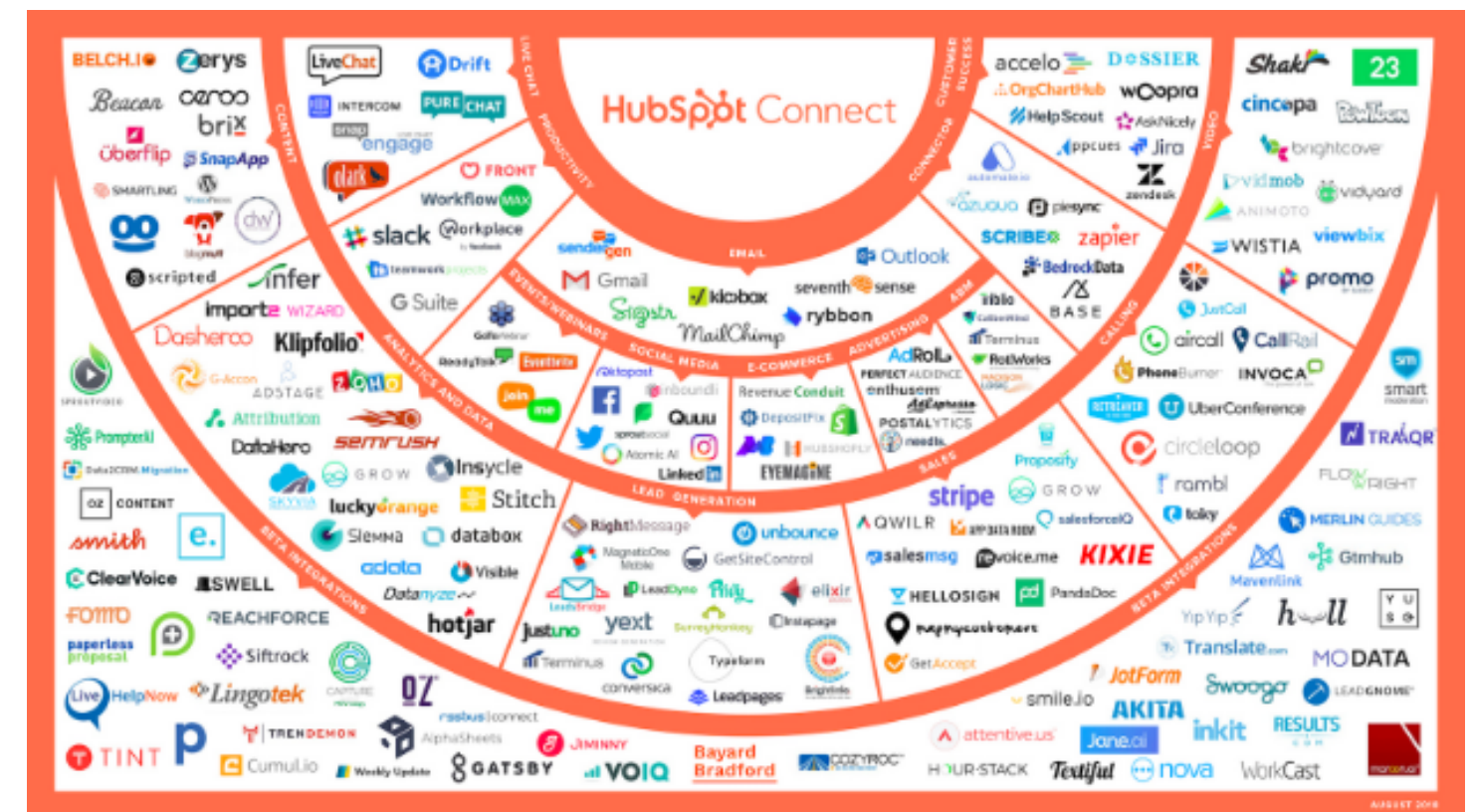
They allow you to keep the system you're currently using by simply adding connections to third-party applications to enhance system functionality and provide additional features you may need but aren't able to build within your software.

Integrations connect your software to third-party applications so they can share information with each other. They share data from one system to the next which provides you with more features and options while using your software.

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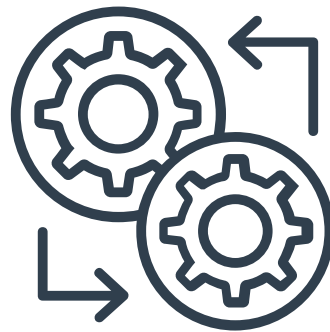


HubSpot



Video Integrations

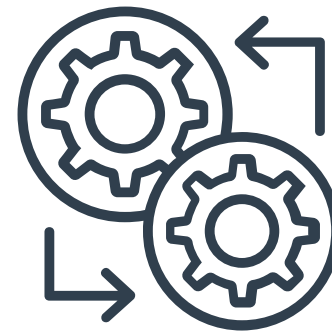
HubSpot



vidyard®

If a contact on your CRM watches your Vidyard, the video activity will show on their timeline, and you will be able to see when and for how long they played that video.

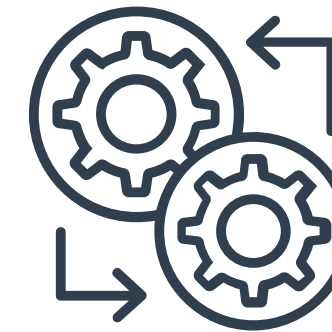
HubSpot



Dubb

You can learn about the open rates, click rates, video watch rates, and call-to-action engagement rates in all your videos, capturing all data at a contact level.

HubSpot

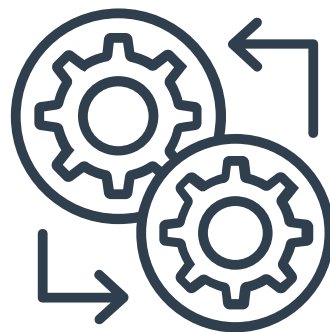


BRIGHTCOVE®

Provides you with detailed data on the video activities of your database. With real-time video viewing behaviour, your CRM will always be updated and up to date!

Event Hosting Integrations

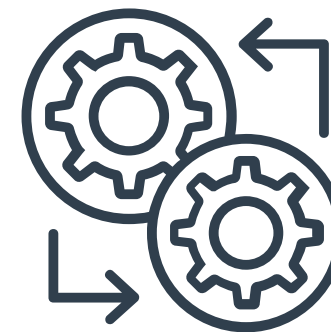
HubSpot



 **Bevy**

The platform prides itself on providing event organisers with a 360° overview of the activities of their audience. To do that, Bevy syncs each attendee with a contact record

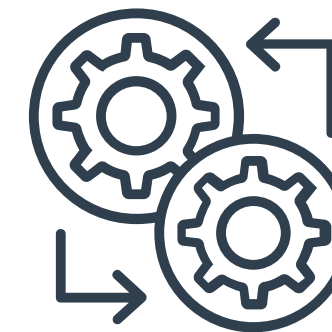
HubSpot



 **hopin**

Hopin is an all-in-one event management platform that focuses on improving the experience of attendees. Post-event segmentation is automatic.

HubSpot



demio 

With HubSpot's built-in integration, Demio will input into your CRM all the information regarding your audiences' interactions with your CPD

Other Benefits

Connecting your CRM and your CPD will allow you to optimise your CPD strategy through the following activities.

Schedule A
Thank-You
Email

Segment
The CPD
Audience

Launch An
ABM
Campaign

Ask For
Event
Feedback

Send More
Resources
Afterwards

Analyse Your
Performance



So...



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insynth

Concluding thoughts

Expectations on CPD delivered have massively changed since the COVID19 pandemic

We need a more proactive and self-catered CPD

Technology is available to guarantee your CPD efforts are worth it!



Let's stay in touch



+44 1952 897 097



Leigh@insynth.co.uk | Jack@insynth.co.uk



www.insynth.co.uk



The Mansions, 43 Broadway, Shifnal TF11 8BB

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Fancy more content?



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The Construction Marketing Podcast

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The banner features three hosts in a studio setting. On the left is a woman with glasses and a black top. In the center is a man with glasses and a blue shirt. On the right is a man with a beard and a dark shirt. They are all wearing headphones and smiling. The background is a white brick wall with a dark blue circle on the right.



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Questions?



Greg Watts



Nicky Harris



Jack Meisinger