



PDP

PROFESSIONAL DEVELOPMENT PLAN (PDP)

Period of plan (two years):	Date of submission (or resubmission) – 2 years later XX/XX/XX to XX/XX/XX
Date of next review (at least annually):	1 year from now – XX/XX/XX
Name:	Firstname Surname
Membership number:	XXXXX

PART ONE – SWOT ANALYSIS

Develop a SWOT analysis based on your written submission. Your written submission looked back at your achievements over the past few years while the SWOT analysis is looking forward.

<p>Strengths</p> <ul style="list-style-type: none"> • Experience of dealing with professionals across a wide range of areas. • Strong rapport building skills. • Eagerness to learn and build upon existing knowledge, skills and experience by any means possible. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of experience coaching in a straight business setting. • Need to get practical experience of using NLP techniques. • Website design/SEO knowledge underdeveloped • No formal qualification.
<p>Opportunities</p> <ul style="list-style-type: none"> • Large market in London. • Groundswell of interest in coaching. • Trying to fill an underdeveloped niche of the market. • Contacts and support across physics, engineering, energy, chemistry organisations. 	<p>Threats</p> <ul style="list-style-type: none"> • Lots of competition. • Coaching increasingly being brought in-house. • Economic changes could mean less disposable income to spend on personal/professional development. • Work pressures competing with developmental opportunities.

Please use the information from your career aspirations and SWOT to identify some goals and objectives for Part Two.

PART TWO – GOALS, OBJECTIVES & ACTION PLAN

For each goal you intend to achieve, you need to develop objectives and an Action Plan which must be SMART.

Please complete one to three goals; two to four objectives per goal; and two to three SMART actions per objective. *You may delete the goals, objectives and actions in the template as necessary.*

You are not expected to get your line manager or mentor to corroborate your PDP but you should gain their support for actions beforehand, if required.

<p>GOAL 1 Where do I want to be professionally? I will have developed my coaching skills and experience to launch a coaching consultancy, offering personal and professional coaching in person, over the telephone and by videoconferencing. I will be working primarily with those in the tech sector, in startups, in zones 1-3 of London.</p>		
<p>(GOAL 1) OBJECTIVE 1 What outcome will help me achieve this goal? Develop my knowledge and skills of Neuro-Linguistic Programming.</p>		
Action	How will I know I have achieved it	When will it commence and finish?
Attend 2 day Intro to NLP course to build on the self-study I have done and have the opportunity to practice techniques in person. This has been booked, is paid for and time out of the office has been arranged.	Developed knowledge of a variety of coaching techniques including being able to successfully use NLP anchoring without referring to notes.	16-17 July 20xx
Complete online NLP practitioner course through (course provider here). Self-funded. This will give me a formal accreditation in order to both develop my understanding of NLP and give me some credibility.	Develop general NLP skills (in particular the PRESENT timeline) and put to use in business development interventions. Successfully complete final test and become a NLP Practitioner.	Commence immediately. Complete January 20xx
<p>(GOAL 1) OBJECTIVE 2 What outcome will help me achieve this goal? Become competent in web design and search engine optimisation.</p>		
Action	How will I know I have achieved it	When will it commence and finish?
I have agreed to spend time with the IT department who will guide me in the basics of HTML and troubleshooting. This will give me the basic grounding on which to build my web-development knowledge (further training will be required and added to the PDP upon completion of this action). This will also enable me to update the office website during my day job.	I will have the competence to build and launch a functioning website.	Weekly lessons throughout August 20xx Toubleshooting shadowing 3 Sept 20xx Website to go live mid-sept
Targeted reading of articles (print and web) and videos from Wired, Mashable, Udemy in order to understand SEO and how to improve my own standing. This will be an	My website will improve its search engine standing with google	Ongoing with review every 3 months.

ongoing action due to the constant developments in how SEO operates.	and bing.	
<p>Research suitable booking software plugins in order to have a booking and payment system.</p> <p>This is not a good action! There is no CPD involved, and while it is something that needs doing, it has no place on the PDP. Something similar which might work would be "I have selected X piece of software for booking and payments and I will watch the online seminars in order to gain a deeper understanding of how to make best use of it"</p>	<p>I will have installed a booking and payment system on my site</p> <p>This would be better as " I will understand how to use and install the software and will have taken my first booking and payment online"</p>	<p>As soon as it's ready</p> <p>22nd September 20xx</p>

You may add/delete the goals, objectives and actions in the template as necessary.

This PDP would require a further 1000 words (approx.)

EXAMPLE