



# Develop Yourself Survey Annual Report **2018**





## Executive Summary

Developing yourself has never been so important.

The results of this survey will provide insight and awareness into how people like you are developing their knowledge, skills and behaviours.

We had 471 responses, the high majority of which are from HR/L&D professionals.

- 89% are employed by the organisation that they work for
- 3% are currently seeking employment
- 5% are self-employed
- 2% own or part own a business that is contracted by the organisation they provide services to
- 1% employed by an external provider that is contracted by the organisation that they provide services to.

The vast majority of those that completed the survey are based in the UK, with a small percentage based in other locations including Europe Asia, Africa, Australia and USA.

74% work in the private sector, 19% in the public sector and 7% for a charity.

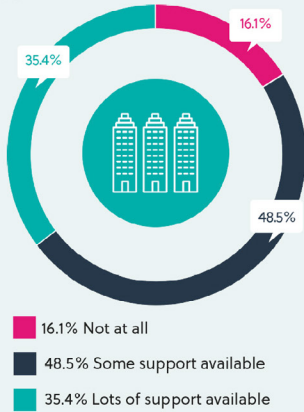
There was an even split of those with and without management responsibilities.

The info-graphic on the right has been designed to give you a high level overview of some of the key findings from the survey.



# Develop Yourself Survey Research 2018

To what extent do you feel your organisation helps support your development?



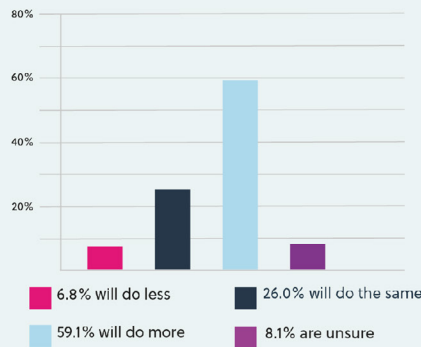
Top 3 actions that organisations need to take to be better at supporting professional development

More Funding for Professional Qualifications/Development

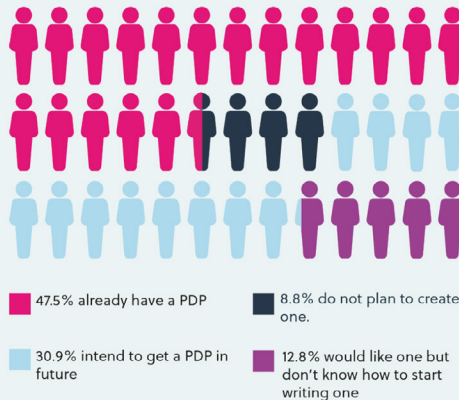
Increased development time allocated within working hours

More Coaching/Mentoring

How do you see your approach to developing yourself changing over next 12 months?



Personal Development Plans



Over the last 12 months what was the one thing that helped you to develop yourself the most?

- 19% On the job learning
- 37% Formal learning
- 44% Learning from others



Top 5 most frequently used development tools

- Conversations with colleagues
- Google (or similar) search
- External websites
- Social Networks
- Industry Articles

**CIPD**  
Approved Centre

\*Data as of 23.01.2018.

In this report we will share all the results with you from each section of the survey:

**Page 04** Your development

**Page 07** How do you develop yourself?

**Page 10** Your development focus

**Page 11** Planning, recording and evaluating your development



Look out for this icon to indicate each question asked.

## Survey Method

The survey was available via our website and award-winning DPG Community.

We used Survey Monkey to design the survey and collect the responses.

We will be running the survey and reporting on the results on an annual basis.



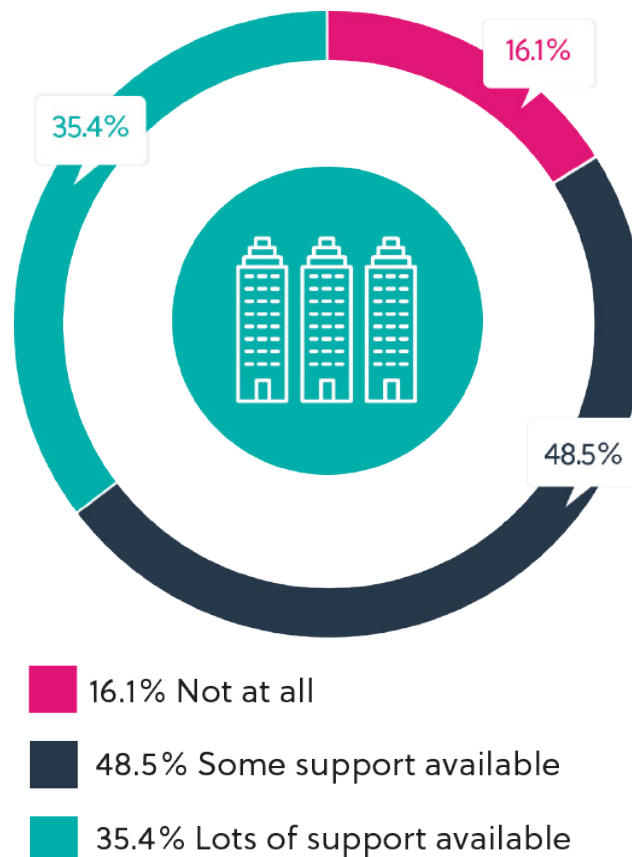
## Your Development

*There are two major drivers for professional development; one being your own personal desire, and the other being that of your organisations.*

Employee development is one of the methods managers can use to keep employees engaged at work, and also a great retention tool. In addition to this to stay competitive and ahead of changes in all industries, developing your staff is key.



To what extent do you feel your organisation helps support your development?



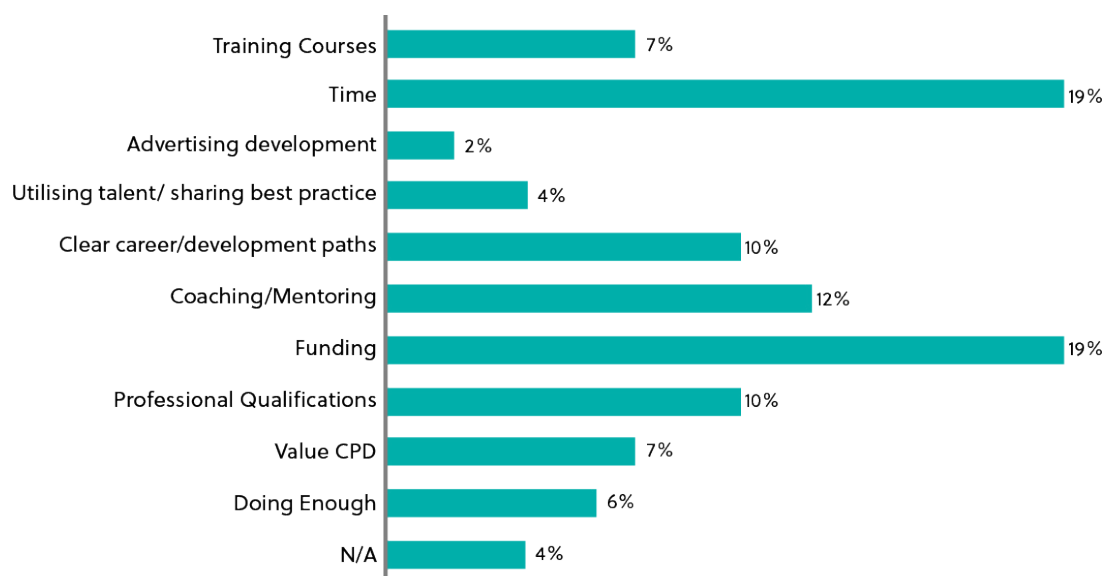
It is encouraging to see that the majority of those completing the report felt that they had some degree of support in terms of their development.

In order to equip employees with the skills, knowledge and behaviours they need to drive success in the organisation, they have to decipher the best route of professional development. With so many options available it may be that employees and employers have different desires for their development.



### How do you think the organisation you are employed by could be better at supporting your professional development?

This question asked for free-text responses so we have grouped into categories to highlight trends.



Here are some quotes from the top three categories:

#### Time

- "Dedicated time to put a career progression plan together"
- "Setting time aside for development"
- "Offering hours of study during work time"
- "Allow personal development time to be incorporated into your role with freedom to complete courses"

#### Funding

- "By providing more funding for courses"
- "More funding for nationally recognised qualifications"
- "By paying for my CIPD qualifications"
- "Approving larger learning and development budgets"

#### Coaching/Mentoring

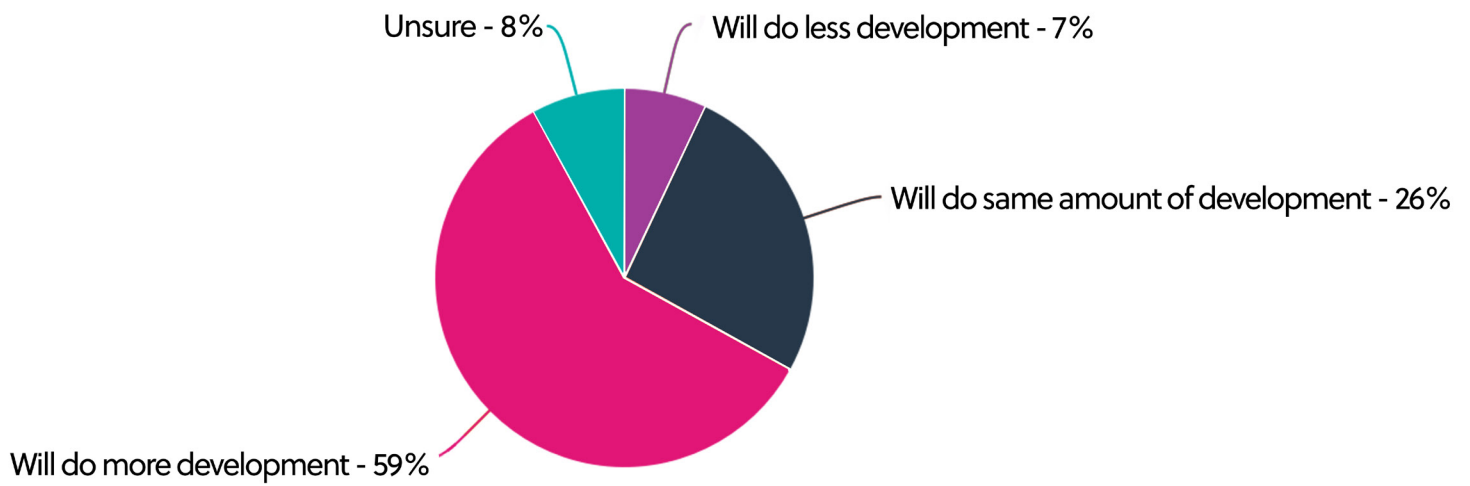
- "Offering mentoring/shadowing"
- "More coaching to develop skills and encourage career progression"
- "Better quality coaching"
- "By having a manager who provides constructive feedback"



The amount of development that an individual receives from their organisation could change each year for a variety of reasons. Where employees have moved into a new role, or there are significant changes to what is required of them, the level of development support would very likely increase. There is an increasing need for organisations to ensure their employees have the skills they need to adapt to the ever changing digital world.



Thinking ahead to the next 12 months, how do you see your approach to developing yourself changing?



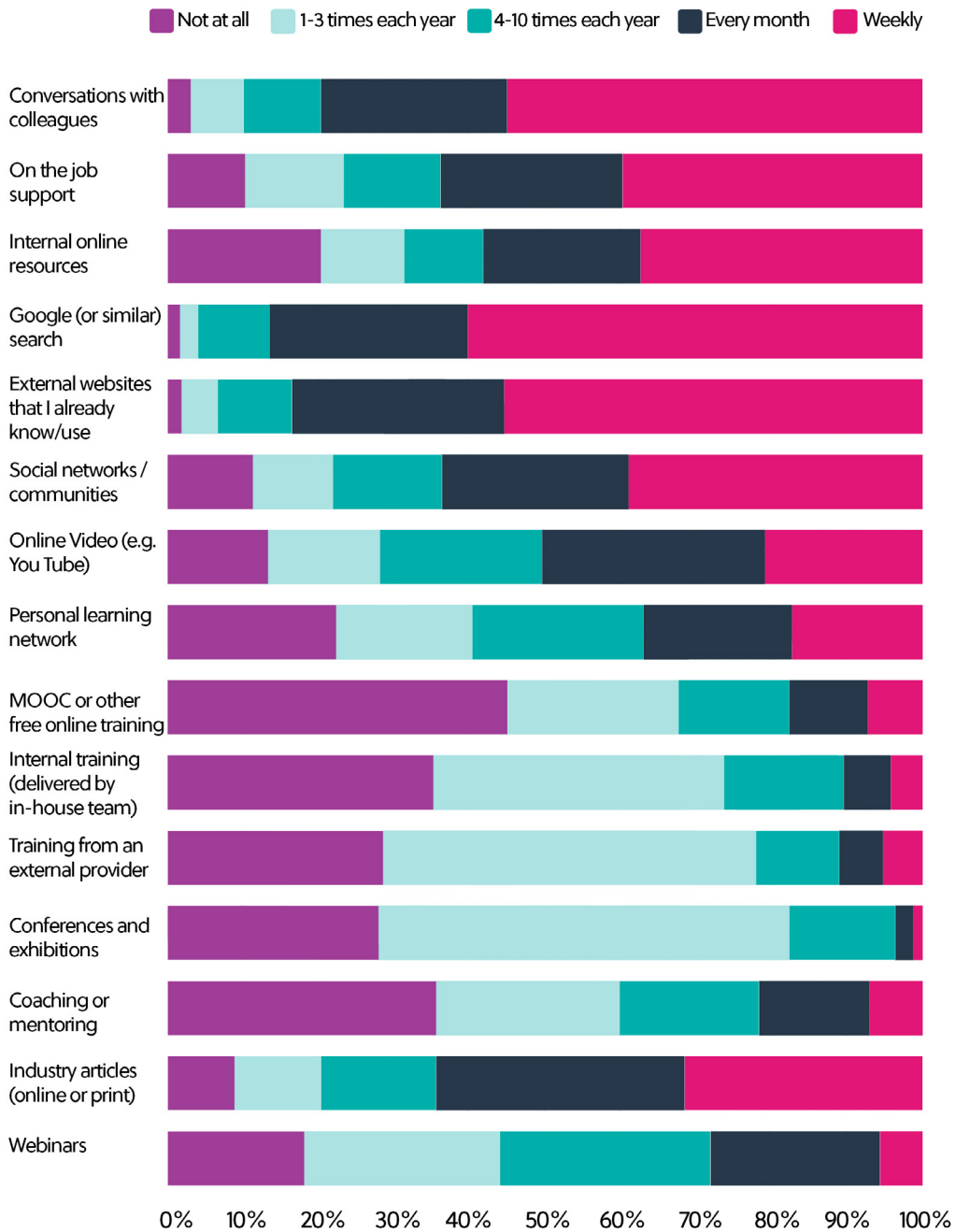
The main reason individuals stated for doing more development in the next 12 months was due to the desire to further their career. In terms of those who said they would do the same, the most popular reason was that they were already doing as much as they could/needed to do. For those that said they would do less this was mainly due to having just completed a professional qualification and needing the time to reflect and embed their learning.

# How do you develop yourself?

Development comes in many forms, some of which may be favoured more by an individual based on learning style, learning environment and learning need. With new trends developing in L&D and technology all the time, it is interesting to see that simple learning techniques such as conversations with colleagues are used most often and deemed very effective by the majority.



How frequently do you use the following to develop yourself?



As you can see from the graph, Google, external websites and conversations with colleagues are the most popular weekly development activities.



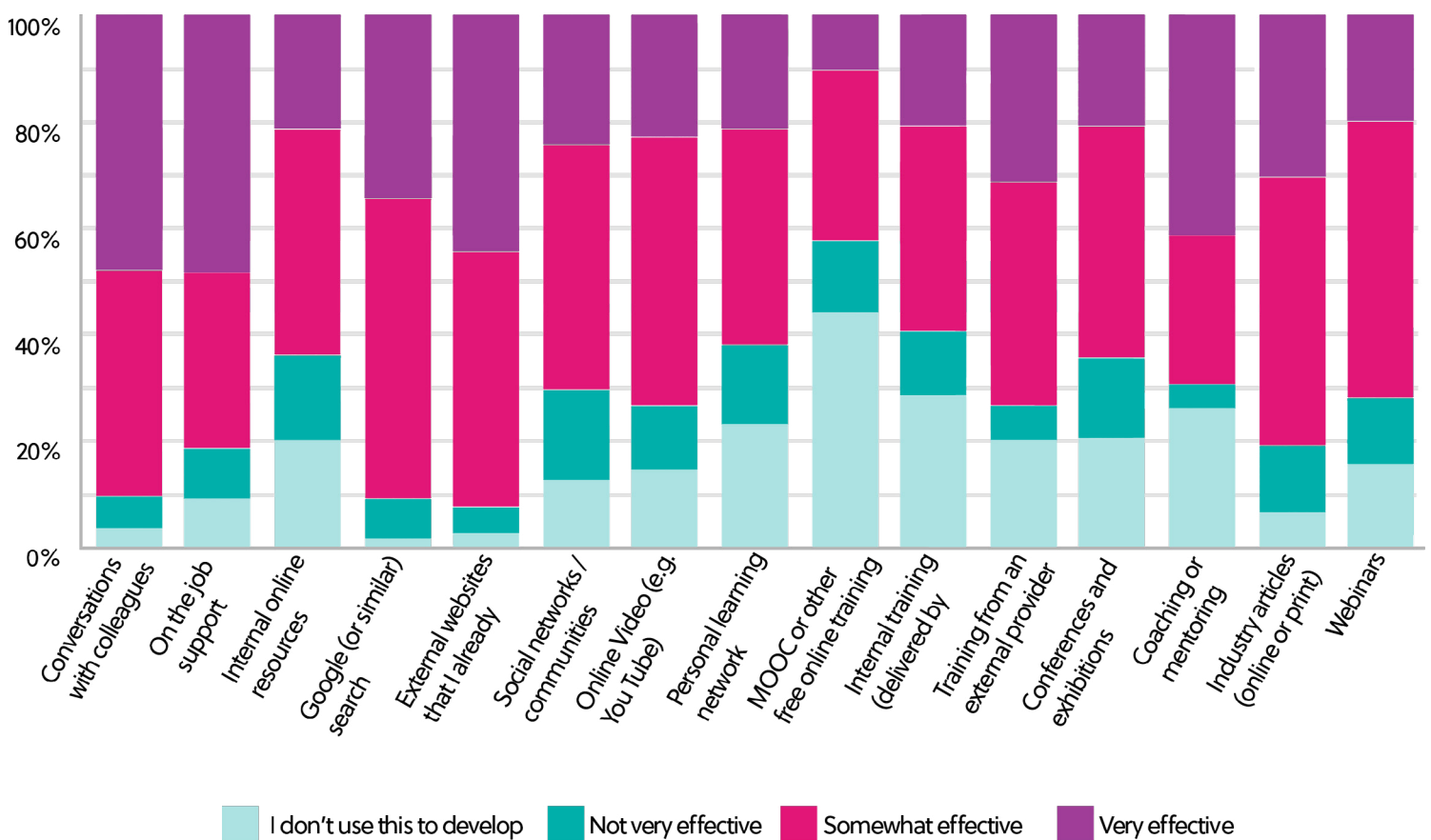
Online video and social networks are more popular on a monthly basis.

Personal learning networks, MOOCs and internal training were more likely to occur a few times over the year.

It was surprising to see that 45% didn't use MOOCs or other free online training for their development at all.



### How effective do you find the following in developing yourself?



When asked what methods individuals want to use to develop themselves in the coming 12 months, those ranked highest were:

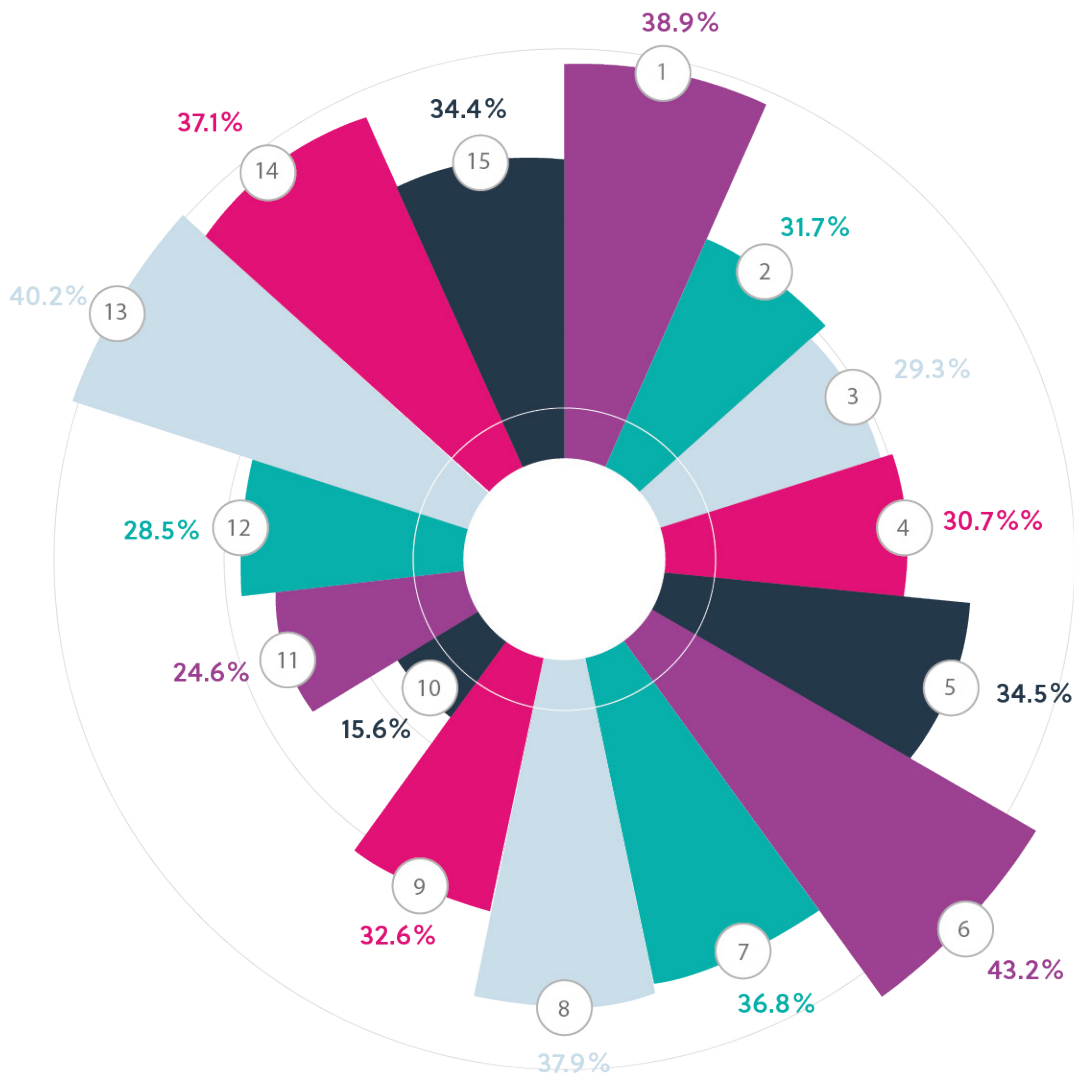
- Social networks/ communities
- Conversations with colleagues
- Coaching and mentoring

These results show that interacting and learning from others may be the most beneficial method of learning.





Thinking ahead to the next 12 months, how much more do you think your use of the following to develop yourself will change?



- |   |   |   |
|---|---|---|
| 1 Conversations with colleagues                   | 2 On the job support                        | 3 Internal online resources (e.g. Intranet) |
| 4 Google (or similar) search                      | 5 External websites that I already know/use | 6 Social networks / communities             |
| 7 Online Video (e.g. You Tube)                    | 8 Personal learning network                 | 9 MOOC or other free online training        |
| 10 Internal training (delivered by in-house team) | 11 Training from an external provider       | 12 Conferences and exhibitions              |
| 13 Coaching or mentoring                          | 14 Industry articles (online or print)      | 15 Webinars                                 |

It was really encouraging to see that 43% of those surveyed will be using social networks / communities more over the next few months.



## Your development focus



Over the last 12 months what was the one thing that helped you to develop yourself the most?

This was a free-text response question so we have categorised the responses into 3 themes to link to the 70:20:10 model from Charles Jennings.

*“The essence of the 70:20:10 framework is that learning occurs through a range of approaches, being roughly:  
70% from real life and on-the-job experiences, tasks and problem solving.  
20% from feedback and from observing and working with others  
10% from formal training such as classes or courses (both face-to-face and online) and reading”<sup>1</sup>*

70:20:10 model:



Our survey results:



On the job learning included responses such as opportunities within current role and being given a challenging project to complete.

Formal learning included completing a professional qualification and attending in-house training workshops.


Learning from others was mainly colleagues sharing best practice, shadowing, coaching and mentoring.

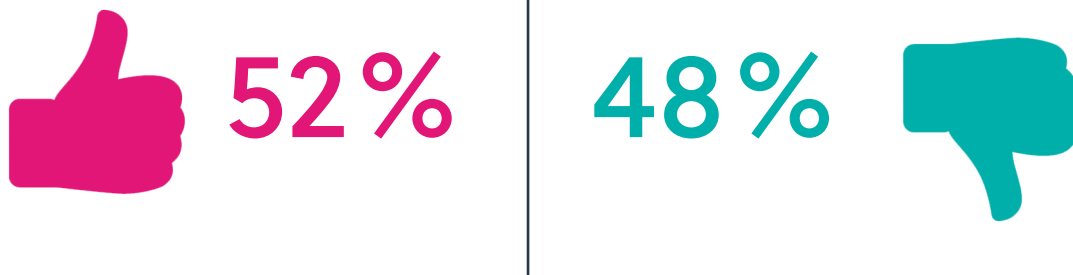
1 - <https://community.dpgplc.co.uk/blog/in-focus-70-20-10-100-the-evidence-behind-the-numbers>


# Planning, recording and evaluating your development

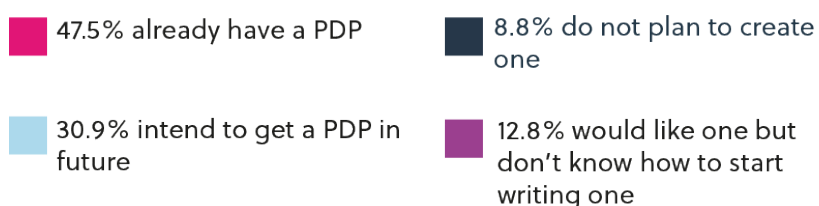
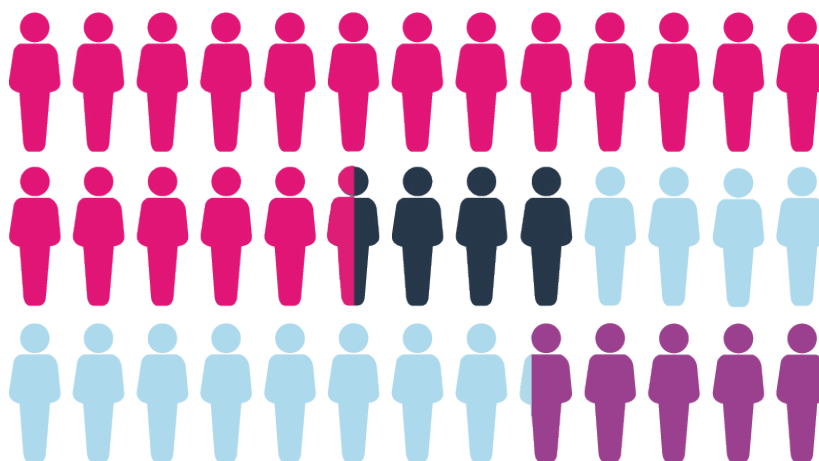
A PDP is a great tool you can use to assist you in career and personal development. It's main purpose is to help you reach short and long term career goals, as well as improve your current job performance. It helps you to keep focused on your development goals and track your progress.

The next few questions give us interesting insight into how people are using a PDP to plan, record and evaluate their development.

 Thinking back over the last 12 months, did you have a documented personal development plan?

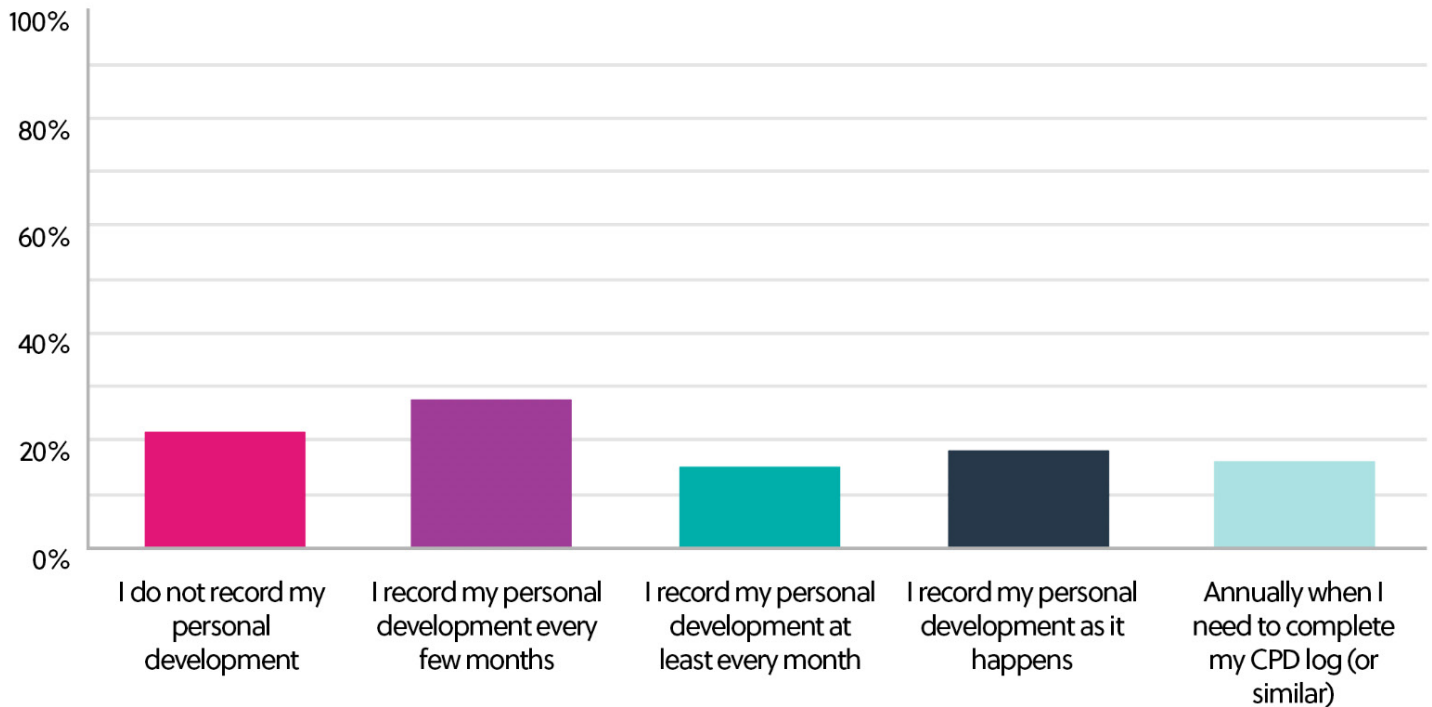


 Thinking ahead to the next 12 months, which of the following best describes your personal development plan.





Thinking about how you record your development against your plan, which of the following best describes your approach.



A surprising outcome of the survey was that just under half of those who completed it did not have a documented Personal Development Plan.

At the same time it was encouraging to see that 30.9% intended to get a Personal Development Plan in the future. As you can see from the pictograph there was also a small amount that would like a Personal Development Plan but did not know how to start writing one.

Look out for our free webinar in March around building an effective Personal Development Plan.

## Summary

The survey has given valuable information about peoples development habits and how they are likely to adapt and change for a variety of reasons including a change in role, new technologies or investment from their organisation.

As an individual learner this analysis can help shape your continual professional development for 2018.

For organisations, this gives you great insight into development trends and needs of the individuals just like the ones in your organisation.

## What next...

To support you with your Continuing Professional Development we will be offering a series of free webinars focusing on some of the key focus areas highlighted in the results.

We also have our award-winning DPG Community to support you with your Continuing Professional Development.

There are many reasons why Continuing Professional Development is important, here are just a few:

- Ensures your capabilities keep pace with current standards of others in the same field.
- Helps you to stay interested and interesting.
- Assists you to advance your career.
- Gives you a deeper understanding of what it means to be a professional and the impact of your work.

Make 2018 the year you truly invest in your development. [#developyourself](#) [#lovecpd](#)



## Who are DPG

Developing People Globally (DPG) has over 25 years' experience of delivering quality programmes with proven results, delivered by people development experts. With a focus on providing professional qualifications, our learning solutions give you the opportunities you need to build your skills and competence, drive the performance of your organisation and fast track your career. Our philosophy is simple: your success is our success. Living by our values means that everything we do, from expert programmes to outstanding customer service, is credible, flexible and innovative.

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