

## CPD leadership: strategy

### Why should I do this course?

- Find the resources, activities and skills you need to plan a **long-term CPD cycle** that is focused on maximum impact for learners.
- Understand the role of **effective coaching** in CPD – and the ingredients of successful coaching sessions.
- Tackle the tricky issue of **evaluating the impact of CPD**, making sure you do it in a way that goes beyond just satisfaction surveys.
- Make decisions on effective **use of time and resources** in your role – what practices will get the most impact for the least cost?

### Making the most of this course

This training is intended for CPD leaders to use for their own personal and professional development. There are multiple paths through it.

1. Complete the core content units over the course of a term to drive sustainable improvements OR select individual units to target a specific issue.
2. Make use of the associated reading and resources to supplement and deepen your learning.
3. Ensure you document your progress after units and revisit key points regularly to embed change.

### Suggested participants

- Anyone with responsibility for leading professional development, who is experienced in their position and looking to refine their work. Possible job roles could include:
  - a dedicated director of CPD
  - a headteacher
  - a deputy or assistant headteacher
  - a middle leader with training responsibilities..

### Unit 1: Building an effective CPD strategy

#### Review, evaluate and improve your strategy

- Identify the features of an effective CPD strategy and the applications for your context.
- Outline the resources, skills and activities you will need to plan a long term CPD cycle that has maximum impact on learners.
- Refine your existing processes to ensure that CPD is sustained over time and focuses on the activities likely to have the highest impact.

Units can be done in any order: choose according to your needs and priorities for development.

### Unit 2: Focusing on impact

#### Take impact evaluation to the next level

- Recognise common pitfalls in evaluating the impact of CPD and outline some ways to address them.
- Make impact evaluation an intrinsic part of what you do, so that a continual cycle of review informs your CPD and planning for teachers' needs.
- Distinguish between different forms of evaluation and make informed judgements about which methods are most appropriate for a given situation.

### Unit 3: Developing coaching

#### Build in coaching to your CPD plan

- Pinpoint the features of effective coaching within a CPD strategy and the applications for your context.
- Outline the ingredients of a successful coaching session and some useful approaches for preparation and follow-up.
- Reflect on your own skills as a coach and identify several ways to develop yourself going forward.
- Take away practical resources and strategies that can be shared with all coaching staff.



## Reinforce your learning from this training course with these resources from our Knowledge Centre

1. See how one school uses an [eight-step CPD cycle](#) to relate training to practice.
2. Learn about how Chris Moyse [personalises CPD](#), making sure every member of staff has bespoke support.
3. Watch the webinar on different models of [developmental lesson observation](#) that can support your planning of training.

1. Download our [impact evaluation template](#) to develop a shared understanding of what impactful training looks like.
2. Read about schools which have adopted approaches to impact which [go beyond satisfaction surveys](#).
3. Look at the [DfE CPD standard](#) to understand what methods are likely to have lasting impact.

1. Download the GROW coaching model [bookmark of questions](#).
2. Find out how coaching can be used to [lead teaching and learning](#) in this piece from Jackie Beere OBE.
3. Want some ways to kickstart coaching in your school? Read Elizabeth Holmes's suggestions for ways to [encourage collaborative CPD](#).