

Member Career Development

Ci Virtual Roundtable - Thursday, 22nd March 2018

The roundtable highlighted major changes for professions and introduced ways professional bodies are responding by supporting careers.

PART 1: INSIGHT

For the organisations on the call, the biggest changes and drivers for change included:

- Automation and artificial intelligence driven by efficiency gains, emerging technologies and skills gaps.
- Skills shortages, resulting from recruitment difficulties, posts not being replaced, and EU workers leaving post Brexit.
- Ageing professional workforce, and a lack of diversity in several sectors.
- Reduction in hierarchy resulting in fewer opportunities for vertical career progression.
- Changing organisational cultures, including 'marketisation'.
- Rise of social media, impacting virtual networking and customer preferences.

Overall this presented a need for individual career agility, and a demand for membership bodies to support this.

"How do you make people aware that skill-sets will have to change and they must take ownership themselves?"

PART 2: INNOVATION

The 'provocateur' for today's call, a Head of Membership, described the work they have carried out in career development, driven by sector change, a move to virtual development and changing membership needs:

1. Developing new skills via virtual and flexible formats in addition to technical training.
2. Consistent feedback that members wanted specialist support to develop and progress their career, as linear career pathways disappeared.

"Straight line progression doesn't happen in the sector anymore"

3. Substantial online career development resources:
 - CiZone™ CareerPortal
 - 'Be Bold in your Career' course
 - Mentoring Scheme (IT+'human matching')
 - Online CPD support via Knowledge Hub
4. Peer to peer support is the next big focus, emerging from a successful campaign to increase relevance to younger members.

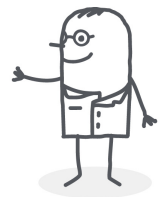
The group discussed three emerging needs:

Networking: Facilitating new ways to network, purposefully incorporating into programme design, virtual networking and mentoring.

Supporting diverse career needs: Supporting confident returns from maternity and carer breaks.

Soft skills: Providing personal development without competing with organisational provision: reflective, less skills-based.

"We need to support members as they diversify and develop their human intelligence as well as their technical competence"



PART 3: IMPACT

Shared themes emerged from the discussion.

- Requirement for flexibility and agility across professions, undertaking ongoing career development.

"Not waiting for a crisis... but developing the skills to adapt and change as your environment changes"
- Agility in the way professional bodies deliver to members, to enable the profession to sustain itself.
- Members lack awareness of the technology changes already impacting their work.