



Personal Development Plan



# Personal Development Plan



Personal Development Plan



**Prof Ahmed Hassan Fahal**

**MBBS, FRCS, FRCSI, FRCS (G),  
MS, MD, FRCPath,  
FRCP(London)**

**University of Khartoum**



**Personal Development Plan**







**I declare no  
conflict of  
interest.**



**Photos were taken from open sources**



**Personal Development Plan**





## Outline



1

Objectives

2

Contents

3

Conclusions

4

Take Home Messages



Personal Development Plan



## Objectives

To share

- 💧 Ideas
- 💧 Thoughts
- 💧 Experience



## Personal Development Plan



Personal Development Plan



## Objectives

- Getting Started ...!





## Slide 7

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F2

zsewefd

Fahal, 7/18/2023



## Objectives

- Getting  
Gone ...!



Personal Development Plan





 **Content**

# Personal Development Plan



**Personal Development Plan**



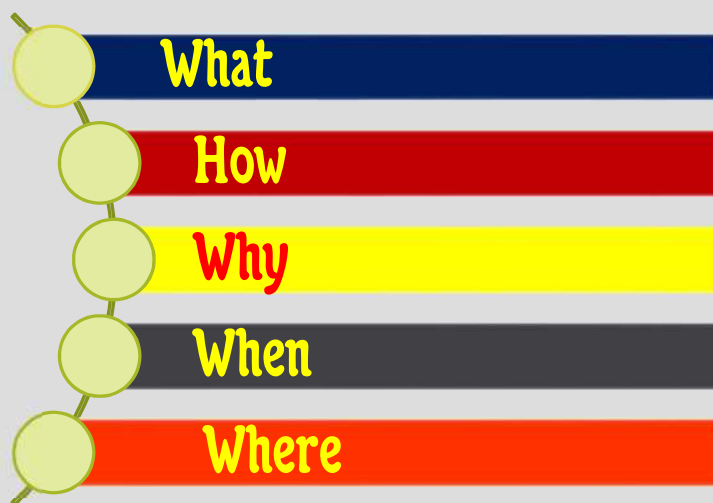




## Content



# Personal Development Plan



Personal Development Plan





## Content

- Where have I been?
- Where am I now?
- Where do I want to get to?
- How do I get there?
- How will I know I have got there?



Personal Development Plan



## Conclusion



Is it possible **To Plan & Achieve** an **Excellent Career !!**



Personal Development Plan







## Conclusion



# Push yourself

Because no one else  
is going to do it for  
you



Personal Development Plan





## Conclusion

Charting  
Your  
Career



Personal Development Plan





“ Would you tell me,  
please, which way I  
ought to walk from  
here?” Alice



 It's nice to know







"I don't much  
care where"

Alice

"That depends a good deal  
on where you want to get  
to,"

Catty



 It's nice to know





“ as long as I get  
somewhere,

Alice

“Then it doesn't matter  
which way you walk,” said

Catty



 It's nice to know



Personal Development Plan



“Oh, you’re sure to do that, if you only walk long enough.”

?!



It’s nice to know







# Personal Plan Development



Planning



Personal Development Plan

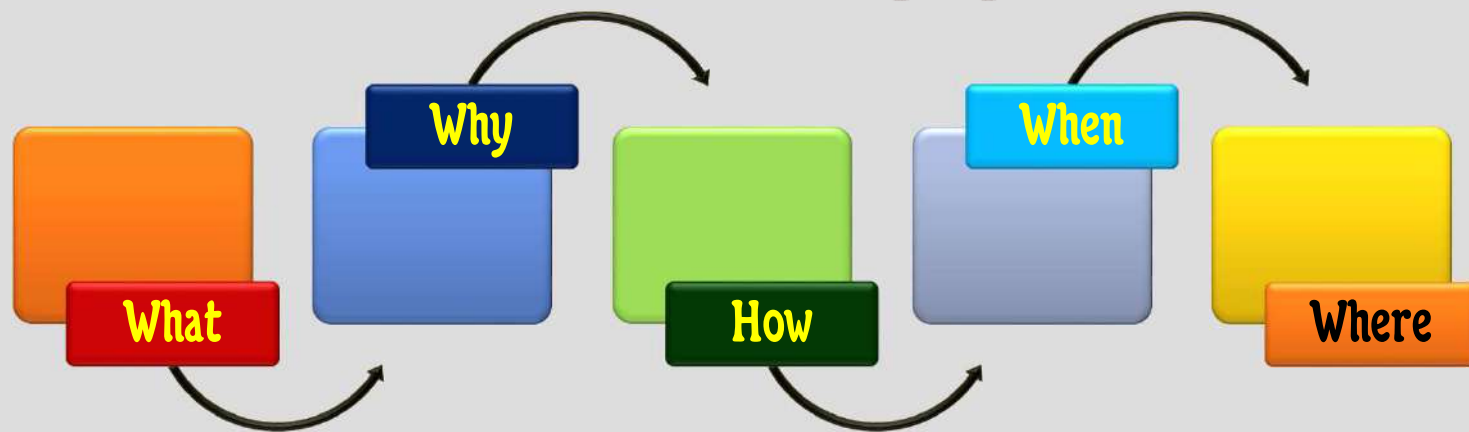




# Personal Plan Development



?!



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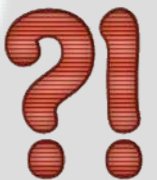


# Personal Plan Development



A structured and supported process undertaken by individuals to reflect upon their own

- Learning
- Performance
- Achievements



& to plan for their **Personal, Educational & Career** Development



Personal Development Plan



# Personal Plan Development



PPD

What

Road Map

?!



Personal Development Plan





# Personal Plan Development



PPD

What

Guide

?!



Personal Development Plan





# Personal Plan Development



PPD

What

It means **Different** things

to **Different** people

at **Different** times in their career



Personal Development Plan







## Personal Plan Development



PPD

What

It involves recognising your  
**Capabilities & Interests**

and then to

**Work on them**



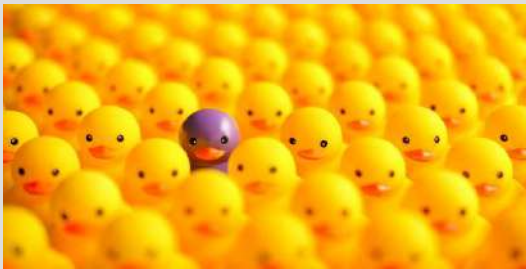
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# Personal Plan Development



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# Personal Plan Development

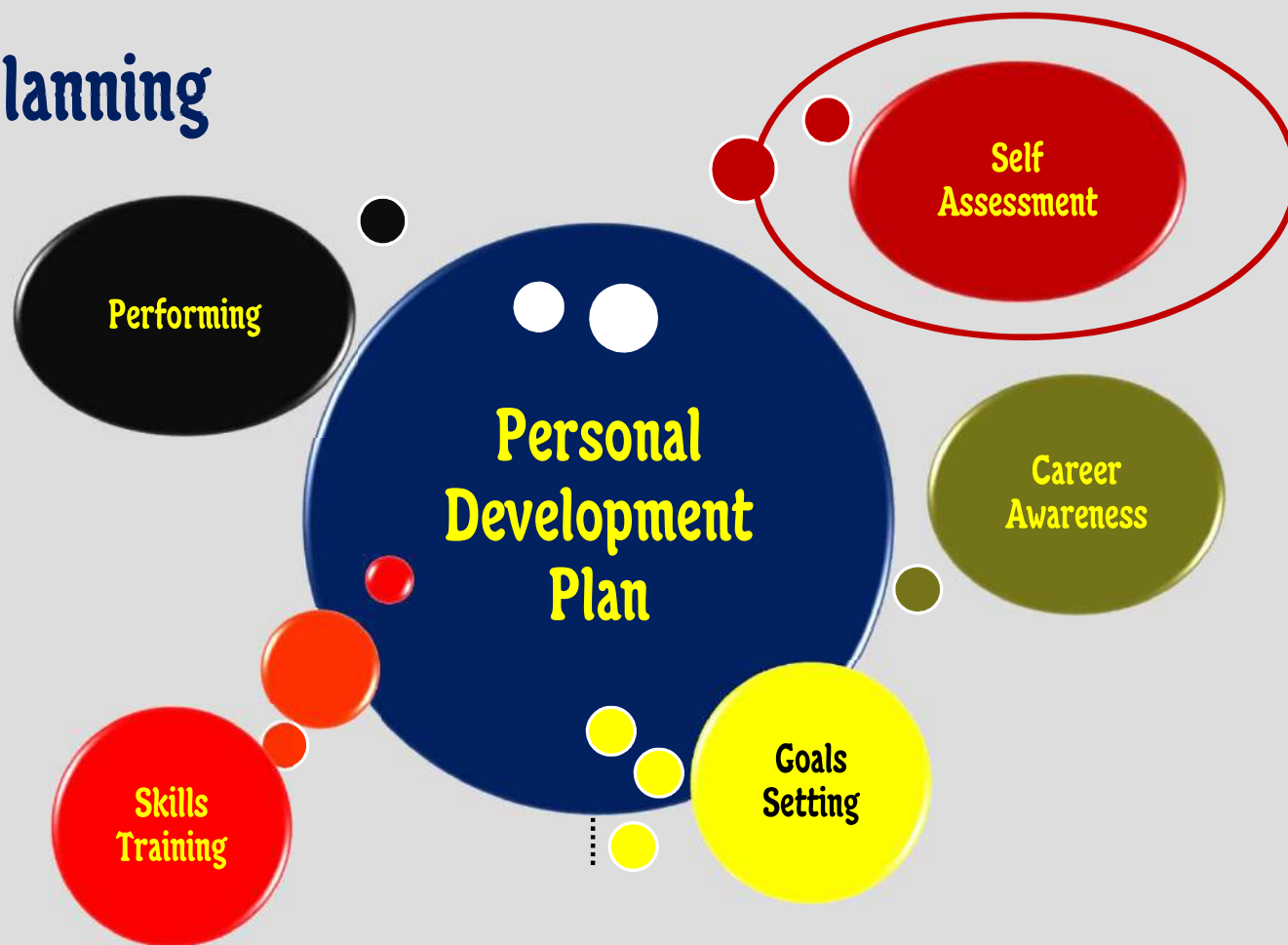


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## Planning



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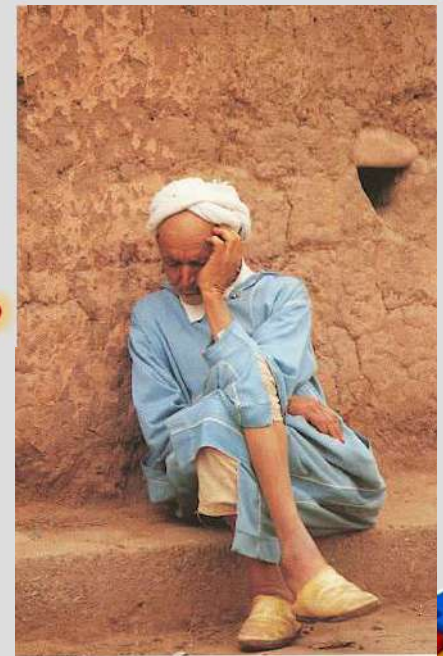
## Personal Plan Development

### Self Assessment

- Where have I been?



"There's no need to  
**change**, we do it all  
anyway,"



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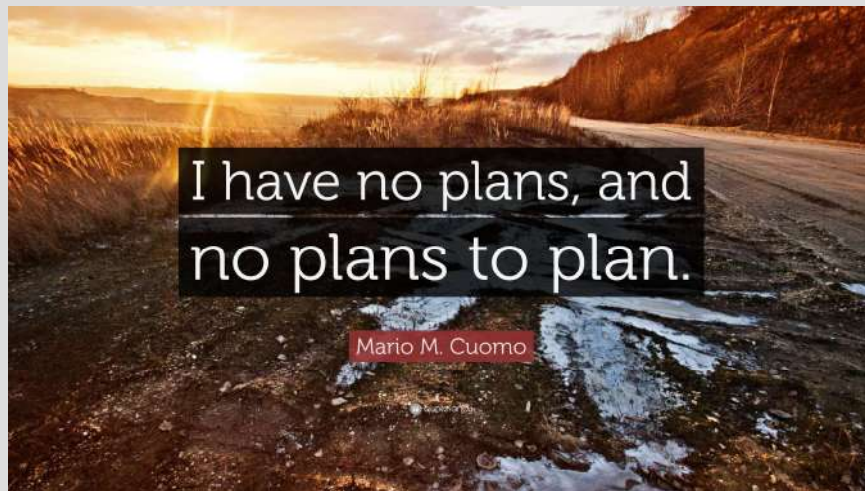




# Personal Plan Development

## Self Assessment

- Where am I now



I am an Excellent  
person in every  
thing

Goals  
Goals



Personal Development Plan





## Personal Plan Development

### Self Assessment

- Where am I now

I need continuing  
Professional Development

GOOD CUSTOMER IMPROVEMENT  
EFFECTIVENESS  
MANAGER  
PROGRESS  
IMPROVED  
CUSTOMER-VALUED  
EFFECTIVENESS  
RESEARCH  
CIP  
MOTIVATION  
KAIZEN  
TIME  
SERVICES  
MANAGEMENT  
FEEDBACK  
DESIGN HAVING  
TEAMWORK  
QUALITY  
BUSINESS  
CHANGE  
SYSTEM  
GOALS  
IMPLEMENTATION  
INCREMENTAL  
PROJECT  
PROGRAM  
EFFICIENCY  
BREAKTHROUGH  
FLEXIBILITY  
OUTPUT  
CONCEPTS  
CONSULTANTS  
ORGANISATION  
VALUABLE  
GRAPHICAL  
MONITOR  
LOW-COST  
IMPLEMENTS  
CAPITAL  
REINFORCE

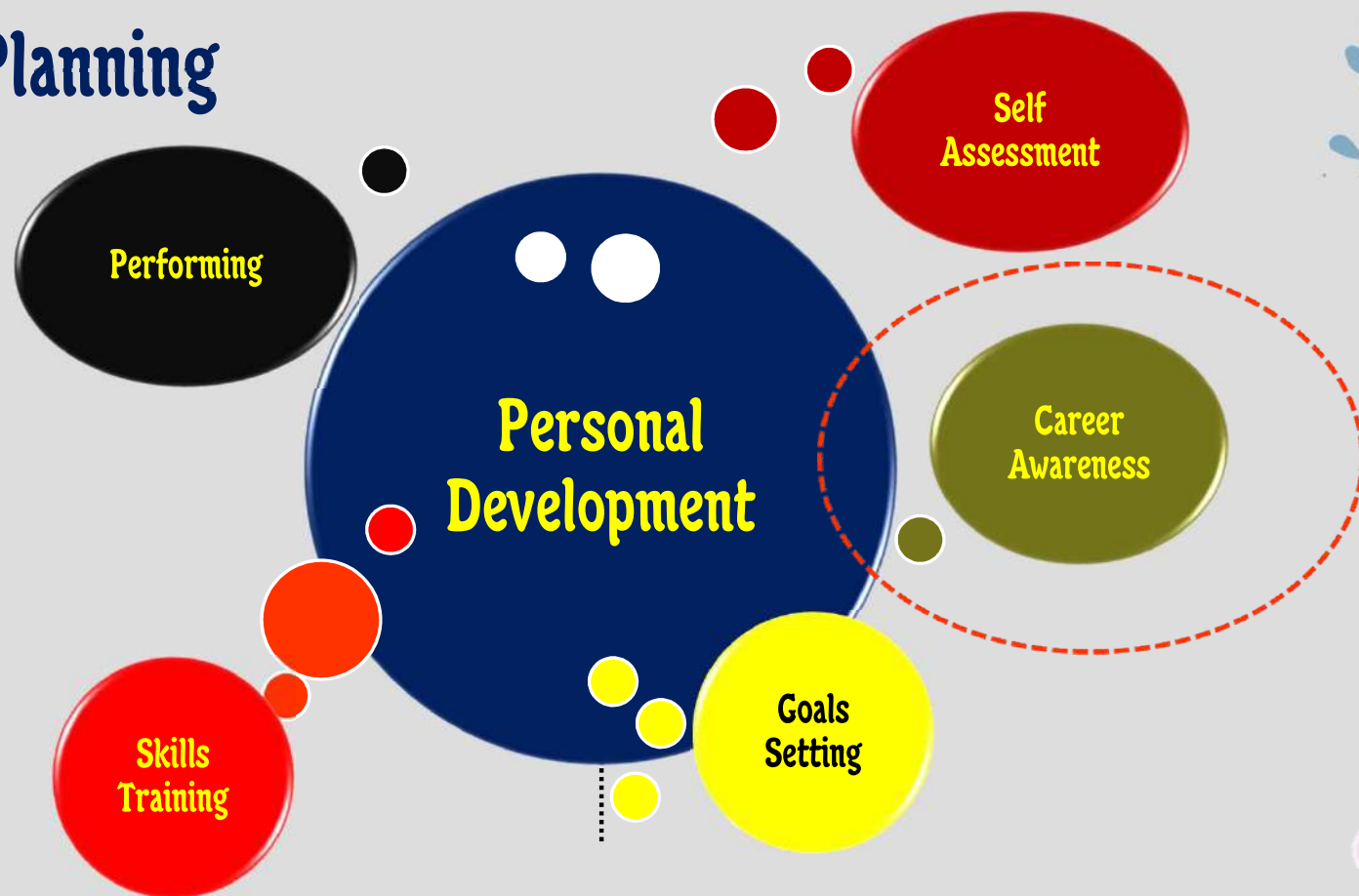


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# Planning



Personal Development Plan





## Personal Plan Development

### Career Awareness

- Where am I now



I Need Continuing Improvement



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## Personal Plan Development



**Career  
Awareness**



**Personal Development Plan**







## Personal Plan Development



**Career  
Awareness**



**Personal Development Plan**





## Personal Plan Development

### Job Description



The  
Lecturer



Personal Development Plan



## Personal Plan Development

- 1.
- 2.
- 3.
- 4.
- 5.

Remember your  
**Role Model**

Why is a  
**Role Model**

Goals  
Goals



**Personal Development Plan**



## Personal Plan Development

1. ? %

2. ? %

3. ? %

4. ? %

5. ? %



Personal Development Plan



# Personal Plan Development

**Career Awareness**

**Research**

**Teaching**

**Administration**

**Community Engagement**

**Social**



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## Personal Plan Development



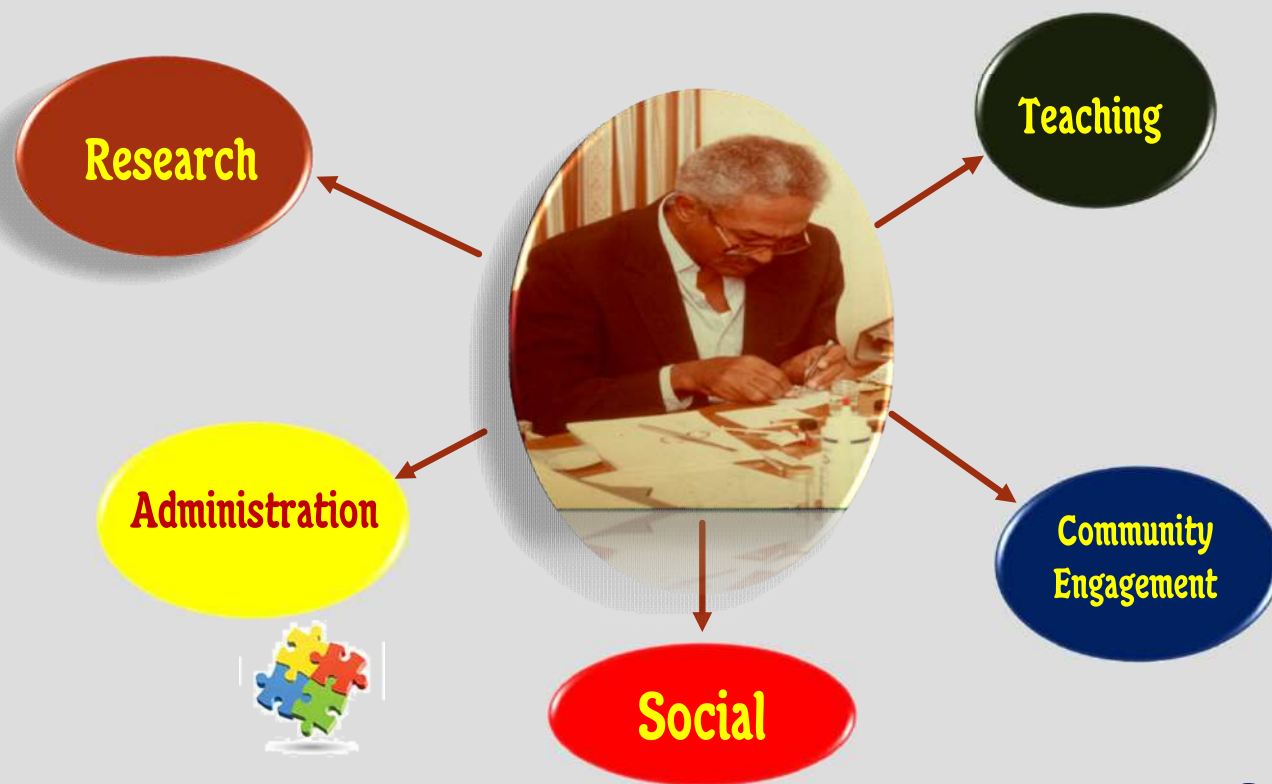
**Career  
Awareness**



**Personal Development Plan**



# Personal Plan Development



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## Personal Plan Development



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# Personal Plan Development



Planning



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## Personal Plan Development



Planning



Making an **Active Plan** to gain new skills and experiences



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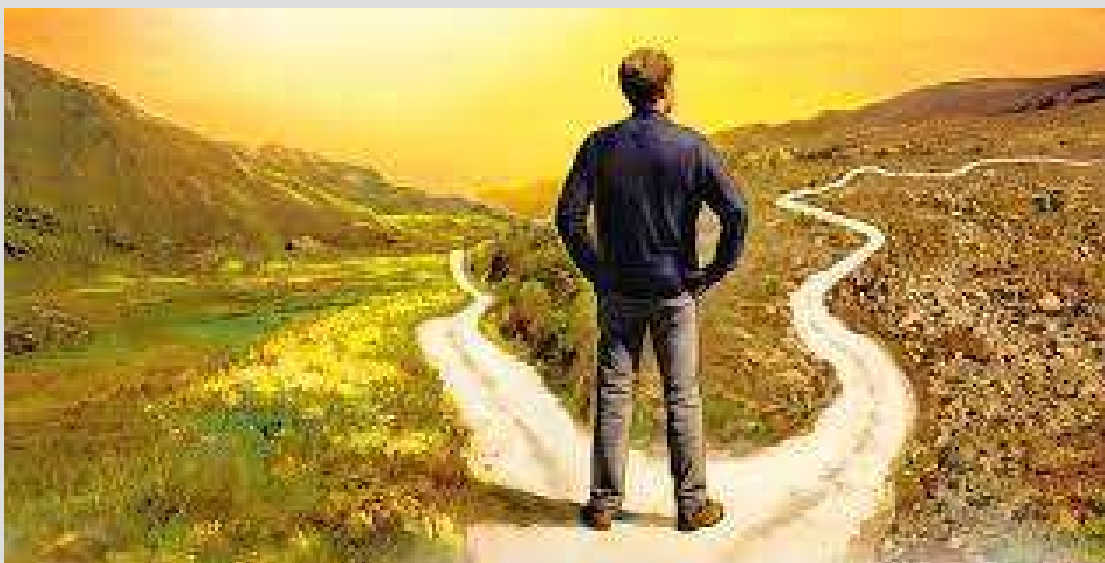




## Personal Plan Development



Planning



Thinking carefully about what **Path To Choose**  
for the future.



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# Personal Plan Development



Planning



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## Personal Plan Development



**SMART  
Goals**

**Planning**



Getting agreement on the **Content**

Getting agreement on the **Milestones**



**Personal Development Plan**





## Personal Plan Development



**SMART  
Goals**

**Planning**



- Identify **Long-term Career Options** and the **Tools** necessary to succeed



**Personal Development Plan**





## Personal Plan Development



SMART  
Goals

Planning



Identify **Short-term Needs** For improving current performance



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## Personal Plan Development



**SMART  
Goals**



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## Personal Plan Development



**SMART  
Goals**

**Planning**



**Develop clear sense  
of Expectations**



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## Personal Plan Development



**Set**  
**Milestones**  
along the way to  
achieving Specific  
Objectives.



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## Personal Plan Development



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## Personal Plan Development



**SMART  
Goals**

**Planning**



**Where do I want to get to?**



**Personal Development Plan**





# Personal Plan Development

Planning



Communicator

Professional

SMART  
Goals



Medical Expert

Manager

Scholar

Collaborator

Health advocator



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# Personal Plan Development

Planning



Communicator

Professional

SMART  
Goals



Medical Expert

Manager

Scholar

Collaborator

Health advocator



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## Personal Plan Development



**SMART  
Goals**

**Planning**

Where do I want to get to?

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## Personal Plan Development



Community Engagement



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## Personal Plan Development



How do I get  
there



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## Personal Plan Development



**SMART  
Goals**

**Planning**



**Personal Development Plan**





## Personal Plan Development



**Dreamer**

**Doers**

**Critics**



**Personal Development Plan**







## SMART Goals



**Dreamer  
Doner  
Critic**



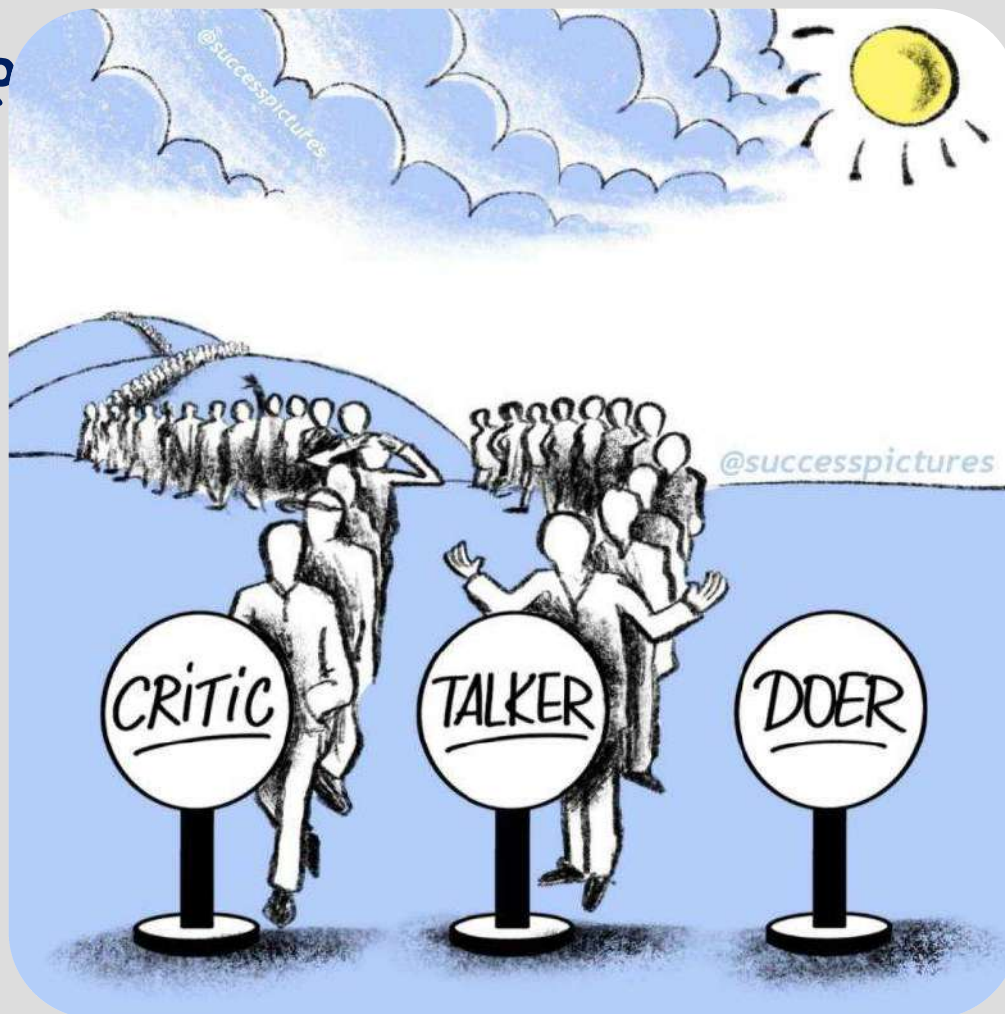
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P



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## Personal Plan Development



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## Personal Plan Development



**“I never dreamed  
about success.  
I worked for it.”**

Estee Lauder



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## Personal Plan Development



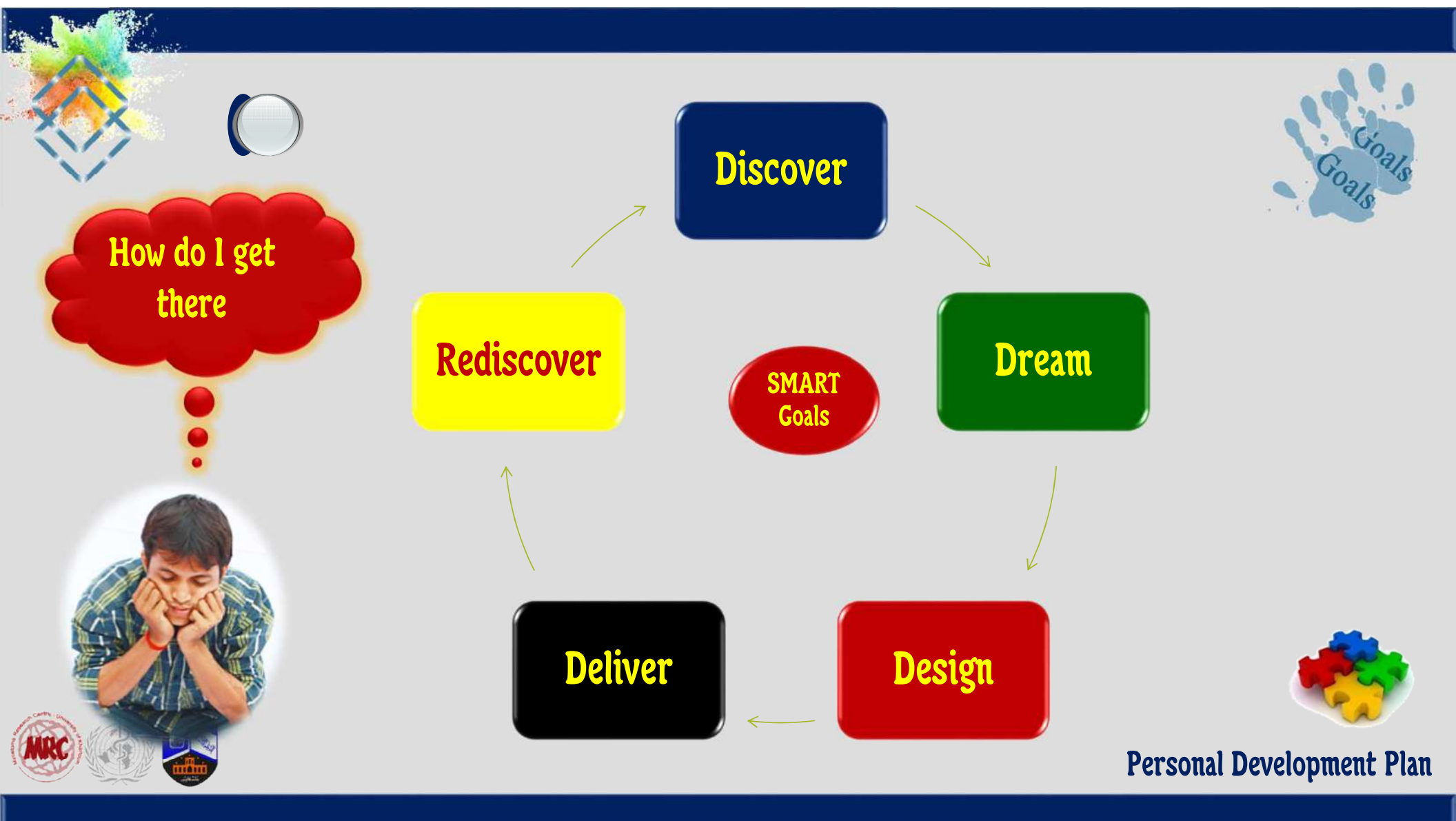
**SMART  
Goals**



**Personal Development Plan**









## Personal Plan Development



**SMART  
Goals**

How do I get  
there



**Conduct  
a Self  
Assessment**



**Survey  
Career  
Opportunities**



**Write PDP**



**Implement  
your PDP**



**Personal Development Plan**





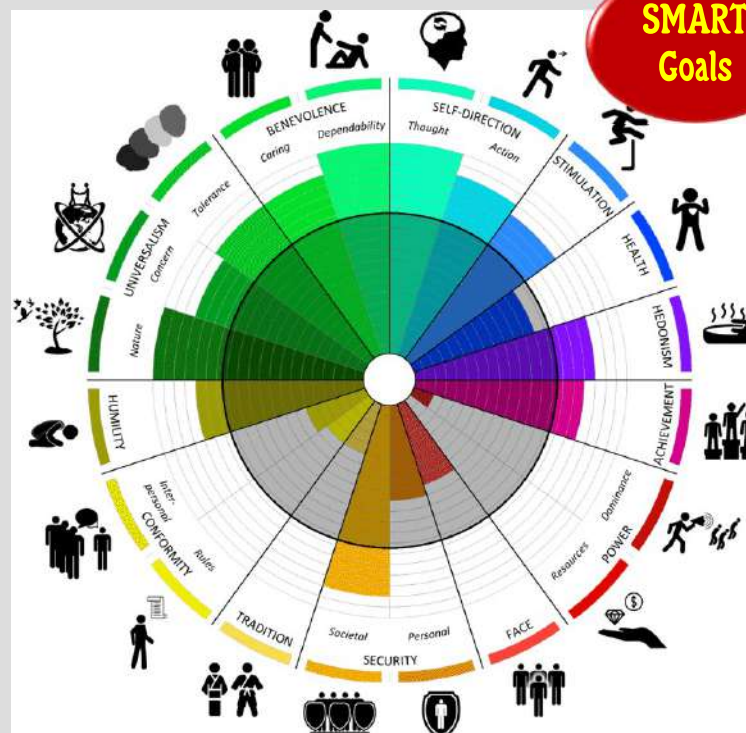
## Personal Plan Development

How do I get there

Conduct Self Assessment

Evaluate your personal

**Values, Skills, and Interests.**



Goals  
Goals



Personal Development Plan





## Personal Plan Development

Conduct Self Assessment

How do I get there

**Skills**

- ☐ Core Science Knowledge
- ☐ Lab Skills
- ☐ Analytical Skills
- ☐ Teaching Skills
- ☐ Communication Skills
- ☐ Management Skills
- ☐ Career Development Skills

**SMART  
Goals**



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## Personal Plan Development

Conduct Self Assessment



SMART  
Goals

How do I get  
there



Life Values

Values

honesty, trust, growth, success, faith, achievement, integrity, quality service, work life balance, openness, accountability, personal growth, consistency



Personal Development Plan





## Personal Plan Development

### Conduct Self Assessment

How do I get there



- ☐ Music
- ☐ Travel
- ☐ Photography
- ☐ Reading

**SMART  
Goals**



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## Personal Plan Development

Conduct Self Assessment

How do I get there



Interests



SMART  
Goals



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## Personal Plan Development

Conduct Self Assessment

How do I get  
there



Identify your  
Strengths and areas  
that need  
Improvement.



SMART  
Goals



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## Personal Plan Development

Conduct Self Assessment

How do I get there



Get **Feedback** from  
associates, friends, spouse,  
parents.

**SMART  
Goals**



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## Personal Plan Development

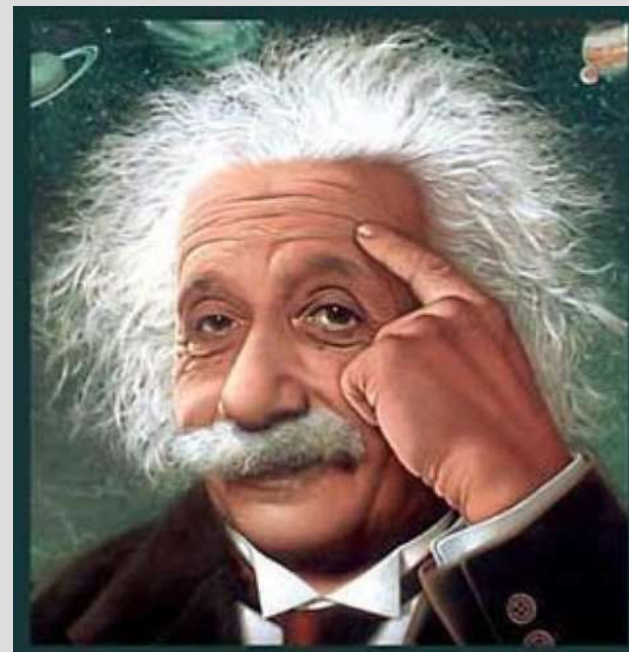


How do I get  
there

### Survey Career Opportunities

- Identify Realistic Career Opportunities.

SMART  
Goals



Personal Development Plan



## Personal Plan Development



How do I get there

Survey Career Opportunities

SMART Goals

- Determine your **Developmental Needs**
- Comparing Current skills and strengths with those needed for your Career Choice.



Personal Development Plan





## Personal Plan Development

### Survey Career Opportunities

How do I get there



### Career Resources

- 💧 Internet
- 💧 Books
- 💧 Science's Next Wave
- 💧 Professional Societies
- 💧 Seminars

**SMART  
Goals**



innovate

Opening  
Career



**Career.com**  
Second-Act  
sources



**Personal Development Plan**







## Personal Plan Development

Survey Career Opportunities

How do I get there

### Career Resources

- **Personal Interactions**
  - Casual interactions
  - Informational interview

**SMART  
Goals**



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## Personal Plan Development

Survey Career Opportunities

Career Resources

● **Mentor**

How do I get there



**SMART  
Goals**



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## Personal Plan Development

Survey Career Opportunities

SMART  
Goals



How do I get  
there

### Career Resources

- National  
Postdoctoral  
Associations



Personal Development Plan







## Personal Plan Development



**SMART  
Goals**

**Survey Career Opportunities**

**How do I get  
there**

**Two Best Tools**



- **Networking** – connecting to people with useful information



**Personal Development Plan**







## Personal Plan Development



**SMART  
Goals**

How do I get  
there

**Survey Career Opportunities**

**Two Best Tools**



- **Informational  
Interview – inside  
information on  
career choices**



**Personal Development Plan**





## Personal Plan Development



**SMART  
Goals**

**How do I get  
there**



**Write your PDP**

**Write down the Identified  
career Course.**

*Write it Down!*



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## Personal Plan Development

**SMART  
Goals**



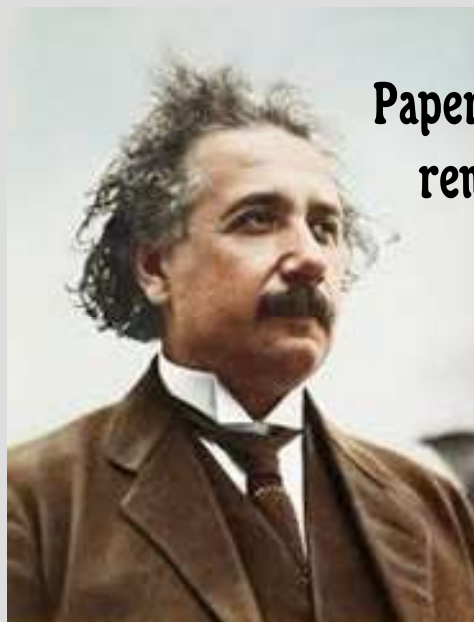
**Write your PDP**

**How do I get  
there**



**Paper is to write things down that we need to  
remember. Our brains are used to think**

**Albert Einstein**



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## Personal Plan Development

**SMART  
Goals**



How do I get  
there

**Write your PDP**

**List** specific skills and  
strengths that you need to  
develop.



**Personal Development Plan**







## Personal Plan Development

**SMART  
Goals**



How do I get  
there

**Write your PDP**

- Define the Approaches and Time Frames to obtain the skills



**Courses, technical skills, teaching, supervision**



**Personal Development Plan**





## Personal Plan Development

**SMART  
Goals**



How do I get  
there

**Write your PDP**



**Personal Development Plan**





## Personal Plan Development

**SMART  
Goals**



### Presentation skills

How do I get  
there



Task	How do I know?	Objective	How?	Evidence
Improve Presentation Skills	Feedback from my current presentation	To improve my English  To improve my handling of PowerPoint	English course  PowerPoint course	Feedback after my revised session



Personal Development Plan





## Personal Plan Development

**SMART  
Goals**



### Career specialisation

How do I get  
there



Task	How I do it	Starting date	Final date	Deliverable outcome
To become a surgeon	Pass part 1 Pass part II Surgical examination	?/?/2022 ?/?/2024	?/?/2026	



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## Personal Plan Development

**SMART  
Goals**



**How do I get  
there**

**Write it down**

The discipline of writing something down is the first step toward making it happen.

In conversation, you can get away with all kinds of vagueness, often without even realizing it.



**Personal Development Plan**





## Personal Plan Development

How do I get there



### Mentor

A wise and trusted guide and advisor



SMART Goals



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## Personal Plan Development

How do I get there

Write your PDP

Discuss draft PDP with  
The Mentor and revise.

SMART  
Goals



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## Personal Plan Development

**SMART  
Goals**



How do I get  
there



Review the plan and  
your progress with  
your **Mentor**  
regularly.

V VanderHouwen

INTRO TO CAREER  
MENTORSHIP:

**How to  
Find a  
Mentor**



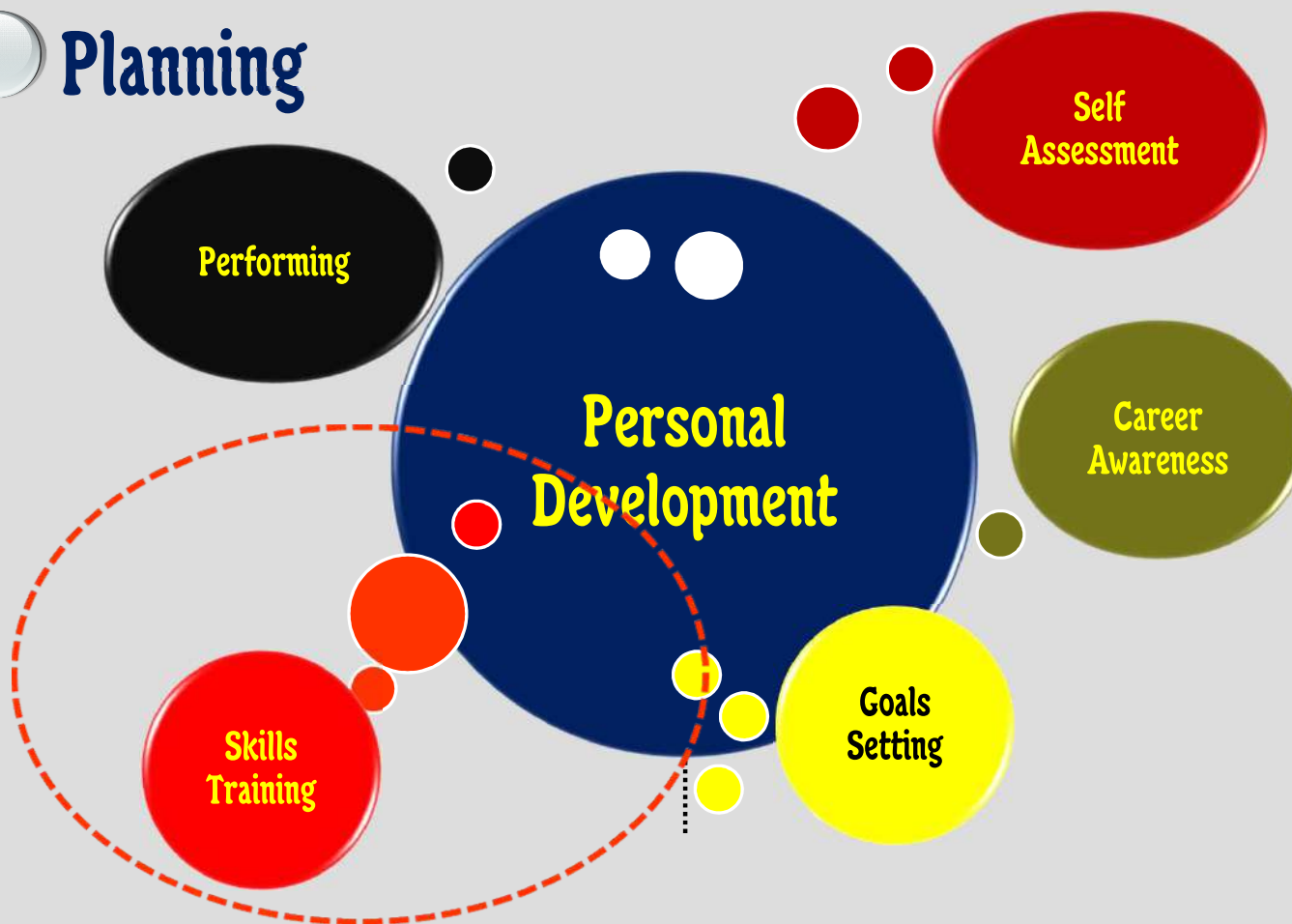
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## Planning



**Personal Development Plan**



## Personal Plan Development



How do I get there



Put your plan into action.

Revise the plan as necessary.



**SMART  
Goals**



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## Personal Plan Development

**SMART  
Goals**



**How do I get  
there**

**What have you accomplished  
over the past year?**

**How has your plan changed?**

**What are your plans for the future?**



**Personal Development Plan**





## Personal Plan Development

**SMART  
Goals**



**How do I get  
there**



## Career Monitoring



**Personal Development Plan**







## Personal Plan Development



How do I get there



**SMART  
Goals**



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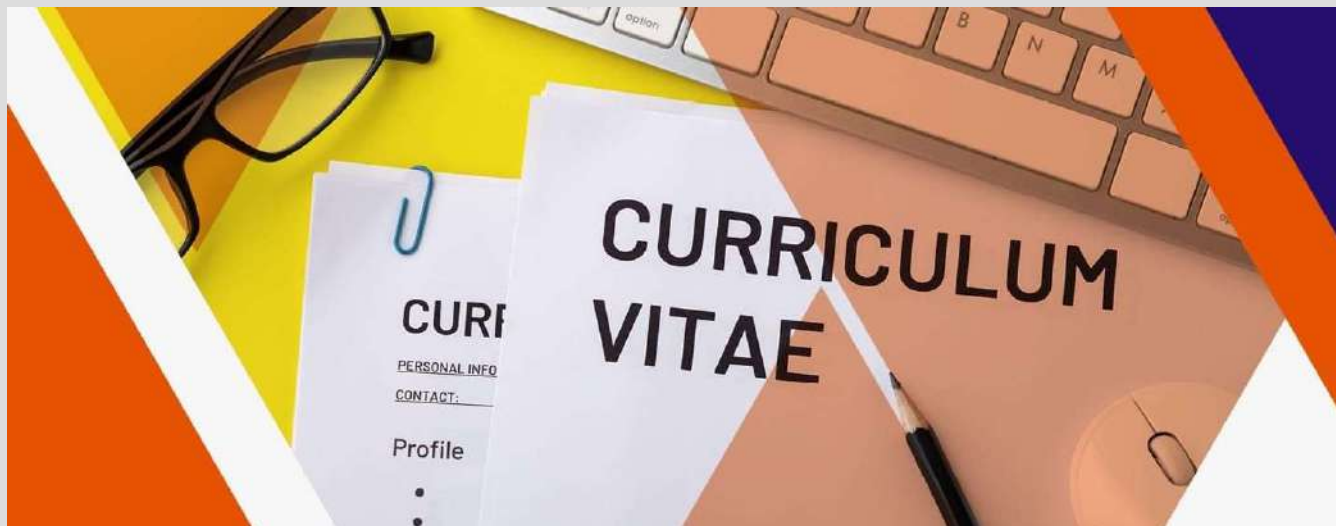


## Personal Plan Development

**SMART  
Goals**



How do I get  
there



**Personal Development Plan**



## How do I get there



## Personal Development Plan





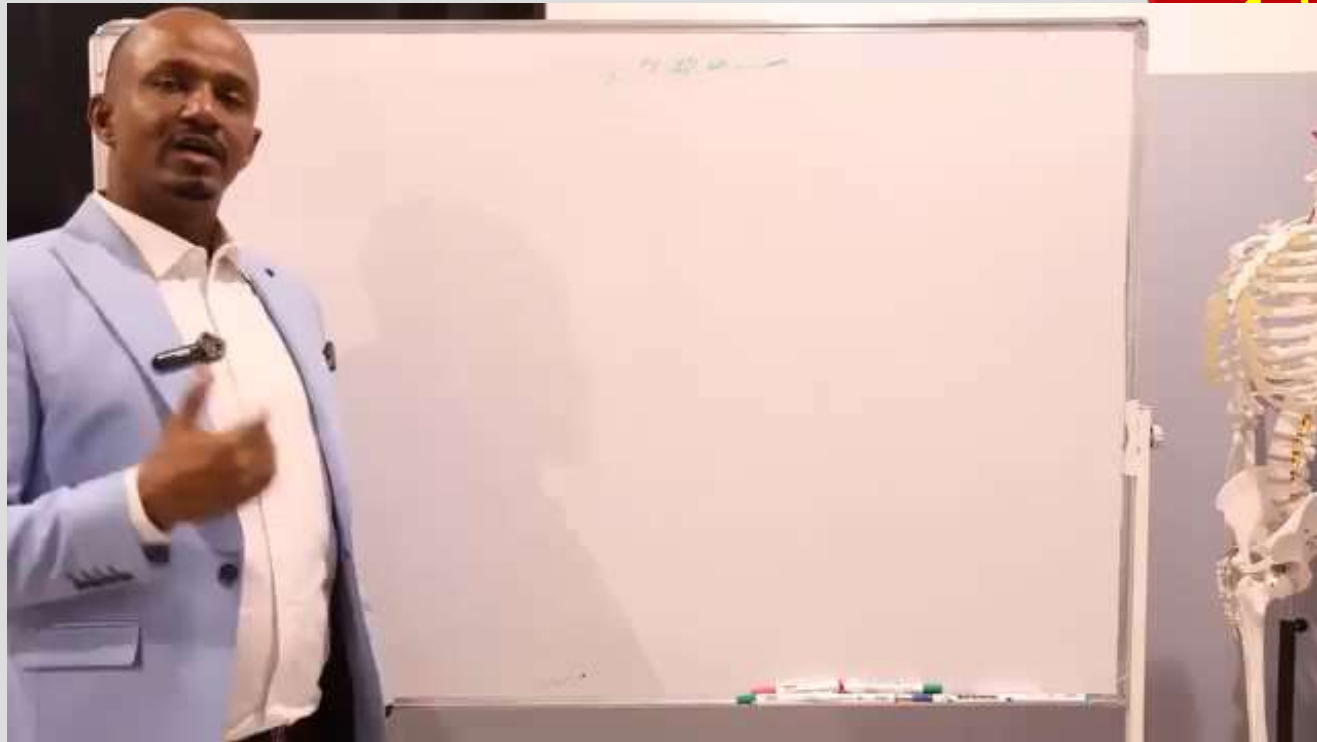


## Personal Plan Development

**SMART**



How do I get there



Personal Development Plan







Take Home Messages



Personal Development Plan



## Take Home Messages

### Personal Development Plan

Is not for broken people

It is for people who want  
a better life



**SMART  
Goals**



**Personal Development Plan**





## Take Home Messages

**SMART  
Goals**



**Personal development plan is not for broken people,  
it is for people who want a better life**



**Personal Development Plan**







## Take Home Messages

**SMART  
Goals**



**Personal development plan is not for broken people,  
it is for people who want a better life**

**Personal Development Plan**







## Take Home Messages

**SMART  
Goals**



**Personal Development Plan**





## Take Home Messages

**SMART  
Goals**



### حكمة سودانية

إذا أحسست بأن لديك رغبة في العمل..  
إسترخي قليلا حتى تزول تلك الرغبة..



Personal Development Plan





## Take Home Messages

**SMART  
Goals**



## The Sudanese Blame Culture



**Personal Development Plan**





## Take Home Messages

**SMART  
Goals**



# The Sudanese Blame Culture



**Personal Development Plan**







## Take Home Messages

**SMART  
Goals**



The way to get it started is  
to **Quit Talking**  
and begin to work

Walt Disney



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## Take Home Messages

2



Bill Bradley

SMART  
Goals



**"Ambition is the path to success.  
Persistence is the vehicle you arrive in."**



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## Take Home Messages

2

**"Success is where  
Preparation  
and Opportunity  
meet."**



**SMART  
Goals**



**Personal Development Plan**





## Take Home Messages

**SMART  
Goals**

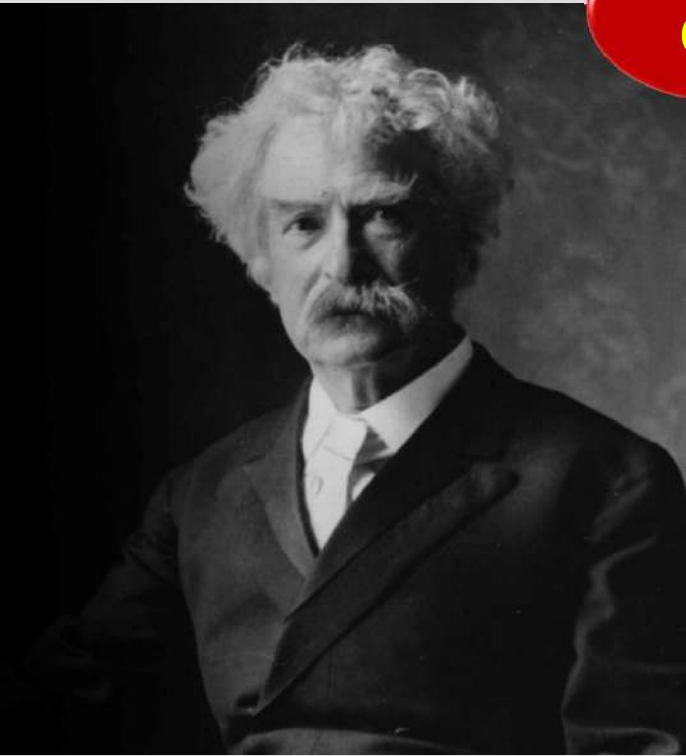


2

“To succeed in life,  
You need two things:  
ignorance and  
confidence.”

— Mark Twain

YourSelf  
Quotes



Personal Development Plan







## Take Home Messages

3

**Time management**  
**Motivation**  
**Ignorance**

**Make an unbeatable combination for  
Success**

**SMART  
Goals**



**Personal Development Plan**





## Take Home Messages

3 Ps

Patience  
Persistence  
Perspiration

SMART  
Goals



Make an unbeatable combination for  
**Success**



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## Take Home Messages

**SMART  
Goals**



**Success**



**Various  
Actions**

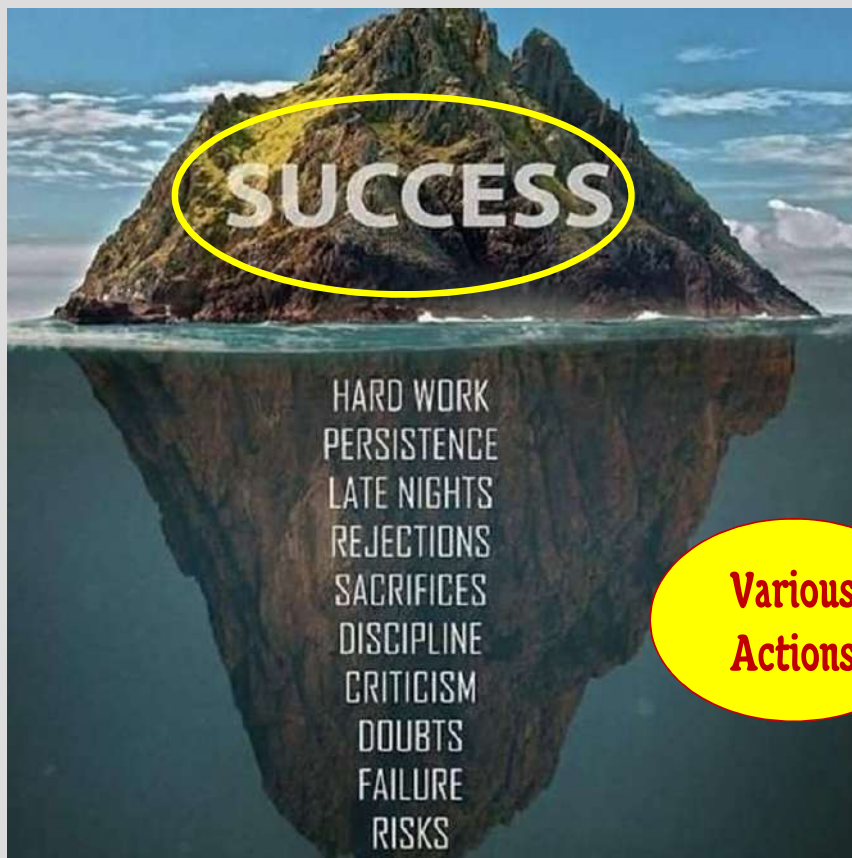


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## Take Home Messages



**SMART  
Goals**



**Various  
Actions**



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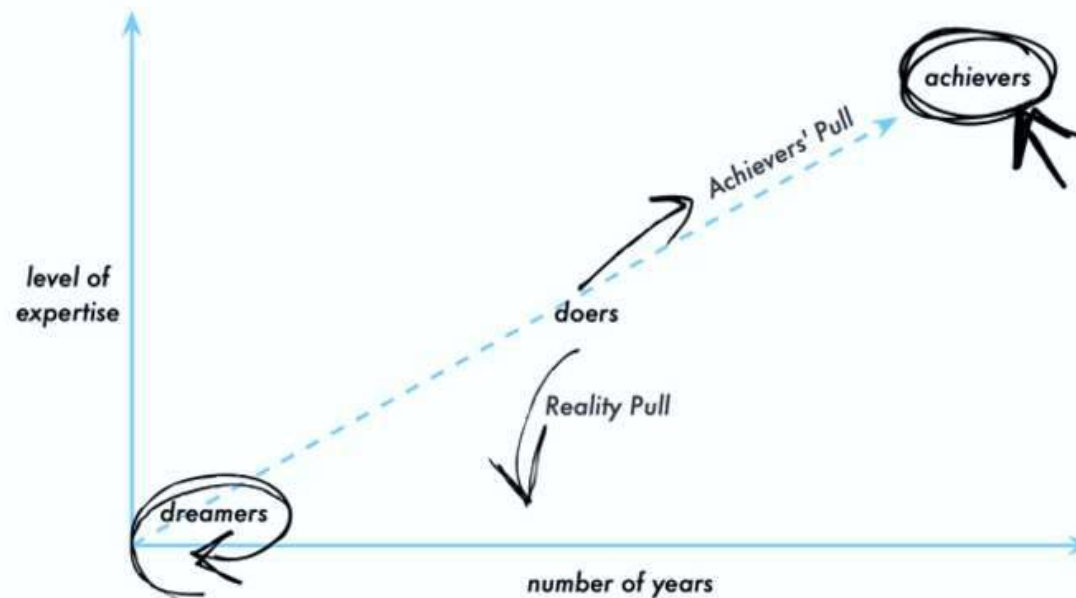




## Take Home Messages



The Three Types: Dreamers, doers and achievers



A doer has to defy the pull of reality and the circle of dreamers in order to become an achiever. The Achievers' Pull is strongest when you're *thinking and doing*, and not just thinking.

**Various  
Actions**



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## Take Home Messages



**Critics  
will watch**



**Doners  
will win**



**Dreamers  
will dream**





## Take Home Messages



### Push Yourself

Because no one else  
is going to do it for  
you



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## Take Home Messages

**SMART  
Goals**



Success is not final, Failure is not fatal.  
It is the courage to continue that counts.

Winston Churchill



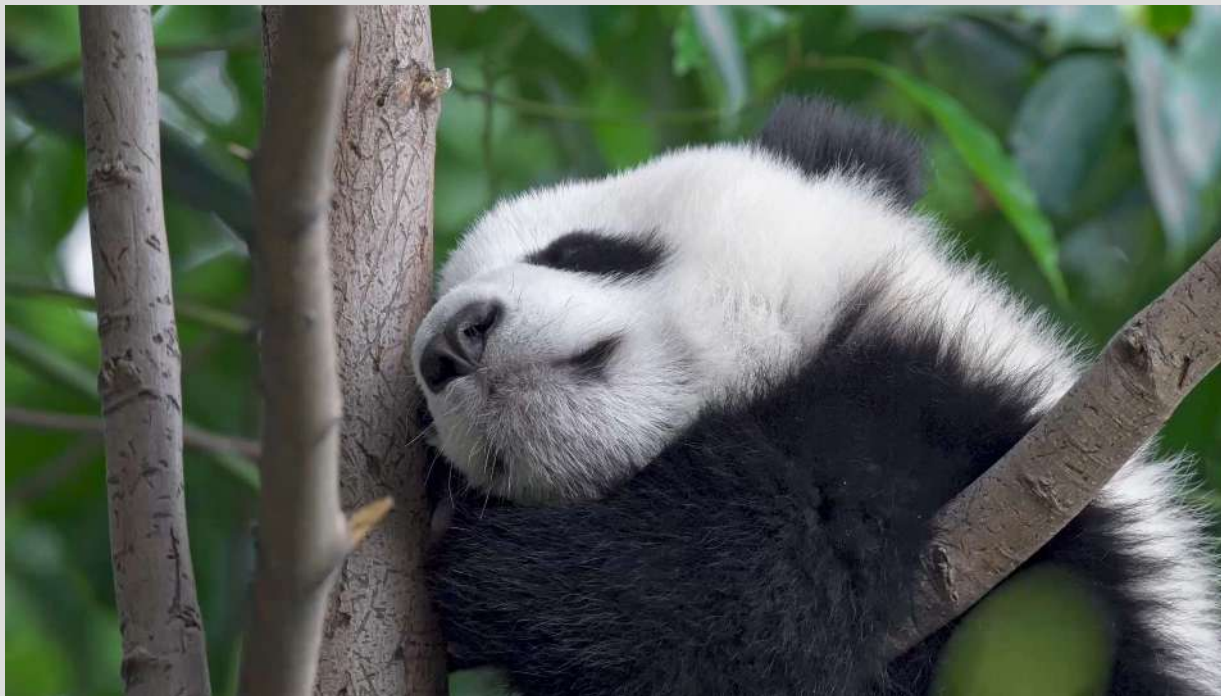
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## Take Home Messages



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 In Conclusion



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## Conclusion

Have a career plan



SMART  
Goals

Know your interest  
before it is too late



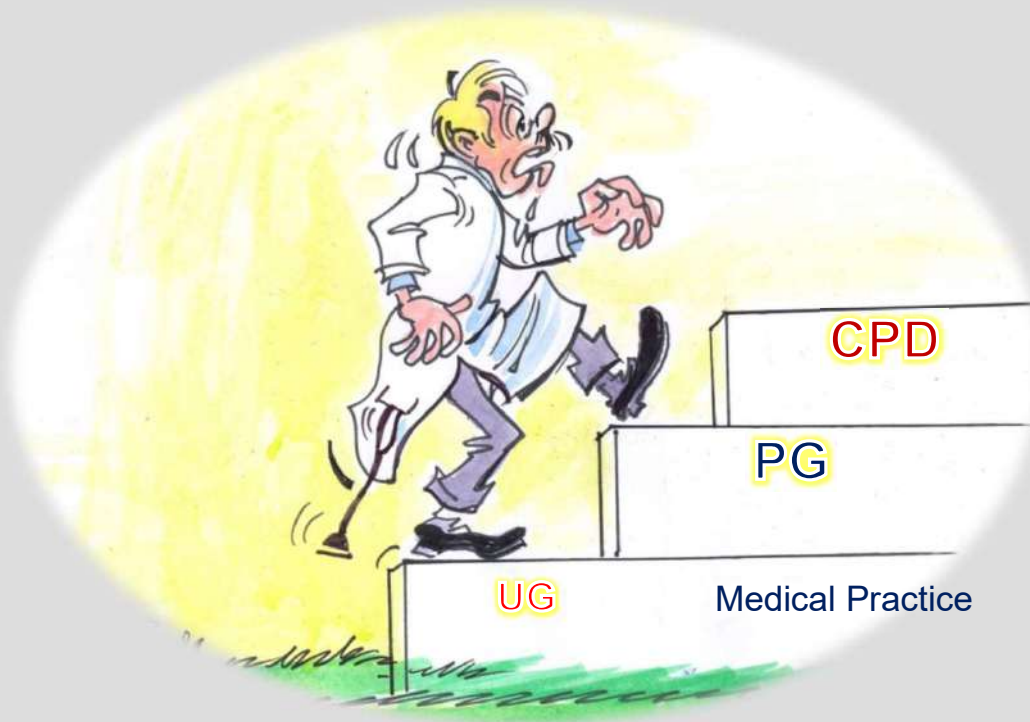
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## Conclusion

**Have a  
Career Plan**



**SMART  
Goals**



**Continuing  
Professional  
Development**



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## Conclusion



**SMART  
Goals**

**Have a  
Career Plan**



**Overcome the  
Limitations**



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## Conclusion



Have a  
Career Plan



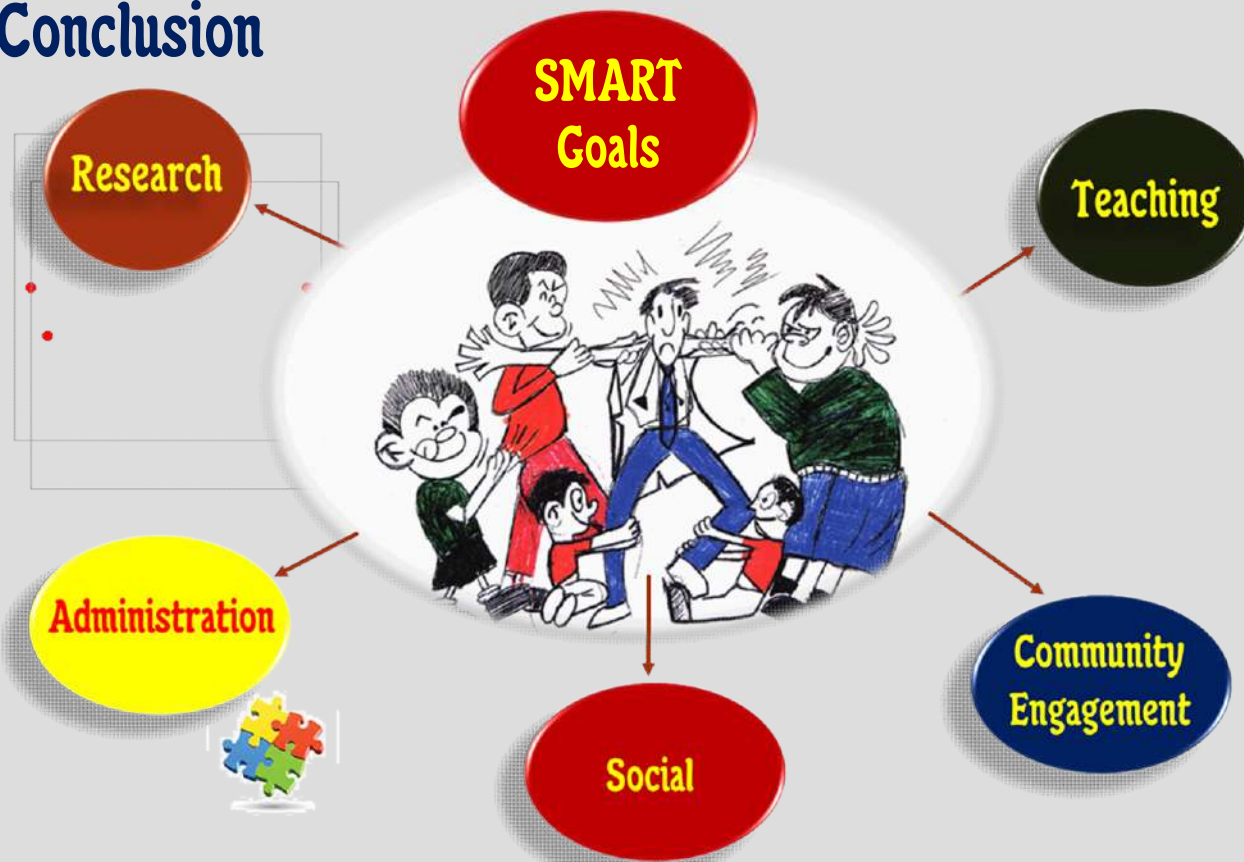
**SMART  
Goals**



Personal Development Plan



## Conclusion



Personal Development Plan



## Conclusion



Know your interest  
before it is too late



**SMART  
Goals**



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لما حياتك  
تكون ما  
ظابطة بس  
انت متمسك  
وبتحاول



**SMART  
Goals**



**Personal Development Plan**





## Conclusion

**SMART  
Goals**



**Personal Development Plan**





## Conclusion

**SMART  
Goals**



**Dream it  
Wish it  
Do it**



**Personal Development Plan**







## Conclusion



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## Conclusion

Indeed it is  
possible To Plan  
& Achieve an  
excellent career  
in life

**SMART  
Goals**



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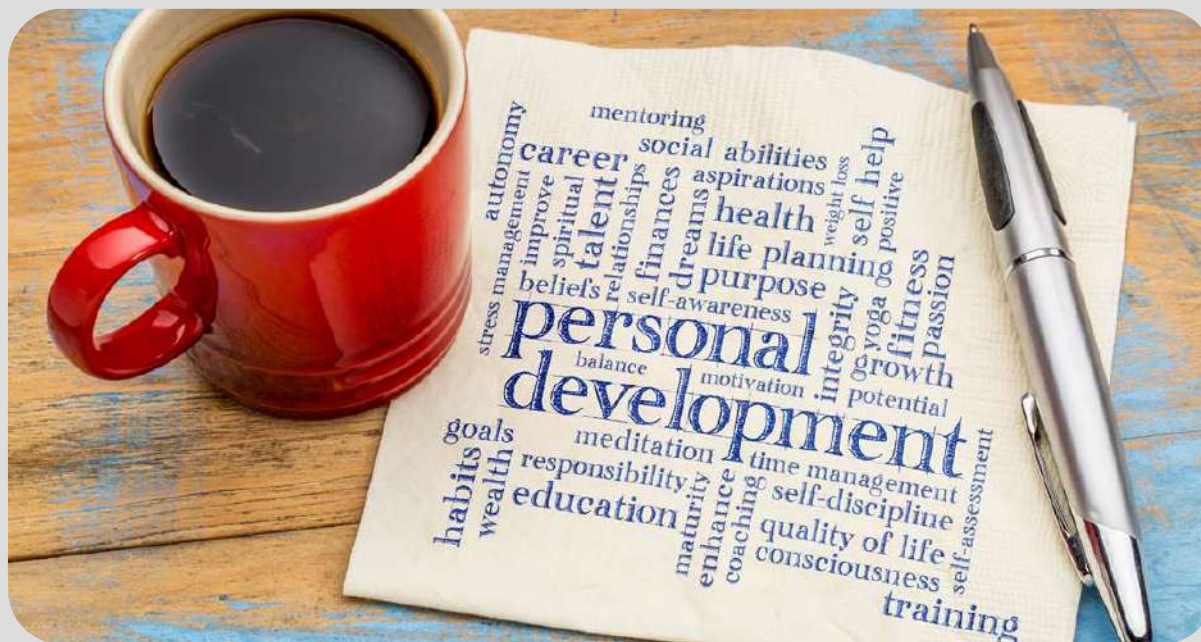






## Conclusion

**SMART  
Goals**

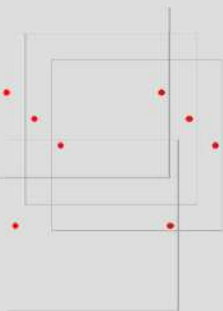


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## Conclusion



Let us wake  
up and smell  
the coffee

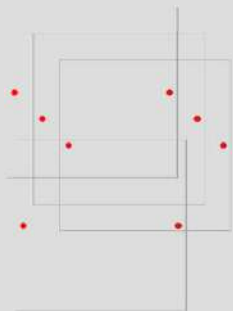


**SMART  
Goals**



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Thank you very much indeed for your kind attention



Personal Development Plan



[ahfahal@mycetoma.edu.sd](mailto:ahfahal@mycetoma.edu.sd)

[www.ahmedfahal.net](http://www.ahmedfahal.net)



Personal Development Plan





**Personal Development Plan**



How to achieve that



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What are the messages ?



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# Sudanese Blame Culture



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## Take Home Messages



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## Content

Become addicted to  
constant and  
never-ending self-  
improvement.

Anthony J. D'Angelo

BrainyQuote®

Excellence is a  
habit, therefore  
it can be  
developed.

Storymirror.com

"Even  
get  
diff  
to ch  
to

**LIFE IS ABOUT  
BECOMING A  
BETTER  
VERSION OF  
YOURSELF.**

KUSHANDWIZDOM

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## Take Home Messages



Personal development is not for broken people, it is for people who want a better life



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## Take Home Messages

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Personal development is not for  
broken people, it is for people who  
want a better life





## Take Home Messages



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## Take Home Messages



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## Take Home Messages



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## Take Home Messages

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Personal development is not for broken people, it is for people who want a better life





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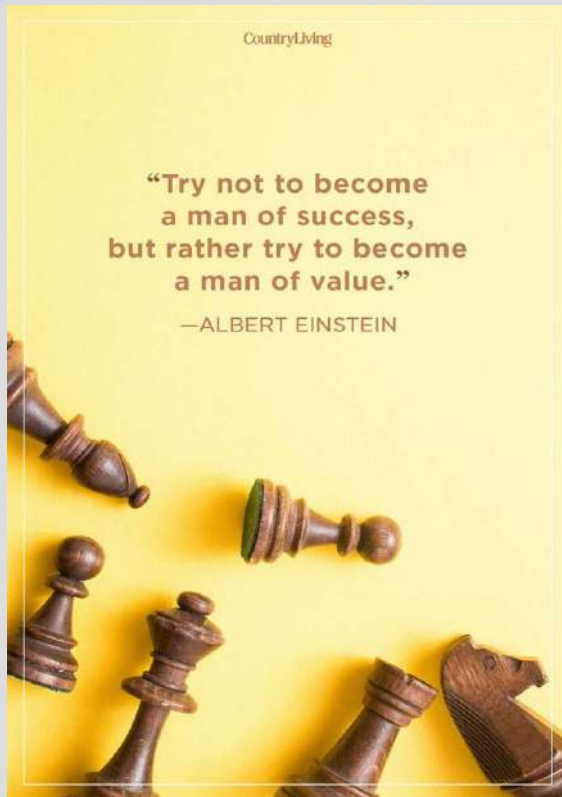
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## Take Home Messages



Development is not for  
people, it is for people who  
enter life



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# OBJECTIVE RESULTS

- Sigma Xi Postdoctoral Survey
- Those with a plan were:
  - more satisfied
  - more productive
  - less likely to have conflict with PI



# Introduction



Bill Bradley

"Ambition is the path to success. Persistence is the vehicle you arrive in."

Bobby Unser  
Napoleon Hill

"Success is where preparation and opportunity meet."

"Patience, persistence and perspiration make an unbeatable combination for success."

Colin Powell

"Success is the result of perfection, hard work, learning from failure, loyalty, and persistence."

Henry Ford

"Coming together is a beginning; keeping together is progress; working together is success."



Stephen Hawking

"However difficult life may seem, there is always something you can do and succeed at."  
success quote

Napoleon Hill

"Patience, persistence and perspiration make an unbeatable combination for success."

Wayne Huizenga

"Some people dream of success, while other people get up every morning and make it happen."

Winston Churchill

"Success is not final, failure is not fatal: it is the courage to continue that counts."



# Introduction



- This resource can be used as a stand alone aid to your own personal and professional development or to support an accredited prior (experiential) learning (APEL) claim.

# Personal Development Planning (PDP)



- Personal Development Planning (PDP) is defined as 'a structured and supported process undertaken by an individual to reflect upon their own learning, performance and/or achievement and to plan for their personal, educational and career development'. (Higher Education Academy, 2011).
- PDP is increasingly used in higher education to support learners with their on-going educational and professional development.
- PDP represents a policy initiative that grew out of the Dearing Review (1997)
- PDP aims to develop autonomous learners and workers who are able to plan their own career and personal future

# Personal Development Planning (PDP)



Adapted from Jackson, (2001) PDP is intended to support students to:

- Understand their learning in the wider political and social context
- Improve their study skills
- Clearly identify their future aspirations and evaluate their progress towards these aspirations
- Engage with the idea of life long learning

## What is it

- Where have I been?
- Where am I now?
- Where do I want to get to?
- How do I get there?
- How will I know I have got there?

Jackson (2001)

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# Personal Development Planning (PDP) & Work Based Learning



The work place is seen increasingly as a site to gain academic credit and qualification, and the reflective, planning and development skills on which PDP is based lends itself well to work based learning. Jackson (2001) articulates this link around five simple questions:

- Where have I been?
- Where am I now?
- Where do I want to get to?
- How do I get there?
- How will I know I have got there?



## What can result from PDP?

It is anticipated that learners will:

- Develop a responsible attitude to their own personal and professional development
- Recognise opportunities for future development and learning
- Foster self-improvement
- Monitor and review progress towards the achievement of goals and targets
- Able to reformulate strategy and thinking if it isn't progressing
- Able to justify and account for their personal choices

# What are the benefits of PDP for learners?



- Integration of personal, professional and academic to enhance learning and foster future development
- Extra-curricula and pastoral can be included to present a more holistic picture of a learners full portfolio
- Learners can gain information on how their own evidence of learning can be eligible for accreditation
- PDP compliments students progress files and thereby engages with a variety of different information.
- PDP develops self appraisal skills
- PDP incorporates self-managed opportunities that include reflective portfolios (please make reference to the OER, *Understanding Professional Development*) and learning contracts, which are considered in the accompanying student guide that relates to this.

# References



Higher Education Academy (2011) *Personal Development Planning* Available at:  
<http://www.heacademy.ac.uk/resources/detail/pdp/pdp>

Downloaded on: 12 August 2011

Mansvelder-Longayroux, D.D., Beijaard, D. & Verloop, N. (2007) *The Portfolio as a tool for Stimulating reflection by Student Teachers*, Teaching and Teacher Education, Vol 23, p.47-62

Related presentations:

- Understanding Professional Development – 1. Developing Reflective Practice for Learning: <http://hdl.handle.net/10293/1329>
- Understanding Professional development 2 - Reflective Writing for Professional Development <http://hdl.handle.net/10293/1336>
- Understanding Professional Development – 3 Developing a Reflective Portfolio: <http://hdl.handle.net/10293/1331>



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- 2.

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# WHY?

- Personal
- Needs related
- Reflective
- Relevant
- Record for lifelong learning
- Reaccreditation



# STEPS

Step 1: What do I think I need to learn?

Step 2: What do I know I need to learn?

Step 3: How will I learn?

Step 4: How am I going to know if I have done it?



# Step 1: WHAT DO I THINK I NEED TO LEARN ?



- DO NOT FOCUS ON AREAS OF EXPERTISE, BUT ON AREAS OF DEFICIENCY.
- What areas of work make you anxious?
- What keeps coming up as a problem?
- What are you good at (and might enjoy learning more about)?
- What conditions do you wish would present to your partners rather than yourself?



## Step 2: WHAT DO I REALLY NEED TO LEARN?



- Staff views/observations.
- Consultants' comments.
- Partners' confidential appraisal.

## Step 2: WHAT DO I REALLY NEED TO LEARN?



- PUNS ("Patients' Unmet Needs")
- DENS ("Doctor's Educational Needs").
- SEA ("Significant event analysis")
- Audit data



## Step 3: HOW WILL I LEARN?

- An outline of how you plan to address your learning needs.
- Try to make these "SMART":
  - Specific
  - Measurable
  - Achievable
  - Relevant
  - Timed



## Example: presentation skills in English

What	How do I know?	Aims	How?	Evidence
Improve presentation skills	Feedback from my current presentation	To improve my English To improve my handling of Power point	English course Course on Power point	Feedback after my revised session





## Step 4: ASSESSMENT

- It is helpful to find a mentor with whom to discuss your plan before you implement it

or

- Have a discussion between peers

or

- You can do it alone as you already do when planning your CME



# ASSESSMENT OF NEEDS

- Educational needs are of relevance to primary care
- There is a balance of needs
- The need represents a deficiency
- There is evidence of need
- If a GP has a specialised role, this is being considered
- Addressing the needs seems feasible

# ASSESSMENT OF OBJECTIVES AND ACTIVITIES



- The objectives are SMART
- The activities are appropriate

# ASSESSMENT OF EVIDENCE

- There is evidence of learning
- Evidence arises from mainstream activity
- There is evidence of reflective learning
- Certificates





# AFTER ONE YEAR

- Start again. Develop learning needs for next year's plan



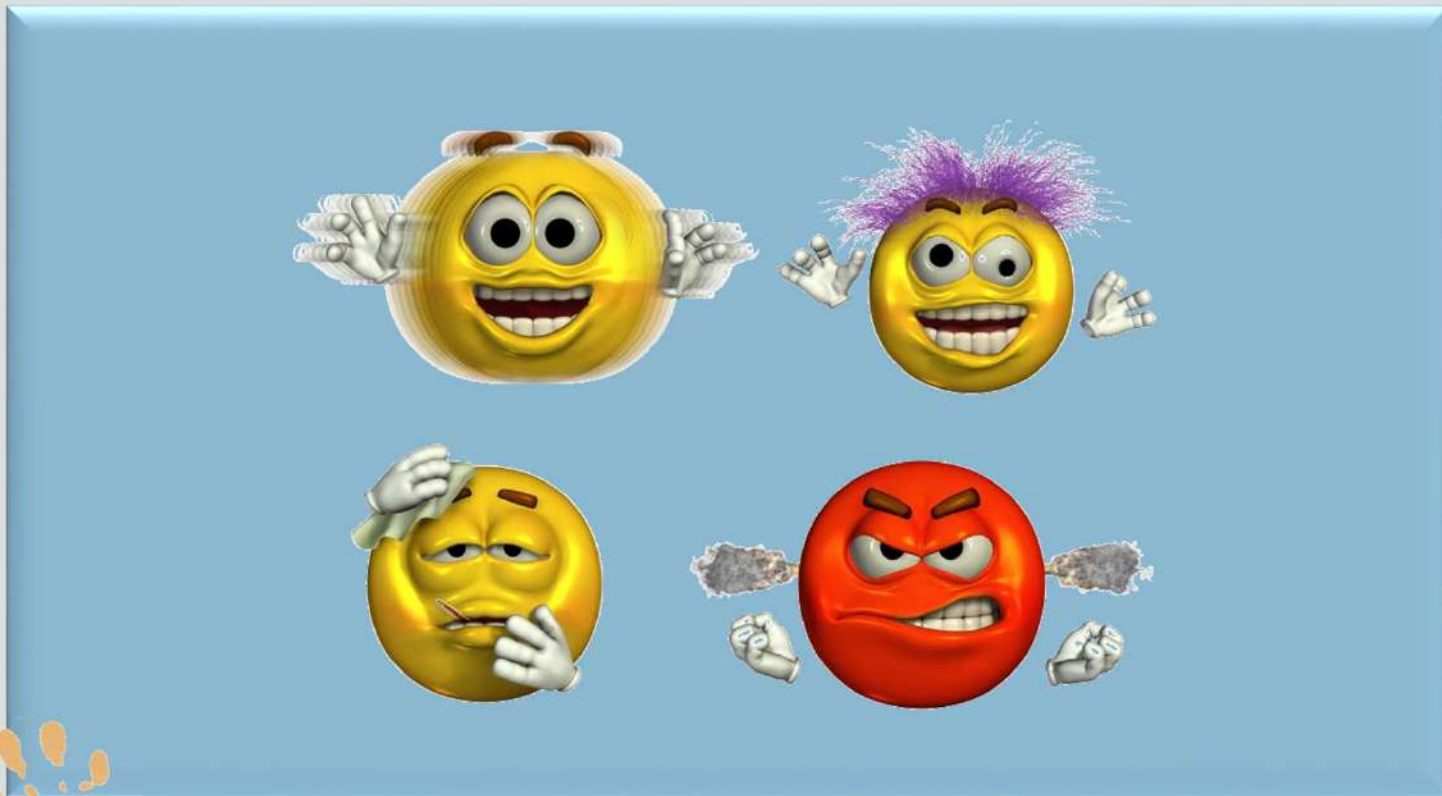
# TIPS

- Make your first PDP simple
- Take time each week to work on the PDP
- Write!
- Review and edit it





How to achieve that



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## How to achieve that



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How to achieve that



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How to achieve that



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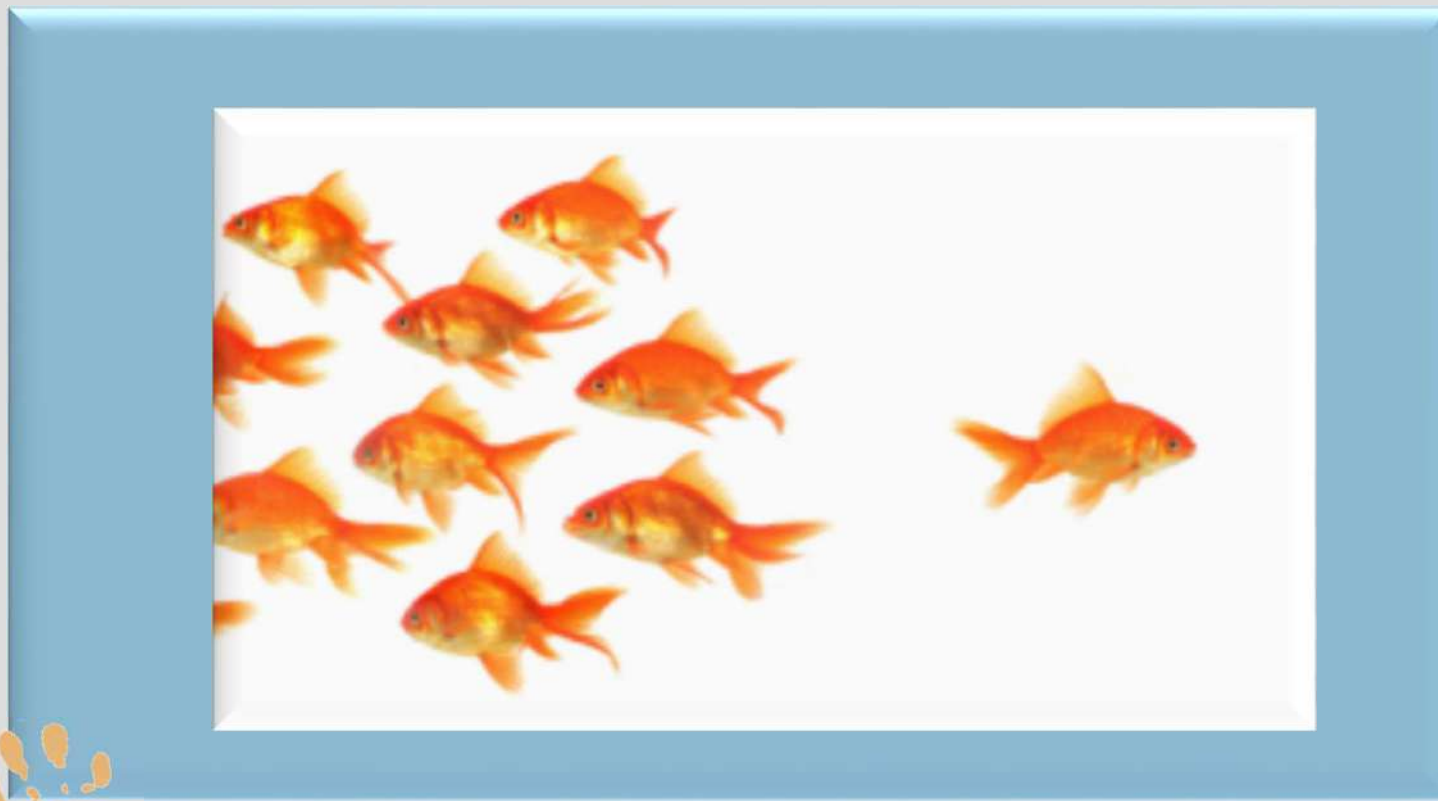


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How to achieve that



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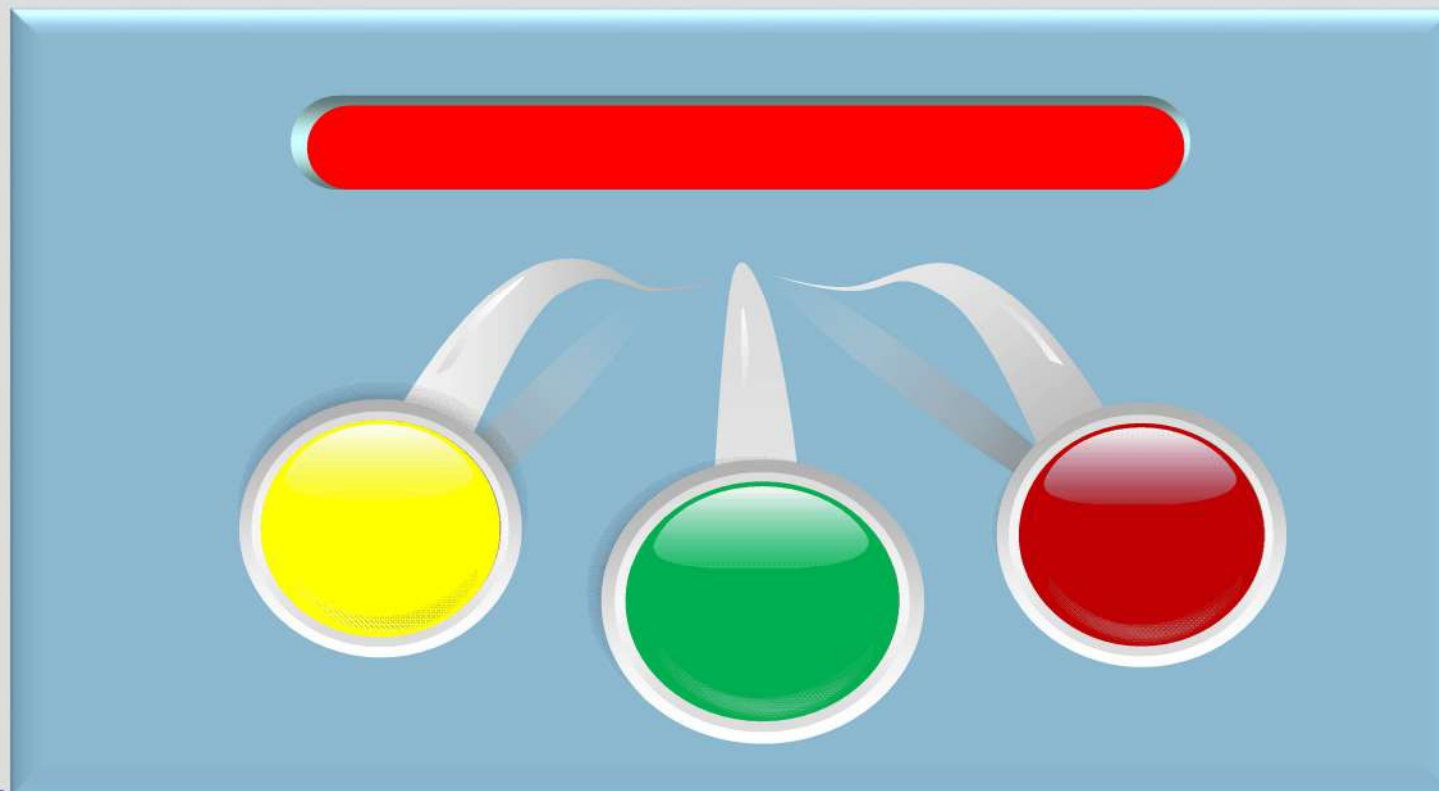
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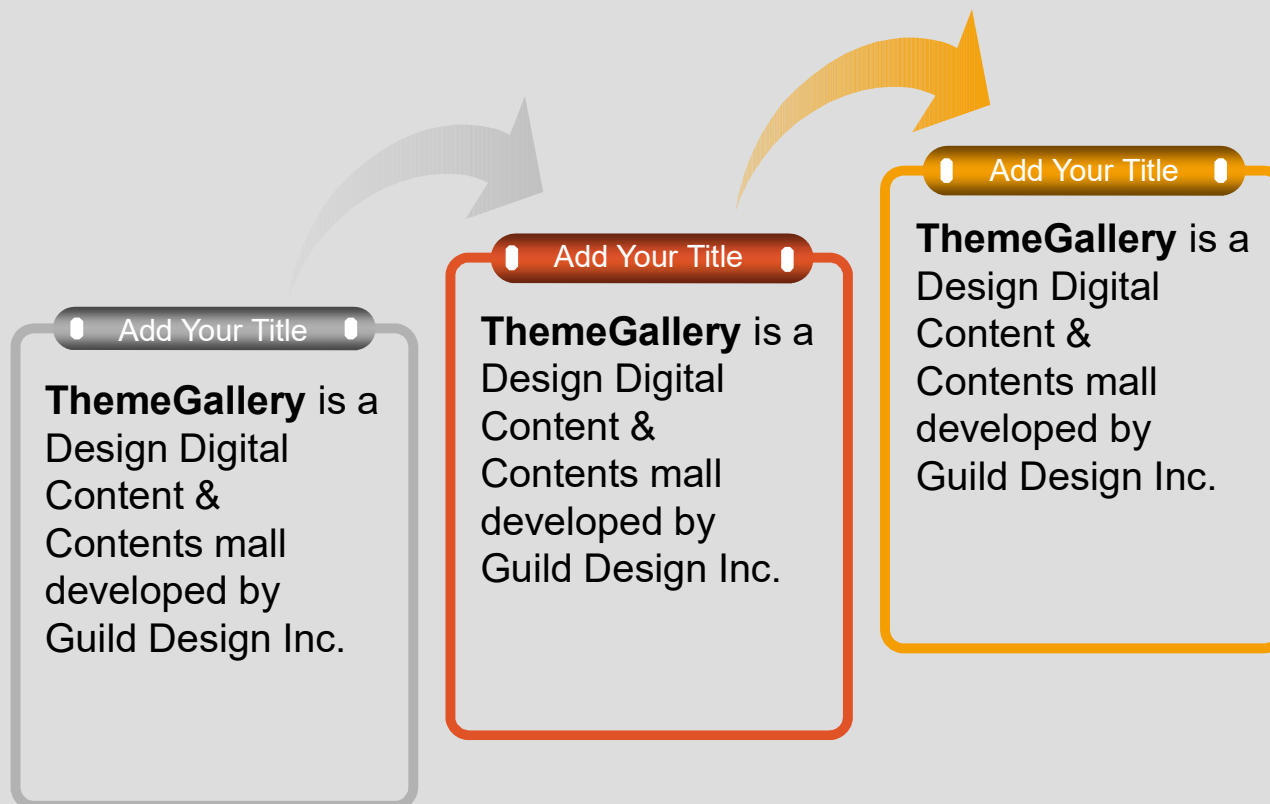
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## Logo



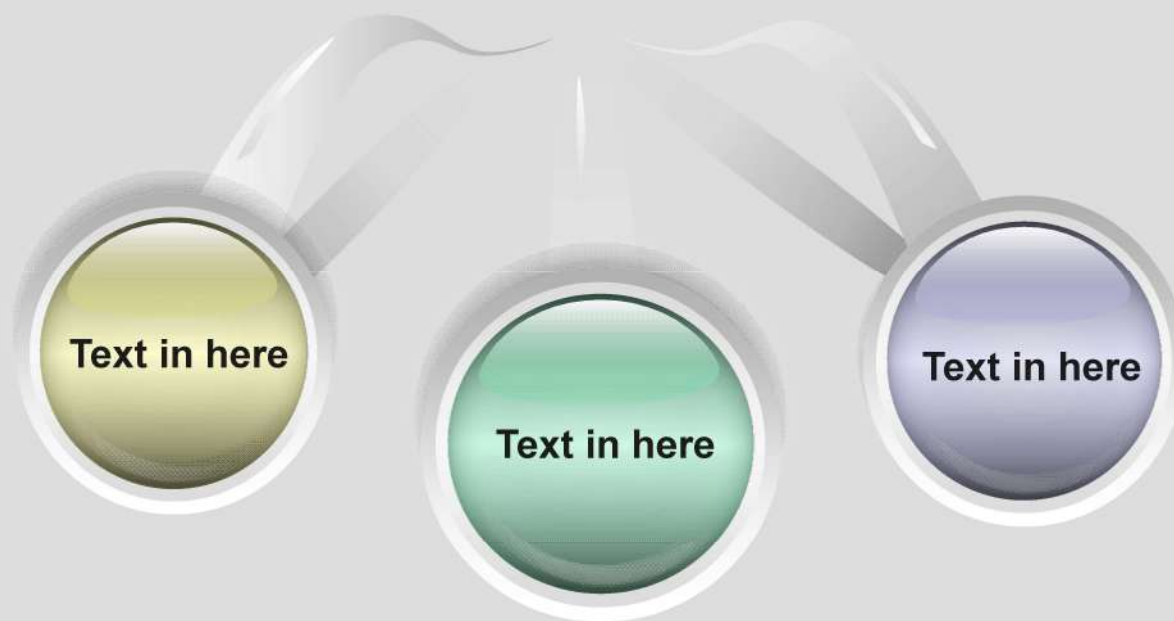




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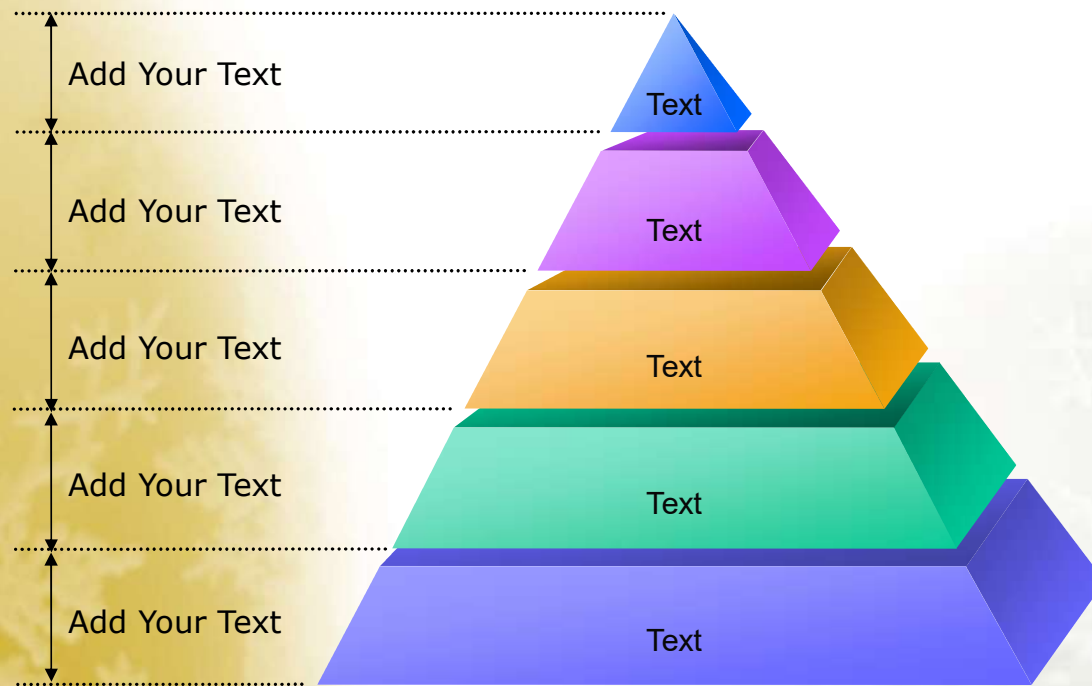


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# Marketing Diagram



# Diagram



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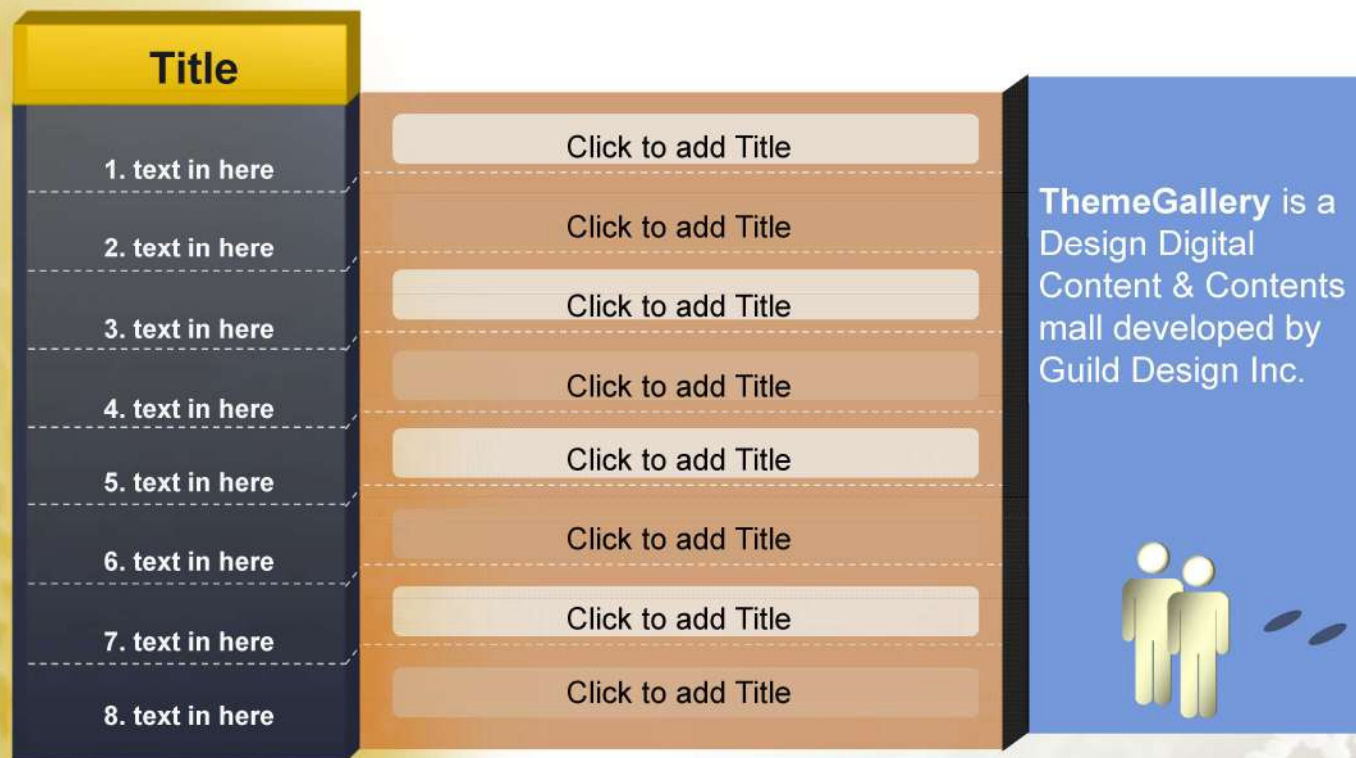
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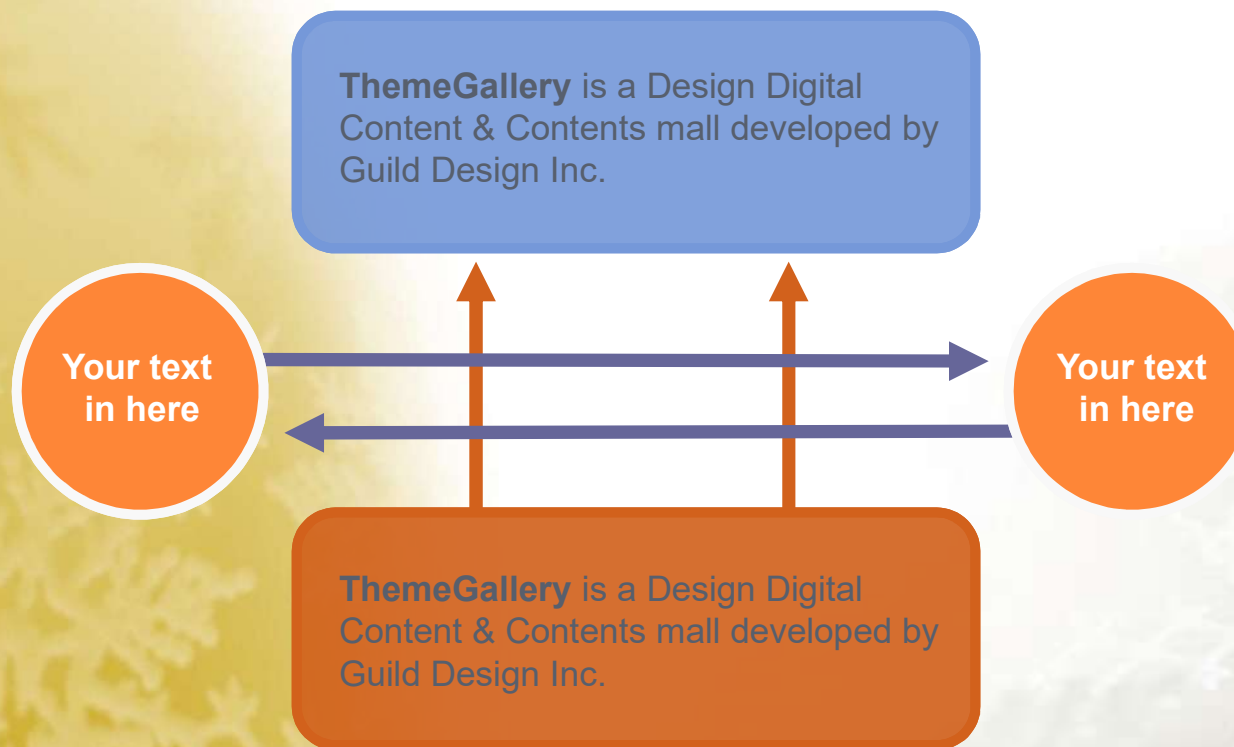
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# Diagram





# Diagram



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Company Logo