



a report exploring

Continuing Professional Development

in Construction

January 2012

This is first survey from the Chartered Institute of Building (CIOB) into Continuing Professional Development (CPD) amongst construction professionals. 1,549 CIOB members took part in the survey, of which the majority work in a senior management position.

The key findings from this report indicate that 89% of construction professionals view CPD as important, very important or essential to their employment. Respondents highlight improved knowledge (66%), greater personal effectiveness (54%) and better job performance (46%) as the key benefits to undertaking effective CPD.

The majority of respondents (43%) attend between 1 and 5 CPD events/sessions per year. 55% of the sample undertake online CPD at least once per year, while 72% undertake at least one CPD session per year as a result of events, training etc. provided by the CIOB. Three-quarters of respondents would recommend CIOB CPD to colleagues.

The most popular activities that respondents currently gain CPD through are in the form of seminars, private study, and via CIOB magazines/journals. The most preferred methods of undertaking CPD activities correlates with this, with the notable exception that respondents would favour more online CPD, suggesting respondents are generally pleased with how they receive their CPD.



According to the sample, the main issues with CPD currently available to them are time commitments outside of work (46%) and inflexible locations (36%) as well as the cost of the CPD itself (33%).

Respondents state they most want to receive CPD related to project management, emerging technology (such as BIM), legislation, Building Regulations, and sustainability. 79% believe relevant and up-to-date CPD can assist in eliminating skills gaps within the construction industry.

The CIOB created this survey in order to develop a better understanding of both our members' and the general industry's current and future needs for Continuing Professional Development (CPD) and Lifelong Learning, and the means by which this is delivered.

The past few years have seen a great many changes in the demographic of CIOB membership, which now comprises almost 48,000 people in 128 countries globally. In addition, advances have been made in the use of information and communication technology, particularly in the availability of education material delivered online, and with the impact that social networking has had on communicating amongst friends and colleagues.

More information on the CIOB and CPD can be found at www.ciob.org/membership/cpd

The survey was conducted using an internet-based questionnaire, which respondents could access through the CIOB website (www.ciob.org).

In addition to the qualitative and quantitative CPD-related questions in the survey, respondents were also asked to state general demographic data regarding their age, gender, location, job level, job sector, and the number of employees within their organisation.

An email was sent to 29,627 CIOB members informing them that the survey was online. The survey was also available via the CIOB website, and remained open for 5 weeks during autumn 2011.

The sample

The sample consists of 1,549 construction professionals.

95% of respondents are male; 5% are female.

75% of respondents are located in the UK and 25% in the rest of the world.

The majority of the sample consists of professionals working at a senior level in project management or contracting.

38% of respondents work for an organisation employing more than 500 people.

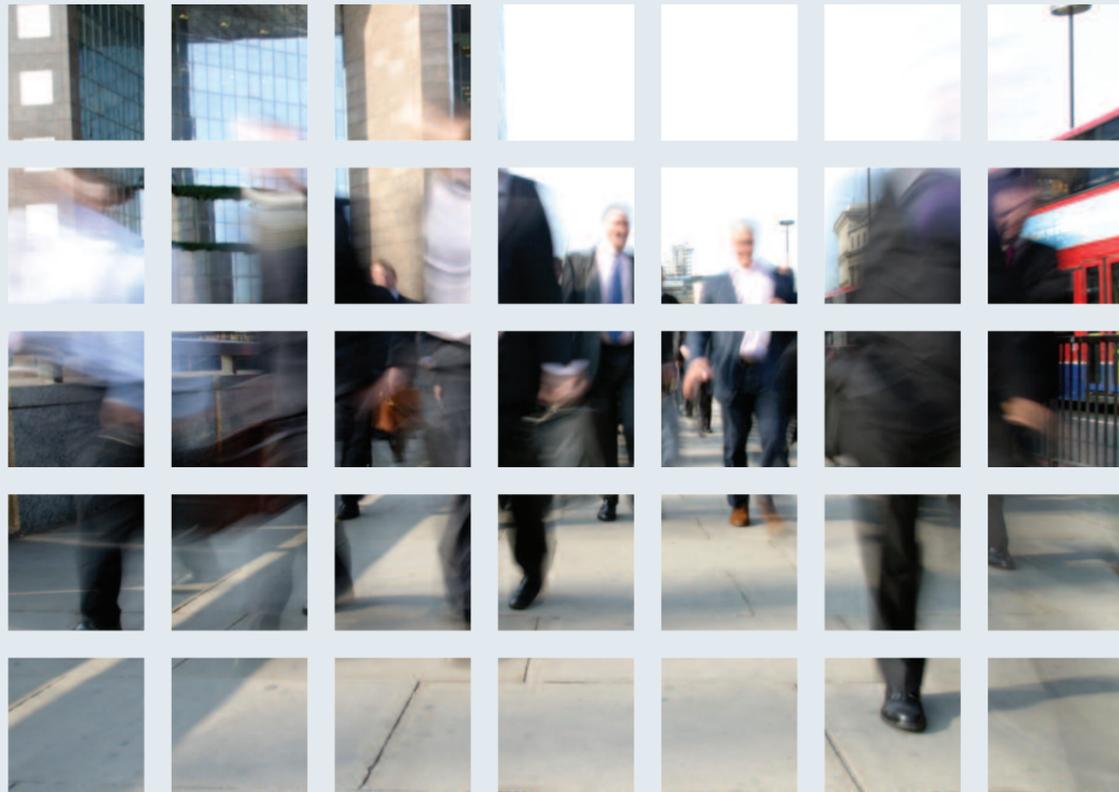


Fig.1
Where are you located?

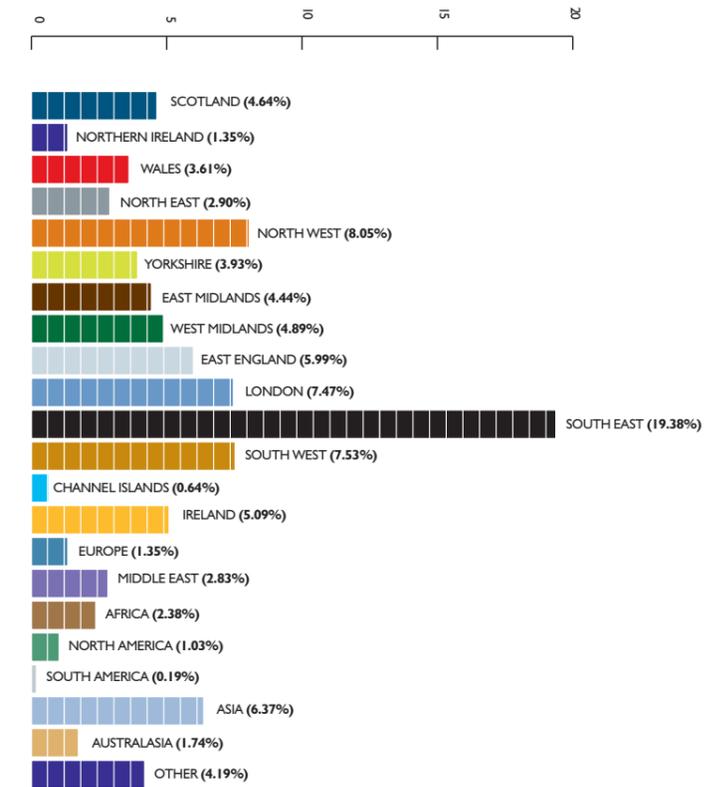


Fig.2
How old are you?



Fig.3
Gender

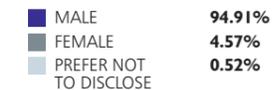
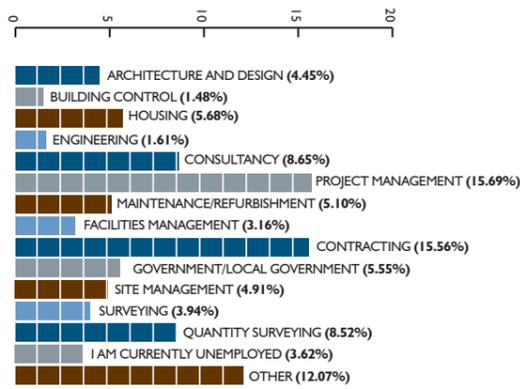


Fig.4
What job sector do you work in?



38% of respondents work for an organisation employing more than 500 people.

Fig.5
What job level do you work at?

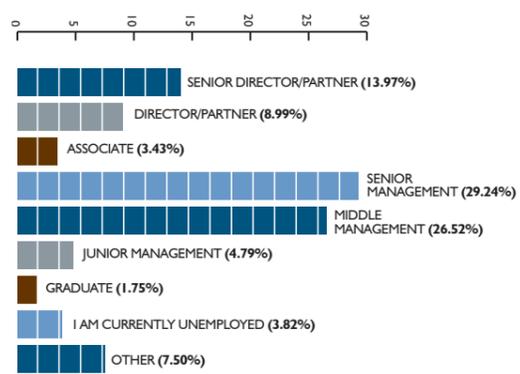


Fig.6
How many people are employed in your organisation?

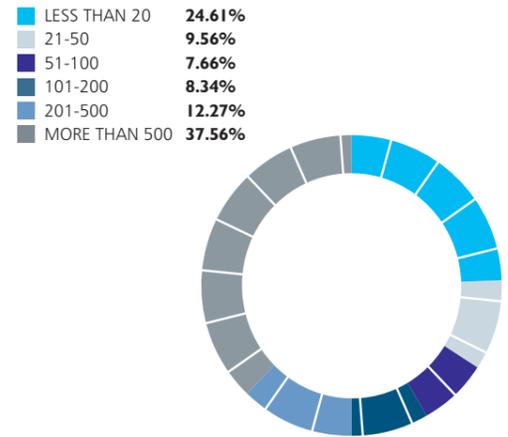


Fig.7
How important to you is CPD?

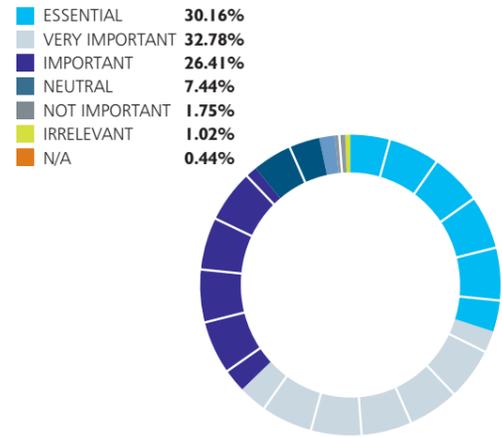


Fig.8
What do you consider the greatest benefits to undertaking CPD?

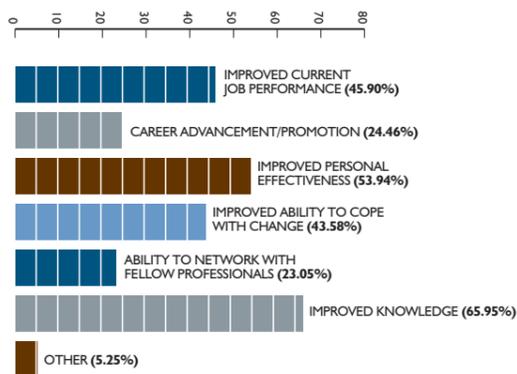


Fig.9
On average, how many CPD events/sessions do you attend per year?

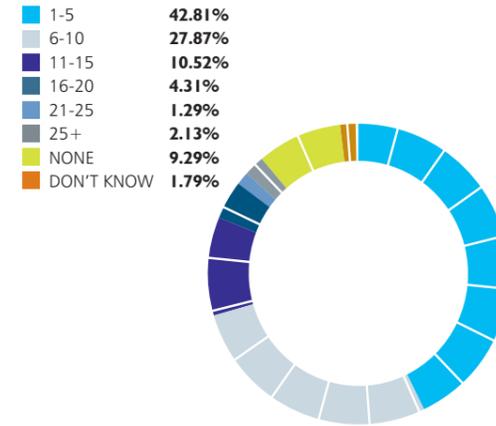
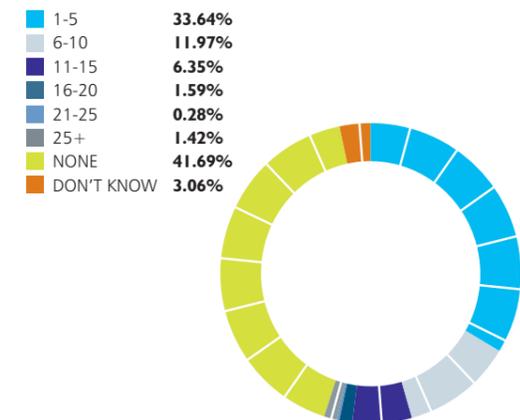


Fig.10
On average, how many online CPD sessions do you participate in per year?



89% of respondents state that CPD is important, very important or essential to them.

Fig.11
Approximately what percentage of your CPD sessions are provided by the CIOB?

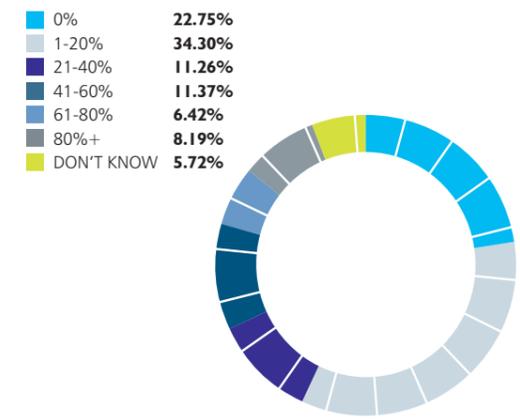


Fig.8: According to respondents, improved knowledge is the greatest benefit to undertaking CPD, while improved personal effectiveness in their job is also seen as a major benefit. Career advancement was seen by just under a quarter of respondents as a benefit to CPD, suggesting effective CPD can lead to recognition from employers.

Fig.10: 55% of respondents participate in at least one online CPD session, compared to 42% who do not participate in online CPD at all. By segmenting the data, 41% of the respondents based abroad (who made up 25% of total survey respondents) participate in no online CPD per year, suggesting this is something that is lacking outside of the UK.

Fig.9: 89% of respondents participate in at least one CPD event per year, with 46% attending more than 6. A number of those who indicated that they attended no events noted in qualitative data that they were now retired from the industry, though they did still read trade press, reports, and keep up-to-date with the latest policy and legislation.

Fig.11 and 12: 72% of the sample undertake at least one CPD session per year as a result of that provided by the CIOB. As this survey was taken by CIOB members, this is to be expected due to the relevance of CPD content related to all aspects of construction management. Three-quarters of respondents would recommend CIOB CPD to colleagues.

Fig.13 and 14: Shows the results from asking respondents how they currently gain all their current CPD, while fig. 14 asks for their top three preferred methods of gaining CPD. There were a total of 9,204 responses to fig.13, while there were 4,520 to fig.14 (from a sample of 1,549).

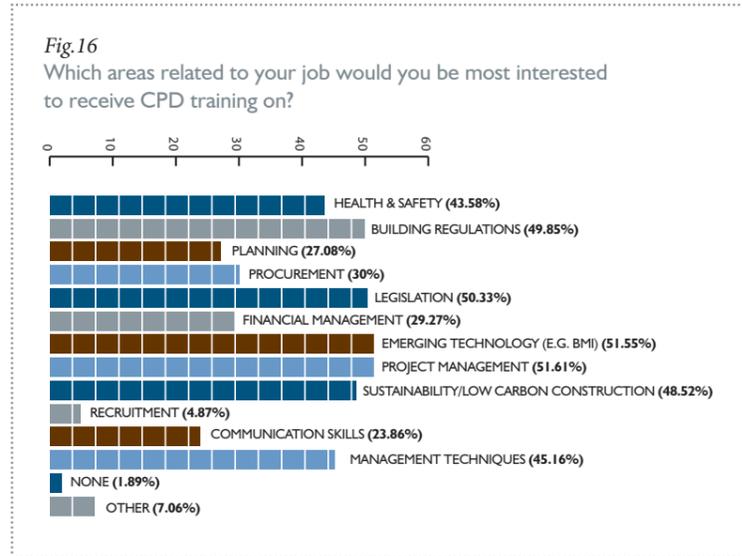
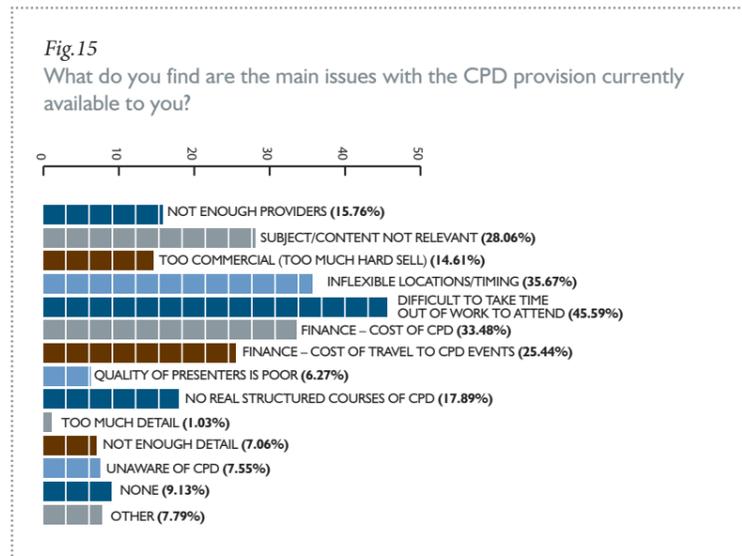
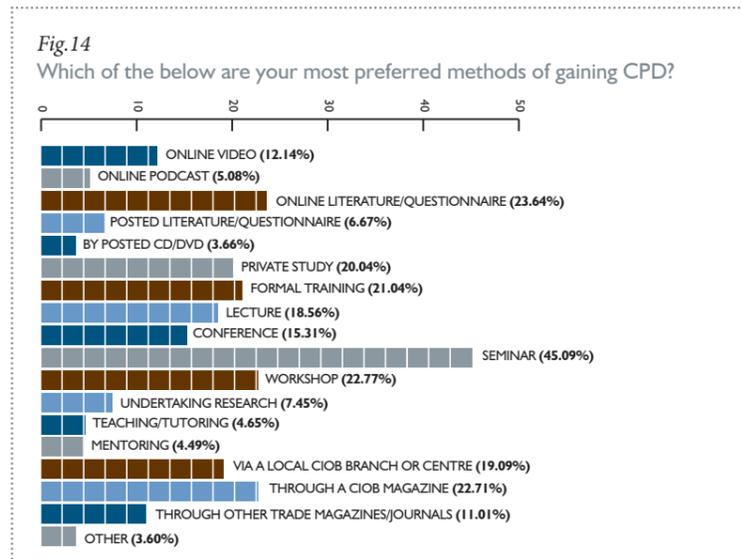
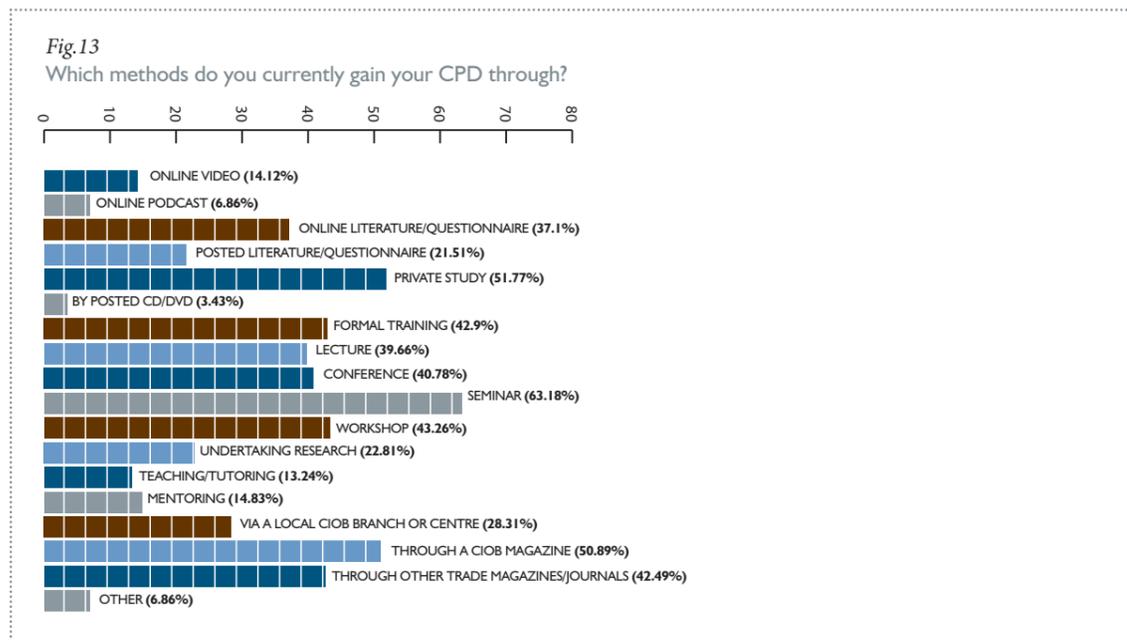
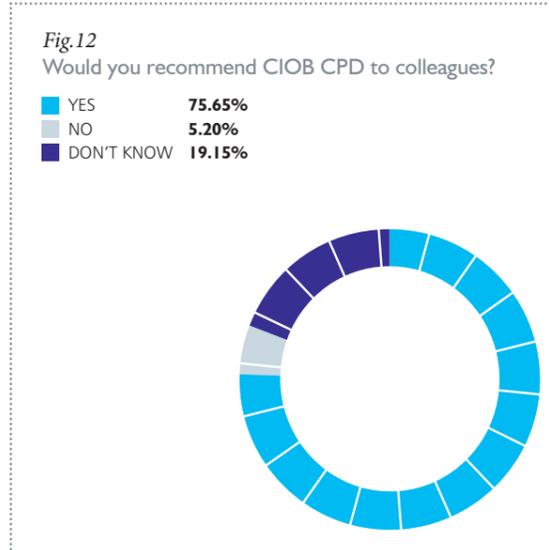
With this proportion in mind, the results show that respondents currently gain their CPD through, in order of the top 5:

- seminars
- private study
- through CIOB magazines
- workshops
- formal training

and that they most prefer to gain CPD through, in order of the top 5:

- seminars
- online literature/questionnaires
- workshops
- through CIOB magazines
- formal training.

The relative correlation between the two sets of figures establishes that respondents are generally happy with the methods of how they currently gain their CPD. However, there are notable exceptions, with online CPD preferred to private study. Indeed, taking into account the CPD activities of online podcasts and videos in addition to online literature, 15% of the proportion of total respondents would prefer to gain their CPD online as opposed to the 11% proportion who currently gain their CPD through this method at the moment.



The responses indicate that the actual presenters at CPD events are of good quality, with a satisfactory level of detail provided.

Fig.15: According to the sample, the main issues with CPD currently available to them are time commitments outside of work (46%) and inflexible locations (36%) as well as the cost of the CPD itself (33%). The responses indicate that the actual presenters at CPD events are of good quality, with a satisfactory level of detail provided. 9% of respondents have no issues with the CPD provision currently available to them.

Fig.16: Respondents state they would be most interested to receive CPD related to project management, emerging technology (such as BIM), legislation, Building Regulations, and sustainability. 'Softer skills', such as communications, are highlighted by almost a quarter of respondents as something they would be interested in receiving CPD training on.

Other areas that respondents commented that they are keen to see CPD geared towards surround dispute resolution, contract law and design.

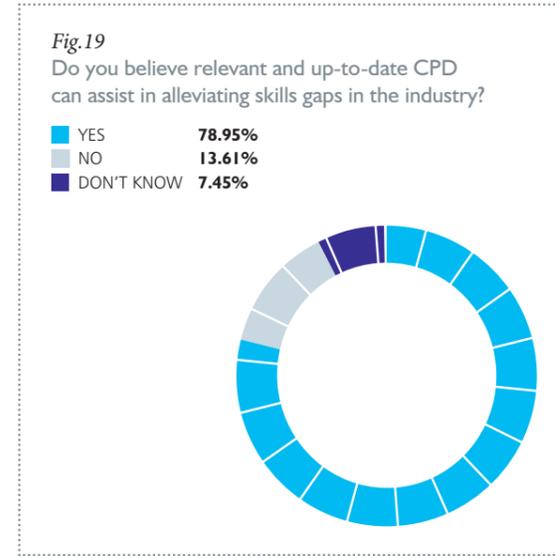
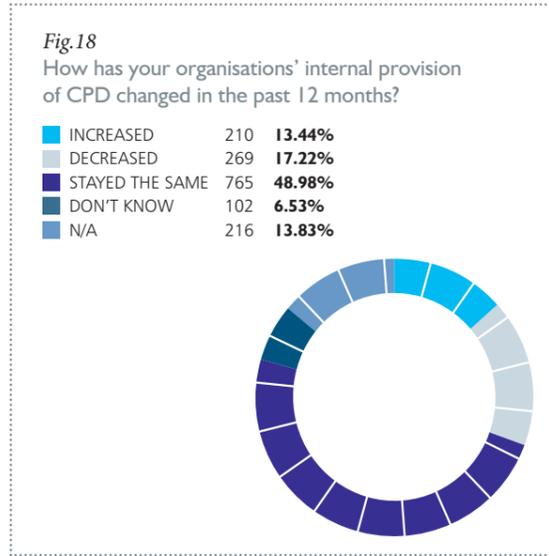
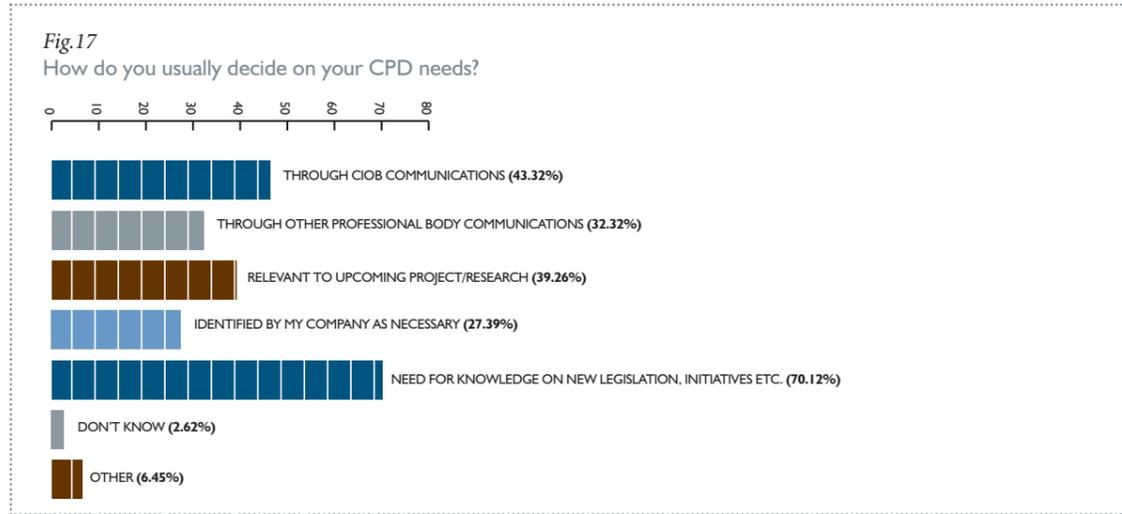
Fig.17: Respondents express that they are primarily (70%) driven to decide on their CPD needs through the advent of new legislation, technology and initiatives, connecting to the topics outlined in Fig. 16. 46% state that communications from the CIOB, likely to be primarily those from the regional branch structure, leads to them deciding on their CPD needs.

Fig.18: The internal CPD provision of respondent's organisations has, for the most part, remained at the same level as the previous 12 months. However, 17% of respondents signify that there has been a decrease (possibly as a result of budgetary cuts in order to better cope with a lack of available work), while 13% indicate there has been an increase.

In segmenting the data by location, it becomes apparent that, with one exception (South East England), more UK

respondents have seen their organisations' CPD provision decrease as opposed to increase. Conversely, with the exception of Ireland and Europe, more of those from outside the UK have seen their organisations' CPD provision increase instead of decrease. This association is likely linked to the current 2011 financial crisis, which is affecting the UK and Europe on a far greater scale than other regions, and with growth in construction in regions such as the Middle East and Asia.

Fig.19: 79% believe relevant and up-to-date CPD can assist in eliminating skills gaps within the construction industry, of which previous CIOB skills research has shown exists.¹



The current difficult economic situation, particularly in the case of UK construction, has seen many professionals made redundant as organisations look to scale back operations due to the scarcity of available work. Those who indicated in qualitative data that they are currently unemployed stated that they still take part in CPD sessions in order to maintain and improve their knowledge and skills.



Topics that respondents are interested to receive CPD on include the ever-changing sustainability agenda, the growing emphasis on Building Information Modelling (BIM), Building Regulations, and new legislation. This is reflected in the fact that 70% of respondents state they decide on their CPD needs as a result of new legislation and initiatives, of which the above are examples of in the construction industry.

With changes to ways of working and both organisations and individuals looking to cut costs in the economic climate (a third of respondents state that finance is a barrier to accessing CPD, the cost of travelling to events is cited by a quarter as an inhibitor, and 17% have expressed that their own organisations'

CPD provision has been reduced in the past year), online CPD is perhaps more relevant than ever. However, to rely solely on online CPD may not be the best approach, with regular networking and a 'personal touch' cited by respondents as being key to personal improvement and, importantly, actually enjoying undertaking CPD.

While there is little doubt that effective CPD can, alongside other factors, support career advancement, this is cited by only 24% of respondents as a perceived benefit to CPD. The results show that CPD improves knowledge and personal effectiveness amongst construction professionals, allowing them to be more productive in both their current and potential roles.

1. Skills in the Construction Industry 2011 (www.cio.org.uk/node/25981)

The Chartered Institute of Building

The Chartered Institute of Building (CIOB) represents for the public benefit the most diverse set of construction management professionals.

Our Mission:

To contribute to the creation of a modern, progressive, and responsible construction industry; able to meet the economic, environmental and social challenges faced in the 21st century.

Our 7 Guiding Principles:

- Creating extraordinary people through professional learning and continuous professional development.
- Promoting the built environment as central to the quality of life for everyone everywhere.
- Achieving a sustainable future, worldwide.
- Advocating exemplary ethical practice and behaviour, integrity and transparency.
- Pursuing excellence in management practice, and technological innovation rooted in evidence based science.
- Being socially responsible and working responsibly.
- Enabling our members to find an emotional resonance with the Institute; their success is our success.

We have over 47,000 members around the world and are considered to be the international voice of the construction management professional, representing an unequalled body of knowledge concerning the management of the total building process.

Chartered Member status is recognised internationally as the mark of a true, skilled professional in the construction industry and CIOB members have a common commitment to achieving and maintaining the highest possible standards within the built environment.

The Chartered Building Company and Consultancy Schemes (CBCs) are a vital part of the CIOB, providing the Institute's members with a further business perspective.

To find out more about the benefits of either individual CIOB membership or CBC schemes go to our website www.ciob.org or call us on +44 (0)1344 630 700 today.



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