

What is Professional Development?

Audio Descriptive Text

Title: Professional Development 101: The Basics; What is Professional Development? Image of Professional Development (PD). Image of PD practices: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. CDC logo for National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. Image of next course title: Professional Development 201: From Basic to Dynamic.

Video Summary

Professional development is a systematic process that strengthens how professionals obtain and retain knowledge, skills, and attitudes. Professional development leverages adult learning principles to engage learners, following a systematic process that includes sustaining, designing, promoting, delivering, following up, and evaluating.

Audio Script

Professional development, commonly referred to as “PD,” is a systematic process that strengthens how professionals obtain and retain knowledge, skills, and attitudes.

PD doesn’t happen by chance. In order to improve organizational practices, you must consciously design PD processes and content with your organization’s goals in mind.

Professional development should leverage adult learning principles to engage learners. That means following a systematic process that includes sustaining, designing, promoting, delivering, following up, and evaluating.

Offerings should be designed so that:

- Participants feel respected.
- The learning environment is safe and supportive.
- The content is relevant to participants’ needs.
- Learning offerings are varied to address the needs of a diverse audience.
- Participants have opportunities to practice skills and apply new knowledge.

For more information about adult learning principles, theories, and learning styles, see the next course in the series, *Professional Development 201: From Basic to Dynamic*.