Red | Section 6
Professional development

We recommend you pay more attention to your professional development. Internal communication is a relatively young profession, and new thinking emerges regularly. To advance your career, consider ways to stay up to date with fresh thinking and approaches.

There are several reasons for investing in Continuing Professional Development (CPD):

- Identify your professional development needs
- Embed reflective thinking into your everyday working life
- Boost your confidence
- Showcase your achievements and knowledge
- Plan your future career goals
- Strengthen your professional credibility

Join a professional association like the **International Association of Business Communicators**, **Institute of Internal Communication** or **Chartered Institute of Public Relations**. All have virtual and in-person events, conferences, and training courses. How do you measure up against the Institute's **professional skills framework**? This may help you pinpoint areas for development.

There is a wealth of free advice online in blogs, podcasts, Ted talks, reports, and case studies. Here's a list of the **top 21** IC podcasts shows. Consider who to follow on Twitter and which groups to join on LinkedIn. Sign-up **here** for Katie Macaulay's *Friday Update* – a short, weekly dose of comms news and views. Ask to join the subscriber list for AB's monthly newsletter – another way to stay up to date on industry trends.

We are big fans of the **IC Kollectif** – an award-winning non-profit dedicated to advancing the internal communication profession. You'll find lots of useful free reports and other resources on its site.

Katie regularly gives presentations to IC teams on current trends and challenges. She will happily develop a tailored presentation for your next team meeting or away day. Contact **Katie** to find out more.

Learn about IC while walking the dog or on your commute – tune into **The Internal Comms Podcast**. Every fortnight Katie puts a thought leader in the hot seat to find out what's new and important in the world of IC.