



UNIVERSITY OF
LIVERPOOL

Invest in success

Continuing Professional Development

Bespoke CPD solutions

Continuing Professional Development (CPD) programmes at the University of Liverpool are designed to *maximise return on investment for your business.*

The benefits to organisations of providing structured, targeted CPD include a greater ability to innovate, higher growth rates and enhanced competitiveness. Research shows that businesses that invest in continuing professional development for their staff during difficult economic conditions are far less likely to fail, and are more likely to meet their development targets during economic recovery.

The University of Liverpool's bespoke approach to developing CPD provision is designed to ensure we understand both your business and development needs. Our aim is to work in partnership with you to develop the ongoing learning and development that your organisation requires.

We would welcome the opportunity to help you to build the high-performance workplace you need in order to thrive in the future.

Chris McLinden
Head of Continuing Professional Development



How can we *help you?*

As one of the UK's top research-led Russell Group universities, with strong international connections, the University of Liverpool has a long and successful track record of helping organisations to achieve their objectives, providing access to a wide range of expertise and transforming ideas into creative solutions.

One of the ways we deliver this expertise is through our flexible and accessible CPD offerings. Our research-led approach ensures that whatever the format of the programme it will be informed by leading-edge knowledge and will introduce the latest high-level skills.

Investment in staff development at every level is essential if organisations are to remain competitive; we can help you to achieve this through our range of learning options and bespoke programmes.

Many organisations of varying size, sector and location are already benefiting from the University's knowledge, skills and expertise and our commitment to staying at the forefront of innovation and research.



The League Managers Association (LMA) *hits the target with help from the Management School*

I wish I had taken this course earlier as I have learnt so much that is certain to help me improve in my future career.

Ole Gunnar Solskjaer
Manager, Molde



The programme, created by Prof Sue Bridgewater, Director of Executive Education at ULMS was specifically tailored to the needs of LMA members and was based on research undertaken across the professional footballing world.

A needs analysis undertaken by the LMA and Prof Sue Bridgewater identified gaps in the depth of knowledge and skills which professional coaching qualifications provided for current and prospective football managers. It was also highlighted that many candidates left formal education early, and didn't gain business or leadership experience during their football playing careers.

The research identified areas in which an applied management toolkit could help candidates both to gain jobs in the tough world of professional football, to remain in those jobs for longer and to progress up the leagues. Learning is practical and applied to the football context. Topics include leadership, strategic thinking, football finance, influencing people and negotiation with football's many and diverse stakeholders.

The Diploma in Professional Studies (Football Management) is jointly funded by the LMA, the Professional Footballers' Association (PFA) and The Premier League.

Benefits of investing in CPD

The business landscape has changed. More than ever, businesses need to ensure that they provide innovative training for their best talent, in order to compete on a global scale. A major priority for organisations of all sizes is to retain these employees and engender a fully-motivated workforce, boosting productivity, reputation and profit.

Equally, to truly differentiate themselves from their peers, the most conscientious individuals now expect their employers to help them continually update and enhance their skillsets.

Engaging in Continuing Professional Development (CPD) from the University of Liverpool allows individuals to accelerate their own career development, while businesses enhance their overall performance through superior knowledge, motivation levels and technical acumen.

When a business engages in CPD, it's investing in its future, through:

- Gaining employees' commitment and loyalty through personal development
- Improved reputation for professionalism and innovation amongst businesses, candidates and industries

- Identifying and addressing skill gaps to increased business-wide performance
- Greater organisational flexibility
- Enhanced skills, technologies and processes from practical, business-specific training
- Improved motivation, increased staff retention and fewer sick days.

Individuals who receive CPD can benefit from:

- More identifiable and achievable career goals
- Undergoing continual training to master the latest skills, innovations and technologies
- A more desirable CV and enhanced employability
- A challenging and motivational way to pursue self-development.

Modern business doesn't stand still, and neither do forward-thinking companies. A CPD course from the University of Liverpool can help to make any business and its workforce genuinely extraordinary.

Did you know?

- In the European Community, an average increase in the level of education in the labour force of one year could lead to an increase in productivity of 7-10% in the short term and 11-15% in the long term. *(UK Commission for Employment and Skills (UKCES), Value of Skills)*
- Latest research shows that many employers are being held back by a lack of skills in the workforce. 60% of companies experiencing skills weaknesses say that their growth has been impaired. *(IoD report, Shackled by the skills crunch)*
- 45% of establishments with hard-to-fill vacancies reported difficulties in meeting customer service objectives. 42% reported that this has led to a loss of business. *(UKCES, UK Employer Skills Survey)*
- 48% of establishments with skills gaps in their workforce report that this leads to increased workload for other staff. *(UKCES, UK Employer Skills Survey)*



Explore your potential

The University of Liverpool is home to a vast range of specialist expertise, with research and academic staff collaborating to develop multidisciplinary solutions.

Our bespoke and flexible training packages, delivered by leading-edge researchers and teaching professionals, deliver the skills needed by organisations to excel in a globally-competitive marketplace.

Our wide-ranging knowledge covers the following themes:

- Digital Technologies
- Energy and Sustainability
- Environmental and Physical Sciences
- Health and Wellbeing
- Management and Enterprise
- Materials, Advanced Design and Manufacturing
- Society and Culture
- Veterinary Science



Case Study: Growth Catalyst

Growth Catalyst aims to improve the productivity and profitability of SMEs, by improving leadership abilities, business processes and the confidence of the owner manager. Essentially the programme enables SME owners to work strategically on the business so that it can grow and is more likely to sustain itself.

The University of Liverpool Management School developed the programme in line with the Northern Leadership Academy (NLA), 'Principles for SME Management and Leadership Development'.

Growth Catalyst was developed by experts in the field of leadership and management. The unique programme employs an integrated delivery model, delivered over an eight month period on a part-time basis.

Around 210 Liverpool based businesses have attended the programme and of the most recent cohort 95% of the delegates felt that they were better leaders as a result of the programme.

I now appreciate the importance of being a leader, not a manager. I have grown in confidence and have a clearer understanding of what I need to do, to take my business to the next level.

Corinne Smith
International Translations Ltd.

Flexible Learning Processes

We appreciate that time can be a major obstacle preventing many organisations from investing in CPD provision. Our courses are designed to be responsive to a business's working practices and incorporate delivery options such as online, blended and face-to-face learning, with flexible schedules and a choice of venues.

At the University of Liverpool we're proud to offer high-quality programmes with a range of accreditation options including:

- Academic accredited courses
- Professional institute accredited courses.

If accreditation is not essential, we also offer non-credit bearing short courses which conform to the standards of the accredited courses offered.

We are focused on understanding your business's needs and concentrating your learning around those needs.





Case Study: *Healthcare Overview*

Lifelong learning is central to our approach when it comes to professional healthcare education. The University offers high-quality CPD courses from across our many schools and research institutes, all designed to meet the needs of a complex and constantly changing healthcare environment.

To meet the specific demands of the market, we have adopted a stakeholder approach to course development involving consultation with clinicians, clinical managers and academics. We offer short courses, executive training and academic or professionally accredited courses that can build towards a postgraduate qualification, tailored to meet the needs of organisations or individuals.

Our courses are delivered by experienced, expert practitioners and informed by the latest research. We have a growing portfolio of innovative postgraduate and CPD courses which offer greater flexibility for busy healthcare professionals seeking to progress in their careers. Educational delivery is student focused, designed to meet professional needs and learning requirements, including 'face to face', online and twilight delivery.

Undertaking continuing professional development activity at the University of Liverpool furthered my career progression from a senior clinician to a therapy manager. From a personal perspective, it enhanced my knowledge and skills in leadership, communication, critical thinking and evidence based practice, all of which enables the successful application of innovative service improvements.

Rebecca Hope
Therapy Manager
East Lancashire Healthcare NHS Trust

Case Study: *English Language Centre*

The University of Liverpool English Language Centre has a long history of providing support to international students, and now offers its expertise to those seeking CPD opportunities in a UK campus environment.



We offer bespoke training for teachers, specialist courses for government, and can tailor any course to your professional needs.

If you are looking for developmental opportunities for you or your staff, please contact us at [E: elc-coms@liverpool.ac.uk](mailto:elc-coms@liverpool.ac.uk) to make an enquiry.

I have learned a lot from the enlightening lectures in ELC and I have actually been trying to apply the strategies and ideas I have learned from ELC, which has proved to be effective and helpful in my classroom. I understand our enjoyable stay in Liverpool was due to you and your staff's thoughtful plan and arrangement. I appreciate your work and I miss you all!

Qiong Wei
Part of a training course for Anhui Polytechnic University, China

Bespoke programmes

Our customisable CPD provision reflects the need for organisations to develop specialist, customised programmes of professional development and executive training which reflect HR and wider business development activities. This is achieved through a variety of methods, including the delivery of programmes in partnership with other organisations.



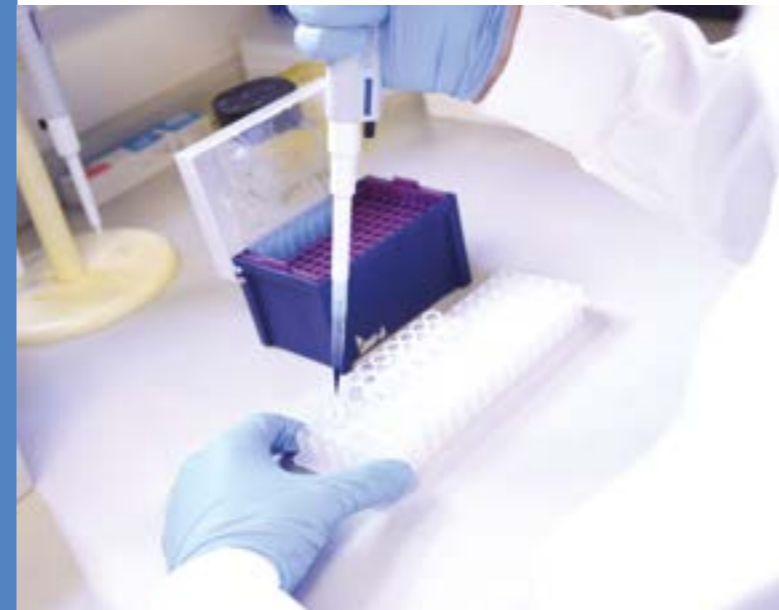
Case Study: Online Course in Genetic Testing Ovarian Cancer

The Faculty of Health & Life Sciences is committed to collaborative provision with partners both internal and external to the University. This international online course involves joint working between the University of Liverpool, Liverpool Health Partners, Liverpool Women's NHS Foundation Trust and Astra Zeneca.

It is a wholly online, non-credit bearing course, specifically designed for clinicians who work within the field of genetic testing and ovarian cancer. Using an incremental approach, the course builds delegates' understanding of the BRCA 1 & 2 genes, the need for effective genetic testing and its potential impact.

It includes a series of 10 online lectures delivered by experts in the field supported by videos, case studies, patient scenarios and quizzes. Course participants are taught how to extract a detailed family history from patients, in order to construct a comprehensive family tree.

Central to all of this is the need to communicate sensitively with patients at a time when they are feeling most vulnerable.



Case Study: *Acoustics*

The Acoustics Research Unit has been providing innovative CPD courses such as the Certificate of Competence in Environmental Noise Measurement and the National Laboratory School, which is part of the Institute of Acoustics Diploma in Acoustics and Noise Control for over 20 years.

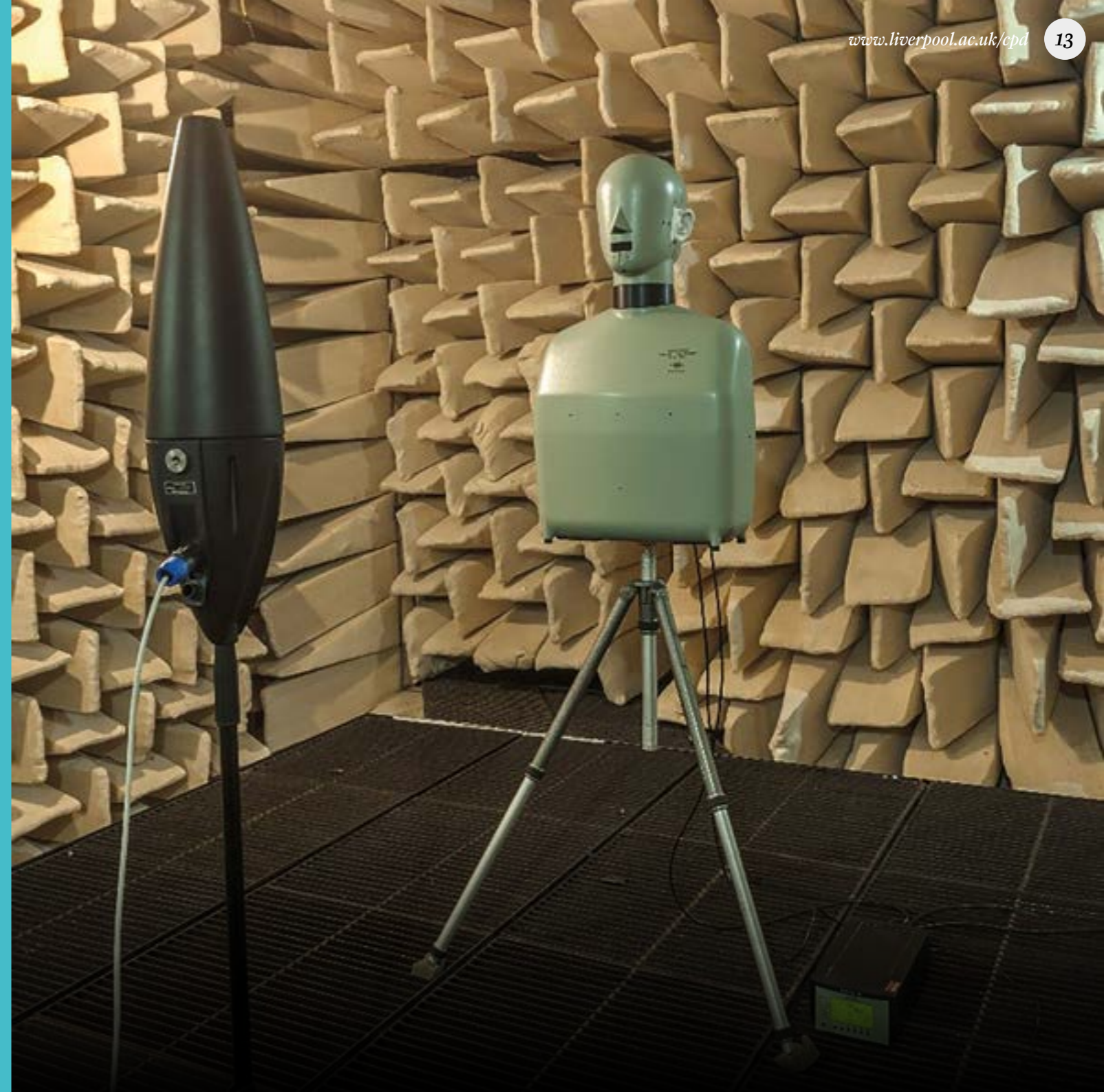
The courses offer training in acoustic metrology to Environmental Health Professionals as well as Acoustic Consultants. We can also consider delivering bespoke courses in acoustics to fit your training needs.

The courses are run in a large well equipped laboratory complex that includes several specialist acoustic test chambers and state-of-the-art measurement equipment. The facilities allow course candidates to hear the acoustic phenomena described in lectures and enhance understanding of the mathematical elements of the courses. The courses are delivered by academic staff with a proven track record in teaching and research.

The ARU has produced world-renowned research for more than 40 years and uses this knowledge and expertise to provide high-quality consultancy services to industry, working with manufacturers, government departments and architectural practices.

We are an acoustic consultancy specialising in environmental noise and over the past 8 years have put over 20 staff through the Institute of Acoustics CCENA course at the ARU University of Liverpool. It is for us a minimum standard for theoretical and practical acoustics and a key benchmark requirement for all our engineering and physics qualified staff to undergo prior to “on the job training” and further academic study. We have tied this training into our UKAS quality manual and we would thoroughly recommend it to anyone who will be undertaking or assessing technical reports on environmental noise. Like all worthwhile courses it provides a rigorous approach to the techniques and standards and we liked the fact that it has a written exam and project at the end to test the understanding of the candidate. It is a full weeks course and when compared to other 1, 2 or 3 day courses in other technical disciplines it is phenomenal value for money given the facilities available. It comes highly recommended.

Dr Bill Whitfield, BA, MSc, PhD, MIOA
Managing Director noise.co.uk Ltd.



Science and Technology Leadership Programme

Collaborating with senior scientists and engineers from The University of Liverpool's strategic research partner, the National Nuclear Laboratory, academics from the University of Liverpool's School of Engineering developed an innovative, high-level professional education programme for both NNL staff and the wider Science and Technology community.

The Award in Science and Technology Leadership is a 35-credit programme consisting of four 5-credit modules plus a 15-credit embedded assignment performed within the delegate's organisation. Delegates undertake a sequenced timetable of lectures, seminars, interactive tasks and discussions including one day intensive workshops at the Liverpool in London Campus, supported by online materials and guided reading before reflecting on the same themes in the final work based project.

Key benefits for delegates include:

- Ability to evaluate and self-regulate your own managerial and leadership potential
- Capacity to exercise leadership, responsibility and initiative in complex and unpredictable situations
- New insights and issues in your area of professional practice
- Experience of applying critical and creative thinking to develop appropriate solutions to complex technical problems
- Heightened professional image distinguishing yourself from your professional peers.

Key benefits for organisations include:

- More responsive and proactive technical approach to solving customer problems
- Improved understanding of the issues of importance to your customers through excellent technical dialogue
- Well-articulated technical solutions your customer will understand
- A more empowered workforce that aspires to best practice technical performance
- Enhanced reputation for professionalism and innovation.

The programme has been accredited by the ILM and through completing the programme delegates also receive the ILM Level 7 Award in Leadership and Management.

The STLP provided a refreshing break from the day job to consider important topics relevant to developing technical staff. Eann Patterson's Technology Leadership helped me recognise my own "wow" project and Chris Rhodes' Ethics discussion added a new filter to the way I plan and execute work.

Simon Woodbury
Technology Manager
Measurements and Analysis, NNL

NATIONAL NUCLEAR
LABORATORY

University of Liverpool in London

The University of Liverpool was the first non-London based Russell Group university to open a campus in London; our centre for excellence in the heart of the city's financial district, offers innovative, professionally-focused programmes.

The University of Liverpool has earned its reputation as one of the UK's leading research centres, through innovation and wide-ranging expertise. Our campus in London offers a fusion of this academic rigour alongside strong business connections and premium facilities. We have collaborated with organisations across a wide variety of sectors to enrich their workforce and achieve their objectives.

A carefully developed portfolio of programmes delivered at our centre of excellence in London, has been designed to produce a highly-skilled, commercially aware workforce.

Our London campus offers particular expertise in the areas of:

- Finance, Accounting, Business and Communication
- Design
- Health.

Our existing links with London-based employers, professional institutes and policy makers enable us to offer our students the opportunity to enhance their capability in one of the world's most dynamic and inspiring cities.

All programmes are delivered by our University of Liverpool staff, and benefit from the University's research excellence, ensuring students study at the very forefront of knowledge in their field.

We are ideally placed to build on our excellent networks within the professional community both nationally and internationally.

Continuing Professional Development at the University of Liverpool in London provides opportunities for individuals and organisations alike to gain maximum benefit from professional courses enabling you to remain at the top of your game in today's fast changing and competitive working environment.

Whether you are an individual considering your continuous professional development options or a business requiring bespoke continuous professional development course provision, we are interested in working with you.



Case Study: *Liverpool University Dental Hospital*

Dental Nurses play a vital role in the care of patients who are receiving dental treatment under Conscious Sedation. They need to be able to understand the complex needs of anxious patients, the theoretical and practical aspects of Conscious Sedation, and enhance their skills in areas such as communication and team-working.

Here at the University of Liverpool, we have developed a learner-centred course which encourages self-directed learning and enables Dental Nurses to apply their knowledge to clinical scenarios.

As part of our blended learning approach, we use online resources to facilitate the Dental Nurses to learn in their own time. Different teaching media allow different learning styles to be accommodated. We also have a diverse range of speakers who bring their own experiences and techniques to the learning environment. We enable the Dental Nurses to develop the practical skills required to treat patients under sedation in their own workplaces, and support them in becoming competent in the practice of Conscious Sedation.

The course is very interesting. There is a lot of information to take in but the lecturers make it easy to understand in their presentations. I like the academic and practical aspects of the course. It is hands-on as well as theory work so involves you doing something rather than just reading about it or watching other people do it. I found the cannulation practical session very useful and fun!

Sarah Whittaker
Dental Nurse,
Liverpool University Dental Hospital



Case Study: *Virtual Engineering*

The use of advanced modelling, simulation and immersive visualisation (Virtual and Augmented Reality) is recognised as an effective and robust means for companies to design and test new concepts and processes without the need for costly and time consuming physical prototypes.

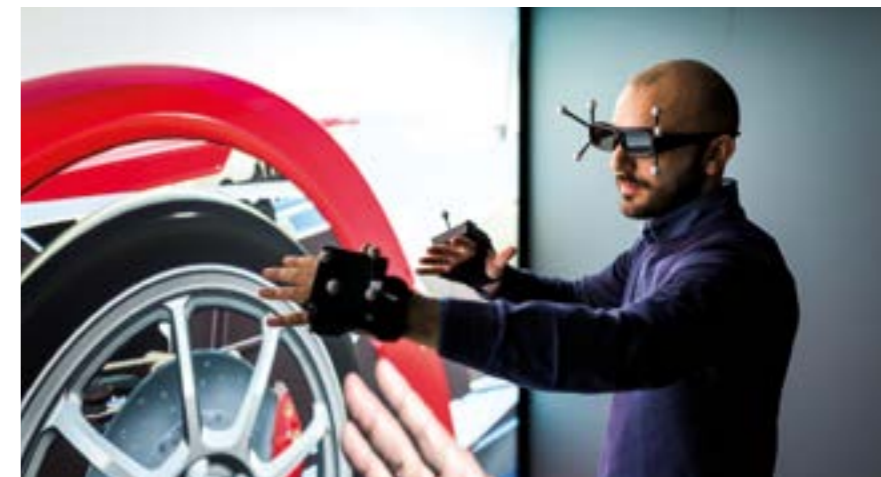
The Virtual Engineering Centre (VEC) provides innovative solutions to industry using the latest digital engineering tools and expertise in advanced modelling, simulation and visualisation technologies to support organisations of all sizes increase their efficiency and competitiveness in a global market. Traditionally working within the advanced manufacturing industries such as aerospace, automotive and energy, the VEC has a track record in working with medical and FMCG sectors.

The VEC faculty is also available at the University's central London base. Through their innovation sandpit and use of digital laboratories and virtual test beds, the VEC offers businesses the opportunity to understand and find solutions to challenges arising across the product development, operations and maintenance.

The VEC helps businesses to access new digital technologies and understand the value of where and how they can be integrated into their standard processes to improve productivity and reduce risk.

An example of the types of CPD on offer includes helping organisations to explore and embed the use of Virtual Reality to improve product design and manufacture, and accelerated training within organisation.

Through its tailored CPD provision, the VEC offers a combination of focused open courses and bespoke company programmes across the broad range of digital engineering disciplines.



The positive impact on the business gained from the deployment of the new toolsets at the Bentley site has been a direct result of this innovative collaboration between us, the VEC and agile Northwest SMEs. Existing 'off the shelf' hardware and software solutions, including toolsets already in use, did not offer the 'step change' we have achieved through STRIVE to reach our strategic goals.

Mark Harding
Manufacturing Project Leader for
Continental and Flying Spur at Bentley Motors

Case Study: *Acute Clinical Oncology in the UK*

With the increasing incidence of cancer and the wider availability of treatment options, a significant proportion of acute admissions to hospitals are accounted for by cancer patients. The management of these acutely unwell patients requires both multidisciplinary and evidence based approaches.

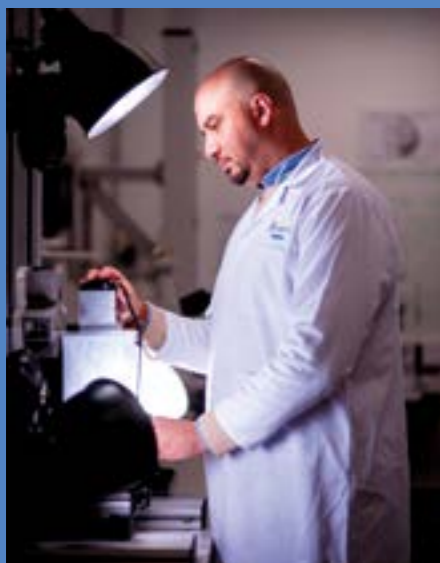
This 15-credit bearing master's level course has been developed with clinicians working in the field of acute oncology. It aims to develop the practitioner's in-depth knowledge of assessment and management of acute oncology presentations to both general hospitals and specialist cancer units. This eight week course is delivered wholly online and is highly interactive with audio-visual presentations, quizzes and cased based interactive discussion boards.

Topics and themes covered during the course include:

- Basic sciences and principles of management of malignant disease
- Acute presentations related to complications of malignant disease
- Acute presentations related to complications of Systemic Anti-Cancer Treatment (SACT)
- Acute presentation related to complication of radiotherapy
- Palliative care, care of the seriously ill patient and care of the dying
- United Kingdom National Health Service, cancer strategies and service provision
- An overview of the roles of the multi-disciplinary teams in the management of cancer and cancer services
- An introduction to relevant documentation and strategies to implement change within cancer services.

Both Lizzy and I really enjoyed the course. It has certainly helped our knowledge and understanding, which only enhances practice. With new patient talks and pre-assessment in chemo, I have found myself explaining more to the patients and delving into potential problems not identified as side effects but having the possibility of impacting post-chemo care.

June Holmes, Lilac
Chemotherapy Centre at Whiston Hospital
(St.Helens and Knowsley Trust)



Facilities

The University offers a wide range of facilities, including specialist centres, equipment and laboratories. Our award-winning business and conference hub, the Foresight Centre, is housed in an impressive Grade II listed building, providing a stunning backdrop for conferences and events. With 20 meeting rooms and atrium areas, the centre offers a comprehensive meeting space, providing everything from flexible, innovative spaces to a more formal business setting.

Located in the heart of the city, the University campus boasts good transport links and a range of modern lecture theatres and seminar rooms, while our off-campus facilities are situated in a peaceful and private parkland setting. For those engaging in our e-learning options we offer a range of online facilities to ensure that learning is supported in the best possible way.

Examples of our specialist centres include:

Materials Innovation Factory

The MIF Open Access Area houses one of the highest concentration of materials science automation robotics in the world.

Virtual Engineering Simulation Laboratory (VESL)

The VESL provides users with a purpose designed Autonomous Systems Demonstration and Certification facility.

Robotics and Autonomous Systems Laboratory (RASL)

RASL provides a networked simulation and visualisation facility that bridges the gap between advanced robotics in the laboratory and the real world.

Virtual Reality (VR) Laboratory

Large scale 3D stereoscopic visualisation suite provides depth perception and spatial awareness provides greater insight into the product or process being assessed.

Haptics Laboratory

The Haptics laboratory provides an exploratory environment to simulate and optimise assembly and maintenance tasks such as those required in automotive, aerospace and other manufacturing industries.



Other ways to work with us

The University of Liverpool's research confronts contemporary challenges, disrupts current thinking, discovers real solutions and develops practical applications for outcomes, creating opportunities for collaboration. Whether you're a large or small organisation, an individual or an academic institute, we channel research power into our collaborations.

With a focus on partnerships, a flexible approach, and access to various funding, our Business Gateway helps organisations to achieve their objectives by providing access to cutting-edge knowledge, skills and expertise.

The Business Gateway team is happy to discuss opportunities for organisations to engage via:

- Consultancy
- Intellectual Property (IP)
- Knowledge Transfer Partnerships (KTP)
- Postgraduate studentships and PhDs
- Research programmes
- Student products and placements.

For more information visit www.liverpool.ac.uk/businessgateway



For more information about bespoke CPD provision at the University of Liverpool and our wide range of existing courses, contact:

CPD Team

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www.liverpool.ac.uk/cpd