



Middlesex
University
London

Review of Learning

Doctorate of Professional Studies (DProf)

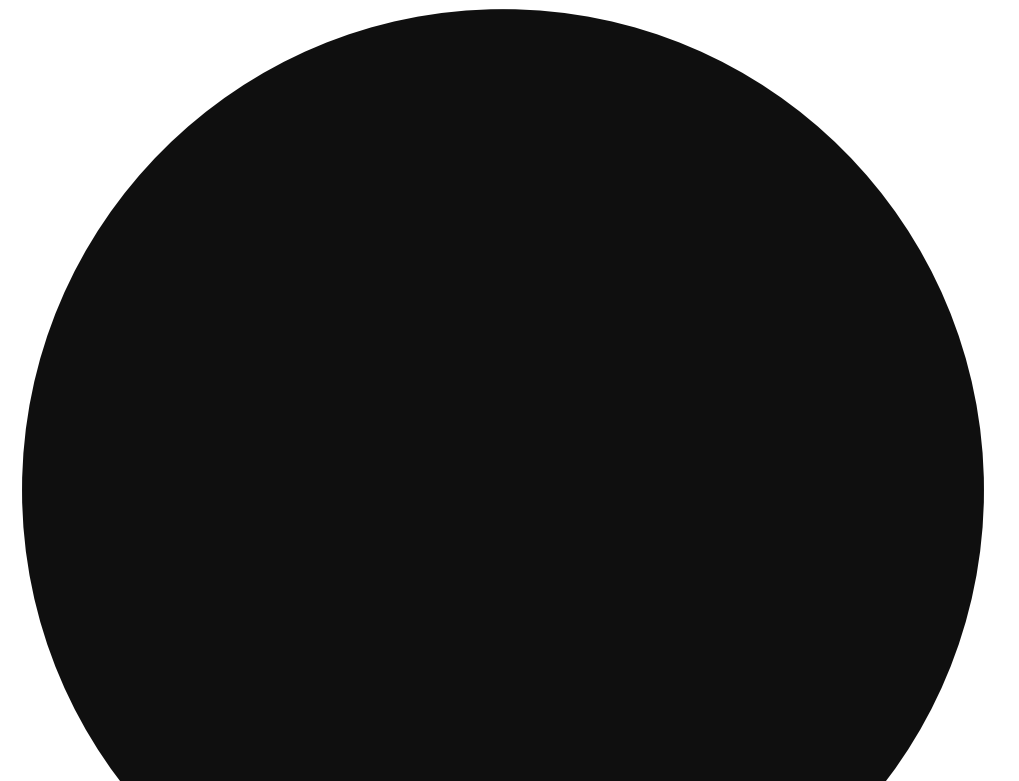
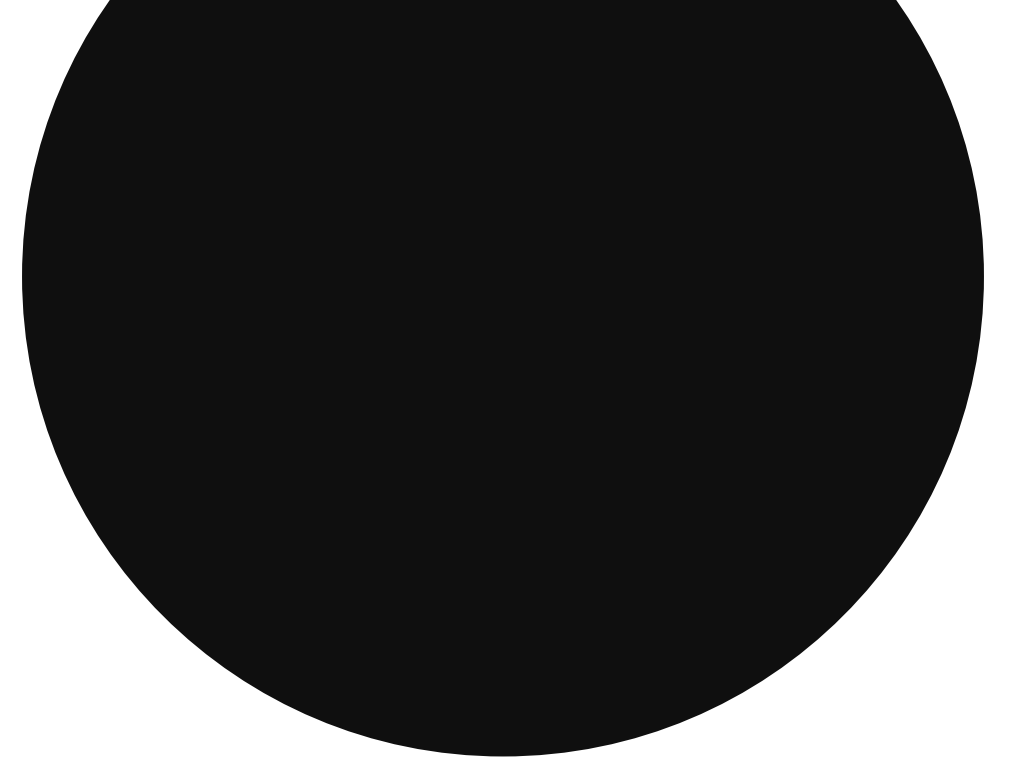
Emma Owen

Student Number: M00787514

Agenda

- Reflection – Before and After DProf
- My Education
- My Work Experience
- The CPD Register
 - Quarterly Reviews
 - Reports
 - Research Project
 - Certification
- Why a Doctorate
- Critical Literature Review
- Ethics
- Well-being
- Questions

Reflection?
Reflections



My Education

It's been a journey....



2011–2015

Advertising Management
and Brand Management



2020–2022

MSc Digital Marketing



2025 – Present

Doctor of Professional Studies

Undergraduate Degree



How did I reflect on this?

Dricoll's (1994) What? So what? Now what?

- ✓ Graduated with a 2:1 Grade
- ✓ Ready to start a Career in Marketing
- ✓ Goal of Becoming a Marketing Director





Master's Degree

How did I reflect on this?

Schlossberg's (2011) Transition Theory

- ✓ Graduated with Distinction
- ✓ Balanced Master's with Full Time Employment
- ✓ Stengthened my Research Mindset



Doctor of Professional Studies

2025-2030

Work Experience

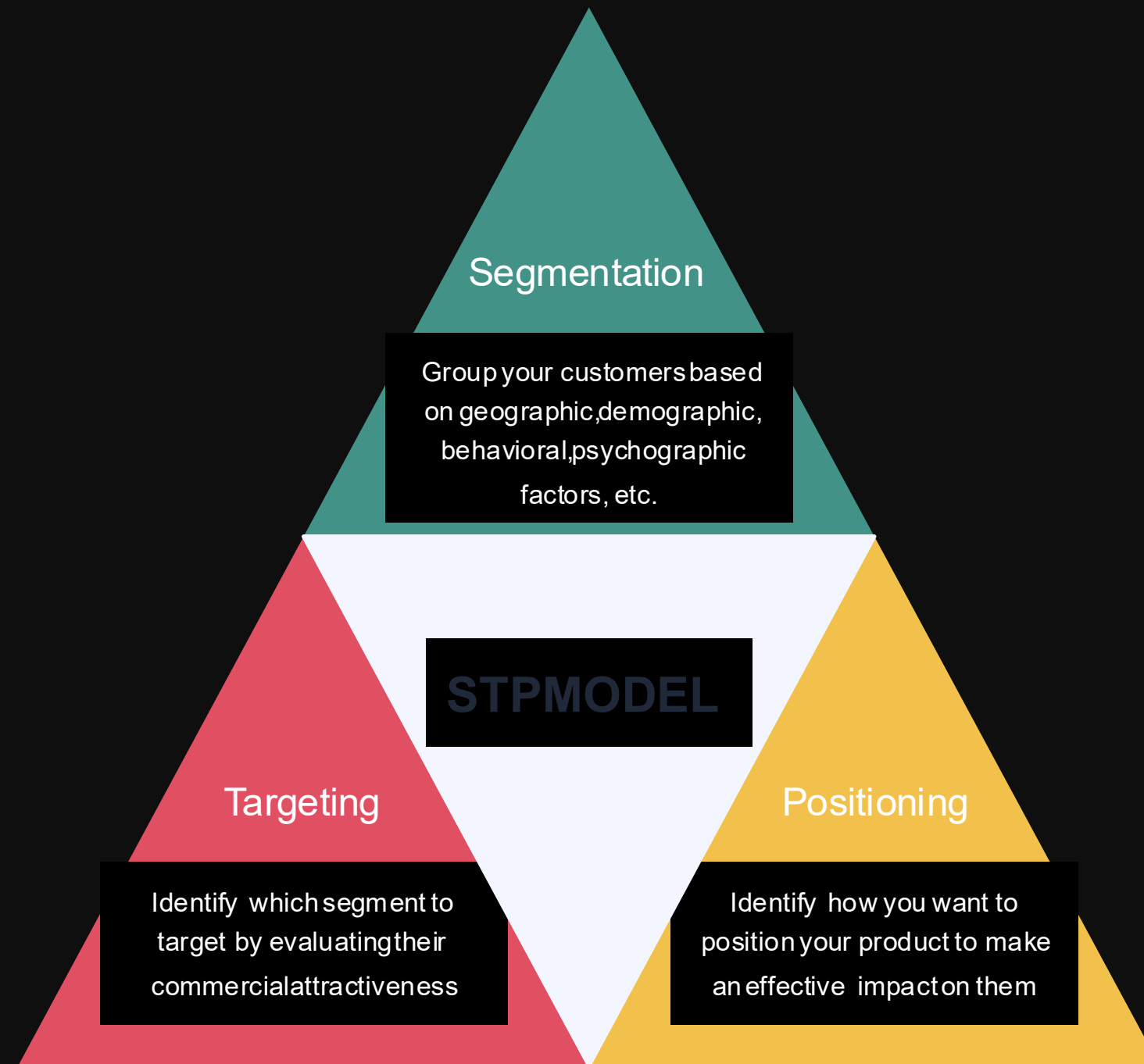
2015–2020



education|group



Psittacus Ltd



(Kotler, 1997).



McCarthy
(1984)

New Career Opportunities

My strong research skills were recognised by my employer, and together we decided to move me from Marketing Manager to R&D Manager. This change reflected my adaptability, personal goals, and the self-directed growth I demonstrated during my studies.

A Career for Personal Motivation

I prioritised my interests, values, and skill development over traditional vertical progression, practicing career crafting to create a meaningful and fulfilling career.

Leveraging my Marketing Skills

I continue to use my marketing knowledge to understand the market orientation of The CPD Register. This allows me to proactively identify customer needs and respond to industry trends, particularly regarding the quality of CPD accreditation.

Overcoming Challenges

By being proactive and investing in my learning, I expanded my capabilities and strengthened my adaptability, building resilience and confirming my readiness for further research and professional development.

Work Experience

2020 – Present







Research Project

CPDEXPO

CPD Accreditation Service Providers

Search

Create Listing

CPD Accreditation

Investigate

About

More

Manage Listing

 0333 1889 783

CPD Certified Courses & Accreditation Verification

Activity Title, Provider Number, Trainer Name

Search For Everything

Search Register

When searching please do not include #.

The CPD Register

“ The CPD Register is a Certification Body, setting high standards for CPD Accreditation. When searching our CPD Directory, you can be assured that the courses listed have been accredited to these high CPD Standards, by certified CPD Accreditation Organisations, recognised by The CPD Register ”

The CPD Register

International House, 6 S Molton St, London W1K 5QF, United Kingdom

Get more reviews

4.8



17 reviews

Reviews aren't verified ⓘ



Arshia Fatima
2 reviews

⋮



3 months ago

Chatting with Emma in Details with so comfortable and relaxing manner with regards to a fake CPD Provider amazing

 Hover to react





The CPD Register (owner)
3 months ago

⋮

Thank you for the great review, glad we could help!



Aria Buckler
4 reviews

⋮



9 months ago

Emma was amazing at helping with an urgent matter. Even though it was during the holidays. Very grateful for the speed and professionalism

 Hover to react





The CPD Register (owner)
9 months ago

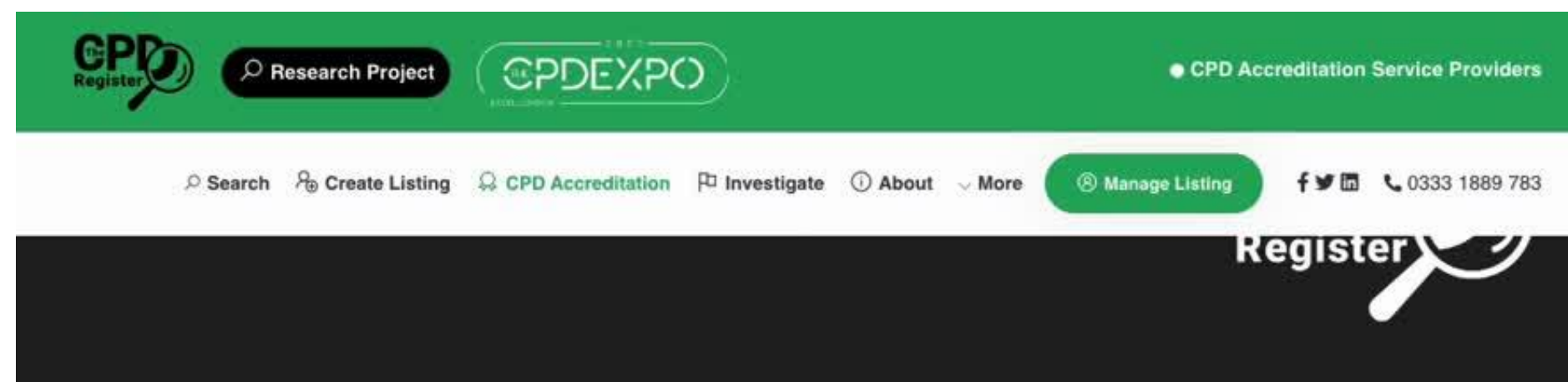
⋮

Thanks Aria, we're glad we could help! We'll let Emma know of your kind words.

To help consumers verify CPD accreditations for activities, providers, and trainers, addressing the credence goods problem in the CPD industry, where service quality is difficult to assess (Akerlof, 1970; Bonanno et al., 2019).



Quarterly Reviews



The CPD Register Certification Body

As a Certification Body, The CPD Register has carried out a full assessment and evaluation of the CPD Accreditation Organisations below that provide CPD Accreditation Services.

The CPD Accreditation Organisations below have met our Criteria for Recognition and Conditions for Certification and have therefore demonstrated their expertise, professional integrity, competence, credibility and have been formally identified and provided evidence to The CPD Register that they are committed to and deliver a high standard of CPD Accreditation.

This means that the CPD Accreditation Organisations below offer and provide a high quality CPD Accreditation Service and have been certified and are recognised by The CPD Register Certification Body.

If you are a CPD Provider or CPD Consumer, you can be reassured that the CPD Accreditation Service, CPD Courses and CPD Activities that have been accredited by these organisations are meeting and delivered to high CPD Standards.

Certified and Recognised CPD Accreditation Organisations

The CPD Group Ltd - Overview

The CPD Group have provided CPD Accreditation Services since 2017, they provide a high-quality accreditation service through their unique, bespoke and innovative online Accreditation Platform and are one of the market leaders providing CPD Accreditation.

Their expertise, knowledge and dedication to high CPD Standards has been clearly demonstrated, based around their clear and informative assessment frameworks, which are simple to follow and support CPD Providers throughout the accreditation process.

They clearly understand that CPD learning is delivered in a variety of formats and provide CPD Accreditation





Reports

Check Accredited CPD, is it C x The CPD Register :: Admin P x +

thecpdregister.com/report

CPD Register Research Project CPDEXPO CPD Accreditation Service Providers

Search Create Listing CPD Accreditation Investigate About More Manage Listing 0333 1889 783

Investigate Continuing Professional Development Accreditation

Do you have a concern or are unsure about a CPD course or CPD training provider?

The CPD Register was created to help consumers make informed choices and decisions when purchasing CPD Accredited Training. Our aim is to give you peace of mind that the CPD Activity you are looking to engage with or enrol on has been properly accredited by a robust accreditation organisation.

As the CPD Accreditation industry is non-regulated there are lots of 'so-called' Accreditation Organisations ([visit our rankings page](#)) essentially creating and selling a "CPD Accredited" Stamp or Logo without a robust review process in place. Because of this, it is often difficult for consumers to be certain that the CPD Activity they have purchased or looking to purchase has been reviewed and assessed to a high set of CPD standards.

Over the years, we have had many consumers come to us having paid thousands of pounds to a CPD training provider who have advertised that a course is CPD Accredited only to find out that the Accreditation has either lapsed, never actually taken place, is of a poor standard or is simply a fake accreditation.

At The CPD Register, we want to raise standards within the CPD industry as well as protect the consumer when purchasing CPD accredited activities. That's why we have worked closely with consumers and organisations that are using the CPD Register daily to investigate the legitimacy of Accredited CPD Activities and CPD Training Providers, some of which have led to criminal prosecution.

Organisations that we have worked with:

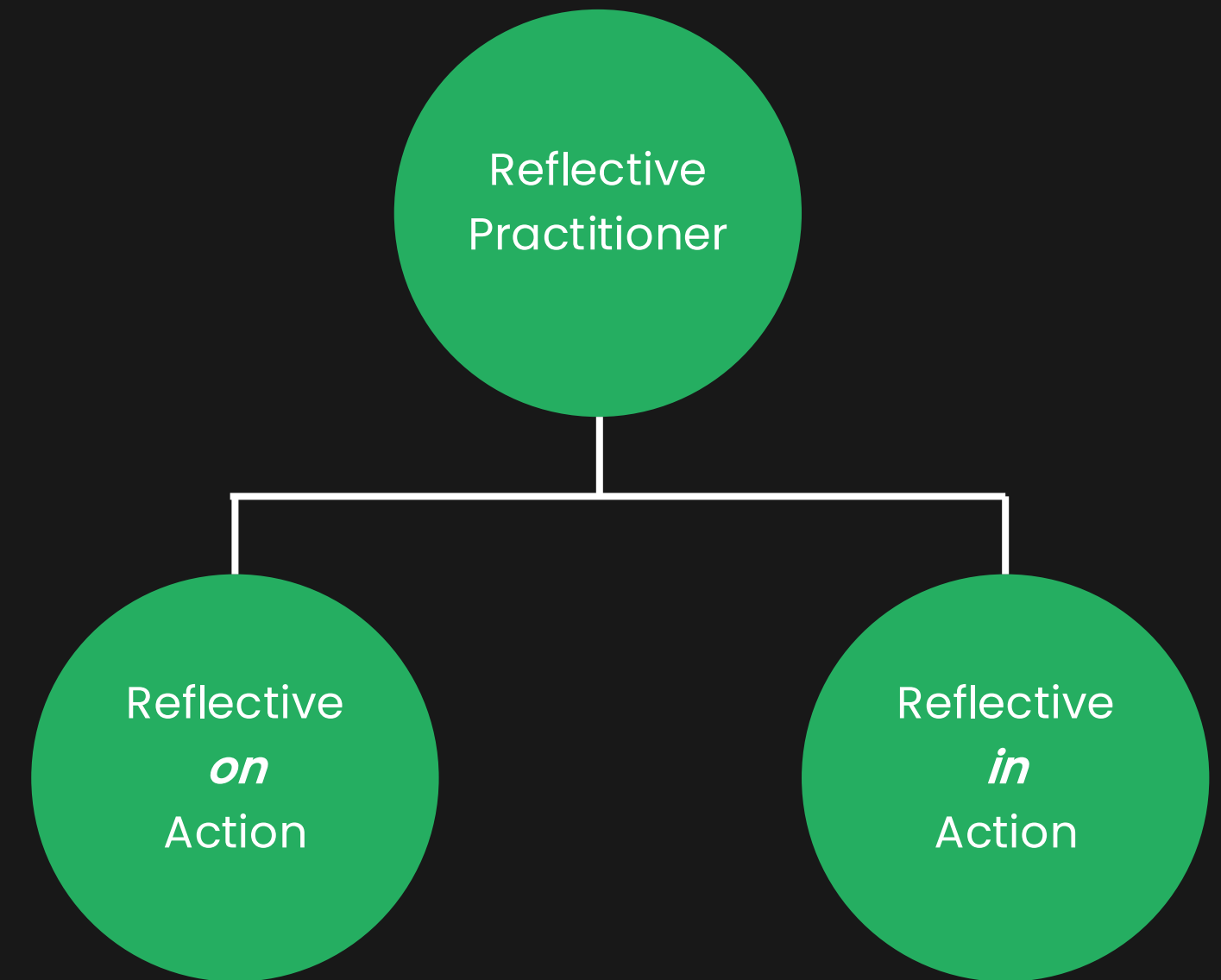
- Police
- Trading Standards
- Local Authorities
- Insurance Companies

CPD Accreditation Organisations can also use The CPD Register as a tool to ensure that their customers are advertising their courses and CPD Activities correctly and in date by listing all their accredited customers onto The CPD Register.

The CPD Register is here to help!

With the above in mind, the CPD Register will support individuals and organisations who feel they have been a victim of false Accreditation or if they feel they have enrolled on or purchased a CPD Course or CPD Activity that has been advertised as CPD Accredited when it is not, by investigating any concerns that a CPD

Chat now



Schön's Reflective Practice (1991)



Research Project



Gibbs' Reflective Cycle (2013)



Research Project



CPD Accreditation Service Providers

SearchCreate ListingCPD AccreditationInvestigateAboutMoreManage Listing

– CPD in the UK

– The Economic Impact of CPD

– CPD and Professionalism

– CPD: An Unregulated Industry

– CPD: Accreditation Organisations

– Conclusion

– References

Introduction

In today's fast-paced professional landscape, Continuing Professional Development (CPD) has become an indispensable tool for individuals and organisations alike. This research project delves into the relevant academic literature to highlight the historical roots of CPD, its contemporary significance, and the economic and societal benefits it offers. Additionally, it explores the complexities of the CPD accreditation landscape, highlighting the need for standardised quality assurance.

A critical aspect of this exploration is the examination of the CPD accreditation industry. Despite the widespread recognition of CPD's importance, the industry remains largely unregulated, raising concerns about the quality and effectiveness of accredited programmes. This project highlights the need for standardised quality assurance to safeguard the integrity of CPD and protect the interests of both professionals and organisations.

By investigating the challenges and opportunities associated with CPD, this project seeks to provide a comprehensive understanding of this vital aspect of lifelong learning. We will delve into the diverse range of CPD activities, from formal training programmes to informal self-directed learning, and examine the role of technology in shaping the future of CPD.

Continuing Professional Development (CPD) typically involves a structured approach with elements like monitoring, recording, and a defined cycle. This transforms it from a solely individually driven activity to a more formalised system aligned with Lifelong Learning principles (Friedman, 2023). Given the limited academic research published in recent years specifically on continuing professional development and the overlap between their core principles, CPD and Lifelong Learning will be considered interchangeable for the purposes of this study.

The Evolution of CPD

The concept of CPD stems from the understanding that initial professional qualifications are not static. As industries and professions evolve, so too must the skills and knowledge of those working within them. CPD emerged as a response to the need for ongoing learning and development, recognising the importance of maintaining high standards of practice and adapting to changing professional landscapes (Friedman, 1962).

The concept of lifelong learning, underpinning CPD, has roots stretching back to the medieval guilds, where craftsmen would apprentice and master their trades. However, the formal recognition and systematic implementation of CPD, as we understand it today, is a relatively recent phenomenon, largely driven by societal,



Certification

Certification for CPD Accreditation Organisations



The CPD Register is a Certification Body, setting standards for CPD Accreditation.

The CPD Register's Certification Mark, is a registered Certification Mark that CPD Accreditation organisations can use to demonstrate that they have met specific standards and criteria in order to issue CPD Accreditation as a Certified CPD Accreditation Organisation, with The CPD Register.

As a Certification Body, The CPD Register has developed and created standards for CPD Accreditation Organisations, offering peace of mind to CPD Providers that when they engage with a Certified CPD Accreditation Organisation they can be confident that the organisation is assessing and accrediting CPD Training Courses and CPD Activities to high standards, therefore impacting on the general CPD Consumers Continual Professional Development in a positive and beneficial way.

The CPD Register is an independent and impartial Certification Body, working with new and established CPD Accreditation Organisations, helping them to deliver robust, high quality and professional CPD accreditation standards, protecting the integrity of CPD Accreditation.

CPD Accreditation Organisations can apply to become certified by The CPD Register by completing a comprehensive application that includes who the business owners are, how they operate, what their assessment criteria for accreditation involves, what measures they have in place to audit and monitor the accreditation they issue plus many other factors which are essential and expected from CPD Accreditation Organisations, giving confidence to CPD Training Providers and CPD Consumers.

How to become a Certified CPD Accreditation Organisation

If your organisation issues CPD Accreditation, you can apply to become recognised and certified by The CPD Register, to find out more please review the various information pages below:

Certification Overview

Being Certified by The CPD Register demonstrates a CPD Accreditation Organisations commitment to quality and high standards, find out more about becoming certified and a recognised CPD Accreditation Organisation.

[Read More](#)

Certification Conditions

The Conditions of Certification are an important part of The CPD Register's Certification and Recognition. They outline what is expected from CPD Accreditation Organisations to maintain integrity and CPD consumer confidence.

[Read More](#)

Criterion for Certification

The CPD Register's Criterion for Certification is the benchmark that demonstrates a CPD Accreditation Organisations ability and expertise to issue CPD Accreditation. Looking at their standards and how the organisation operates.

[Read More](#)

Certification Fees

You can find out the cost of becoming a Certified CPD Accreditation Organisation. Maintaining Certification each year is a financial commitment that demonstrates your ability to adhere to high standards and quality accreditation.

[Read More](#)

Date: 7th October 2025

RE: The CPD Register Certification Decision

The CPD Register has carefully reviewed your certification application and the submitted evidence. After thorough consideration, we have reached the decision that we are unable to proceed with your application at this time. Our position is supported by, but not limited to, the following justifications.

Identity, Constitution and Governance

Governance

A.4 The Applicant is organised and governed in such a way that will provide appropriate support for its activities as a Certified CPD Accreditation Service Provider.

A.5 The Applicant has in place appropriate arrangements to secure that it will be able to:

- identify and monitor any Conflict of Interest which exists in relation to it, and
- manage any Conflict of Interest which relates to it, to ensure that the Conflict of Interest does not give rise to prejudice to its clients or their potential Learners or adversely affect:
 - the ability of the Applicant to undertake the development, delivery of CPD Accreditation Services in accordance with its Conditions of Certification
 - the standards of Accreditation Services which the Applicant may make available as a certified CPD Accreditation Service Provider, or



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The CPD Register LTD
Company No: 13075495

Why the need for a Doctorate?



The unregulated nature of the CPD industry requires research-led solutions to establish credible standards and foster lasting change.

Small-scale industry efforts are insufficient; doctoral research provides the authority and rigour needed to influence policy and implement industry-wide improvements.

There is a gap in academic research on how independent bodies like The CPD Register can create standards to prevent malpractice, rebuild trust, and ensure quality in CPD provision.



Expanding Literature Knowledge in CPD

- Deepened understanding of CPD sector complexities and challenges
- Key factors influencing CPD participation:
- Organisational culture, social identity, power dynamics
- Importance of formal + informal learning for professional competence
- Regulatory frameworks enhance trust, ethics, and public confidence
- Identified gaps in unregulated CPD: consumer protection & quality standards

Ethics



PREPARATION

**Plan with BERA
guidelines in
mind**

ENGAGEMENT

**Obtain informed
consent, maintain
confident**

DATA HANDLING

**Manage
sensitive data
responsibly**

REPORTING

**Present
findings
objectively**

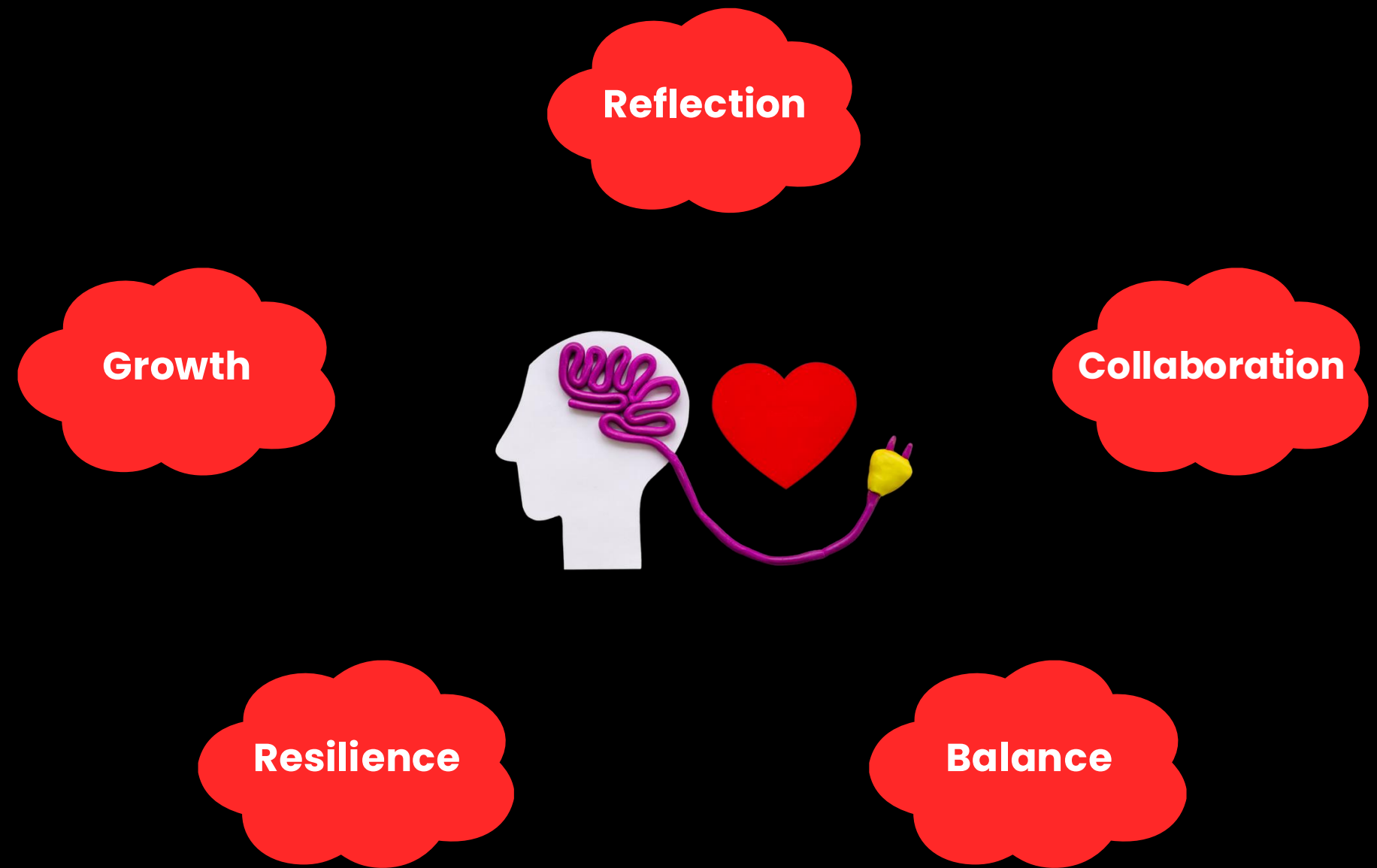
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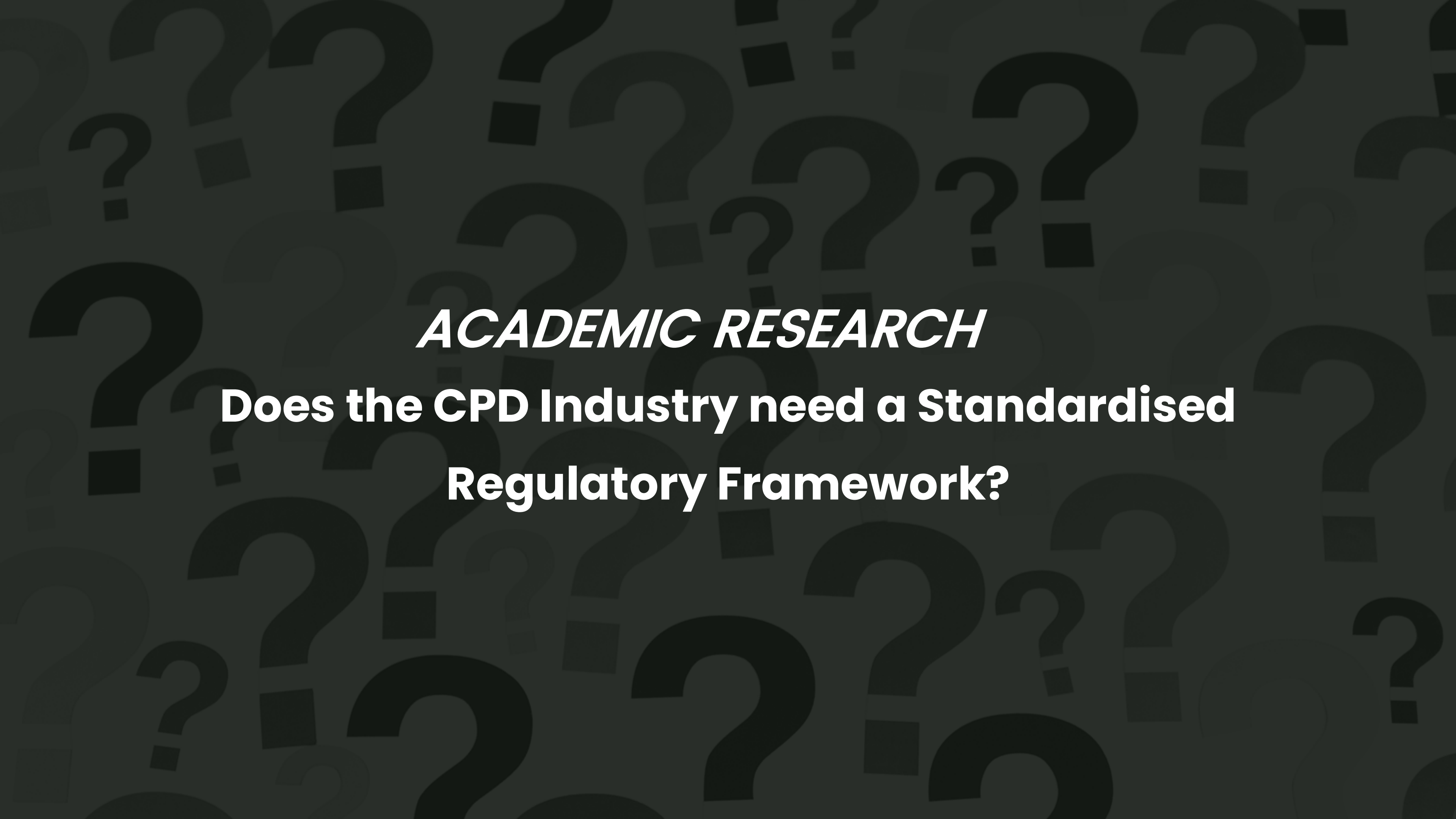
**Promote
trustworthy CPD
practices**

**BERA Ethical Guidelines for Educational Research
(2024)**

Well-being

Maintaining my well-being has been central to my success in balancing doctoral study, professional responsibilities, and personal growth.



The background of the slide is a dark gray color, overlaid with a repeating pattern of large, bold, black question marks and smaller black squares. The question marks are scattered across the entire surface, creating a sense of inquiry and uncertainty.

ACADEMIC RESEARCH

**Does the CPD Industry need a Standardised
Regulatory Framework?**

Conclusion

Personal Transformation

I came into this programme as someone always driven by learning, but without always having the frameworks to understand why. That has changed. I now approach my work with far greater critical awareness, and I am deliberately connecting what I do in practice to what the evidence says. That shift in how I think is one of the most significant changes this programme has brought about.

Professional Transformation

My move into R&D was underway before I started the doctorate, but this programme has transformed what that role means. I am not just managing a function – I am building an evidence base that shapes how The CPD Register operates and positions itself. The doctorate has given that work both credibility and direction it would not otherwise have had.

Sector Transformation

The CPD industry is largely unregulated, and that has real consequences for the professionals and organisations who rely on it. My research has the potential to change that. If it contributes to a framework that raises standards and builds trust, that is not a minor improvement – it is a structural shift in how quality is defined and verified across the sector.

“Transformation is not a future event. It is a present activity.”



Questions?

Thank you for joining and listening to my Stage 1 Panel presentation.

