WEBVTT

1

00:00:00.493 --> 00:00:01.120

Maria Jose Fals Bueno: Let me!

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00:00:01.120 --> 00:00:05.610

Jennifer Sproul: Just going to put somebody, I think on mute. Oh, everyone mute, perfect.

3

00:00:05.780 --> 00:00:23.680

Jennifer Sproul: lovely! Well, thank you, everybody, and welcome to today's session, where we're going to be. It's not going to. Emily is going to be probably doing most of the work today, as always, I'm just here to do a welcome. So if you don't know. So I'm Jen Sprout, chief exec of Ioic and Emily. Do you want to do yourself a quick introduction.

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00:00:23.680 --> 00:00:34.356

IoIC: Yeah. Hi, everyone. I'm Emily darling. I'm professional development manager at the I oac, I see some familiar well, I see some familiar names, and I see a familiar face in Lee so nice to see you here today.

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00:00:36.182 --> 00:00:48.469

Jennifer Sproul: So thank you all for joining us today where we're going to be talking about the IC diagnostic, which is our latest and newest member benefit that we launched 2, 3 weeks ago. Now was it Emily.

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00:00:48.470 --> 00:00:50.049

IoIC: The 8th of October.

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00:00:50.050 --> 00:01:18.469

Jennifer Sproul: You see. Remember sometimes people do remember what we're doing. And really, this is a webinar where we wanted to come on and tell you a little bit about it, why, we've launched it. And then, really, the main part of this session is going to be. Emily is going to kindly do a demonstration so that you can really kind of understand how it works. Some top tips of how you can make the most of it to ensure. We really think this will be a great benefit to help you on your

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00:01:18.470 --> 00:01:22.609

Jennifer Sproul: professional development and on your careers and on your journey. So

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00:01:22.610 --> 00:01:40.070

Jennifer Sproul: to start with, as we can say, I can still see some people joining, so they won't miss my bit. Emily is the most important bit. This is not the important bit. So I'm just going to start with. Well, why did we launch it so? Why have we developed the IC diagnostic so essentially?

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00:01:40.340 --> 00:01:55.389

Jennifer Sproul: Why we launched the diagnostic is that the Ioc at the heart of us is about championing professional standards, and, as all of you probably well know, is, we've got the Ioc profession map which we originally launched in 2016,

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00:01:55.560 --> 00:02:03.999

Jennifer Sproul: and then it had a massive review in 2020, and then it had another light touch review. I think, Emily, was it 2020?

12

00:02:04.200 --> 00:02:04.730

Jennifer Sproul: 2.

13

00:02:04.730 --> 00:02:05.679

IoIC: 2022, yeah.

14

00:02:05.680 --> 00:02:26.459

Jennifer Sproul: Thank you. See, I do remember that grey matter is getting worse to remembering all these things. And obviously, when we developed that it was a really really detailed standards which sets out the knowledge and skills across all those areas. And what you should be seeking in your knowledge and skills across each of the levels as you progress through your career.

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00:02:26.550 --> 00:02:47.140

Jennifer Sproul: And in that time we have done a lot to really really embed the profession map in everything that we do at Ioic, from how we think about membership grades and designation to the experience assessment that you do when you join aligns to the profession map. It's been embedded through all of our training, and it's embedded really, intricately to all of our qualifications.

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00:02:47.140 --> 00:03:09.659

Jennifer Sproul: But what we certainly felt in reflecting it was that it wasn't. We wanted to make it feel more interactive, to make it feel more real and to make it feel more personalized. And we certainly had lots and lots of member feedback over the years that they wanted more to help them on their career journeys and understanding. Where am I now? And how do I get to where I want to get to?

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00:03:09.840 --> 00:03:26.510

Jennifer Sproul: What are the areas I need to focus on? And what are the learnings that I need? So as part of that, our main strategy as well. At Ioic, which is, we have some really big strategic goals to grow and develop our membership community and to champion professional standards.

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00:03:26.510 --> 00:03:47.129

Jennifer Sproul: So this felt like the perfect way to blend all those together. The project. I think we started this work. It was over a year, or even more ago now. So we've certainly been on a journey in developing it. But what we really really hope is it's going to be something for you as a member that you can log into at any point as many times as you need

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00:03:47.130 --> 00:03:58.770

Jennifer Sproul: to really, really understand where you sit against that profession map, and against those standards. And, most importantly, what it will do is to give you some of that personalized learning and personalised recommendations.

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00:03:58.770 --> 00:04:26.550

Jennifer Sproul: And of course it sits within the wider new careers. Hub that we've developed within that. So whilst you're there, there's also a lot a lot of other supporting learnings in there as well and careers tools. But today we're going to focus really much on the diagnostic, because I think that's the bit that we can really demo and demonstrate to you guys on how it works, and then at the end really share some top tips on how you can make the most of it so hopefully. That's a good introduction, and that's given everyone else a chance to join as well.

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00:04:26.670 --> 00:04:43.170

Jennifer Sproul: So really, Emily, shall I pass to you now who is going to really, really explain to you and give you a demonstration of how the diagnostic works, and of course, any questions feel free to drop them in the chat. Raise your digital hand, come on screen at the end of it. We're really here. We want you to make the most of it.

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00:04:43.640 --> 00:04:48.570

IoIC: Thank you, Jen. Yes. So, as I said, I'm going to be doing a live demo. So always the

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00:04:48.820 --> 00:05:11.580

IoIC: like nervous point, isn't it? So do a live demo of the diagnostic for you. And I'll quickly show you the queries hub as well, and then, yeah, run through some top tips for using the diagnostic and some top tips for hopefully getting the most out of it. And as I said, the session is recorded, so there will be reasonable amount of information. You can go back and look again, share with your team, share with colleagues. So just share my screen.

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00:05:15.910 --> 00:05:24.590

IoIC: So this is hopefully most of you have visited. This is the careers hub. This is where the diagnostic is located.

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00:05:24.760 --> 00:05:30.489

IoIC: So if you're on the homepage of the careers hub, and which you can navigate to from the IC website.

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00:05:30.920 --> 00:05:34.979

IoIC: go to diagnostic. So we're going to start with selecting your diagnostic.

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00:05:35.310 --> 00:05:42.650

IoIC: So the diagnostic has 4 levels. These are aligned to the profession map. As you know, we have 4 levels of the profession map

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00:05:42.820 --> 00:05:45.880

IoIC: that also aligned to our membership grades.

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00:05:46.070 --> 00:05:54.009

IoIC: So we've got the IC diagnostic delivering. So this pulse is designed for practitioners working at or towards level one. The profession map

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00:05:54.260 --> 00:06:04.259

IoIC: at this level practitioners may be delivering high quality communication materials focusing on content, creation, design and daily management of communication infrastructure

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00:06:04.360 --> 00:06:10.230

IoIC: members at this level may be affiliate or associate member. We've then got the managing level

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00:06:10.350 --> 00:06:13.630

IoIC: practitioners working at or towards level 2 of the profession map.

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00:06:13.880 --> 00:06:26.330

IoIC: At this level you would manage and evaluate communication channels, plan and advise on communication support leaders and create advanced content, including complex and sensitive messages, such as change communication.

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00:06:26.400 --> 00:06:29.389

IoIC: You might be an associate or a member.

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00:06:29.790 --> 00:06:47.489

IoIC: and we've got strategically advising at practitioners working at or towards level. 3 of the profession map at this level practitioners may be advising on communication strategies, developing channel infrastructure, evaluating processes and supporting leaders in becoming effective communicators.

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00:06:47.620 --> 00:07:04.180

IoIC: So members at that level may be member or certified members. And then we've got the final level, which is our leading. This is designed for practitioners working at or towards level 4 of the profession map at this level practitioners will be expecting to lead internal communication strategy.

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00:07:04.180 --> 00:07:21.890

IoIC: ensuring it aligns with business needs and integrating effective communication into your organization. So this level you may be a certified or a fellow. Now, of course, you can select to take any level of the diagnostic, we would recommend that you select the level that you're either working at or you aspire to achieve.

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00:07:22.110 --> 00:07:30.300

IoIC: If you're not sure, look at your member grade, and if you're still not sure, do come to us, we can. We're really we are here to support. So don't

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00:07:30.510 --> 00:07:32.549

IoIC: don't feel alone. So

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00:07:32.650 --> 00:07:39.270

IoIC: today I'm going to select the managing diagnostics so simply click that and it will pop up for you.

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00:07:40.450 --> 00:07:42.790

IoIC: as you can see. So

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00:07:43.311 --> 00:07:54.199

IoIC: the diagnostic is underpinned by the profession map. So there'll be statements on every area of the profession map. As you hopefully know, we have 6 areas of the profession map.

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00:07:54.320 --> 00:07:56.249

IoIC: So you simply go start now.

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00:07:56.810 --> 00:07:59.279

IoIC: and there will be statements

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00:07:59.330 --> 00:08:06.129

IoIC: for you to go through. Now, at this point I would mention. It is really useful to use these hints.

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00:08:06.430 --> 00:08:17.199

IoIC: So, as you can see, the statement is a level of practice, something you're doing. The hints really help to underpin this with the knowledge and skills to be expected to do that effectively.

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00:08:17.580 --> 00:08:28.000

IoIC: So sometimes you look at the statement. I think I'm doing that quite well. I'm not sure the hint will really, hopefully help to contextualize whether you are doing that, and also

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00:08:28.070 --> 00:08:29.619

IoIC: from the profession map.

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00:08:30.140 --> 00:08:42.680

IoIC: whether you have the skills and the knowledge to underpin, to do that at a best practice and an effective level. So you simply choose one to 5. So one is not at all confident up to 5, which is highly confident

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00:08:42.690 --> 00:08:44.509

IoIC: and everything in between.

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00:08:44.680 --> 00:08:50.239

IoIC: As I said, there are statements across all 6 levels, all 6 profession areas.

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00:08:50.617 --> 00:09:07.460

IoIC: You'll find, depending on what level you you select. There may be more statements on certain areas and less on other areas. For example, the delivering the delivering level. You may not have many on the influencing and advising, but you will have quite a few on understanding people and cultures.

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00:09:07.560 --> 00:09:33.829

IoIC: as I said, always select and look at the hint you simply go through and assess yourself, and against the against the statements we'd recommend. There are normally about 20 statements we recommend allowing maybe 15 min if my pilot is around 15 min, but really try and take time. Be as honest as possible. Shut down everything else, if you can, and really think about it, to make sure you get the most accurate and useful results.

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00:09:33.970 --> 00:09:50.809

IoIC: As you can see, I've already taken the pulse. I've taken all of our pulse a few times, as I'm sure you can expect, so I can simply go here to view the report. I won't go through the whole pulse for you. But all you go, go all the statements, and at the end it will be, submit your results, and then you go, and it will take you to your report page.

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00:09:51.180 --> 00:10:14.599

IoIC: So this is your report. As you see, you have an overall self rated school. Now don't be disheartened if it isn't as high as you would like it to be, or would expect it to be, that is, across all 6 areas, and it is benchmarked against these high standards. So 68% is a great school. It's a medium, but it's a great score, and it also means you've got things to work on. You've got tangible things to go and work on.

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00:10:14.870 --> 00:10:27.219

IoIC: So for a practical level, you've got your overall score there, and it's it's pulled out which areas I might want to focus on. And, as you can see down here, it gives you a a score for each profession area

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00:10:28.030 --> 00:10:34.770

IoIC: just on the logistics. With your report you can print your report, so you just go here and you simply go to print

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00:10:35.370 --> 00:10:44.899

IoIC: what I would recommend in a tip here is when printing, make sure all of these are expanded, that when you're printing you have the expanded and all the information on your report.

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00:10:45.310 --> 00:10:58.770

IoIC: you can also go here, and you can save to my documents. Now, my documents is an area on the careers hub, where you can save anything useful. You can save your reports. You can save Cvs. You can save anything you find up here on the navigation.

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00:10:59.200 --> 00:11:00.780

IoIC: or you can download it.

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00:11:01.100 --> 00:11:14.900

IoIC: So with your report we would recommend using this report as part of any internal performance reviews, objective setting processes, and therefore you may want to download it or print it and share it with a manager or team or colleagues.

62

00:11:16.420 --> 00:11:33.200

IoIC: Further down. As I said, each area will have detailed results, and as you can see, it also pulls out because you're not necessarily gonna remember what you answered 5 min ago. It'll pull out how you rated yourself against each of these areas. So this will really help you when you move forward to the development planning stage.

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00:11:33.360 --> 00:11:44.219

IoIC: So, as you can see for myself, this is given. This has said that the areas I would need to focus on are influencing, advising, creating, creating content and conversation and strategy, planning and business acumen.

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00:11:44.280 --> 00:11:54.809

IoIC: We recommend, therefore, focusing on those areas to not overwhelm yourself. That isn't to say. You might not want to go back and look at everything else. But those are the areas you might want to go ahead and focus on.

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00:11:55.080 --> 00:12:02.569

IoIC: So, for example, let's go to creating content conversation. So it's pulled out my responses here.

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00:12:02.600 --> 00:12:04.530

IoIC: and it's given me some actions.

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00:12:04.730 --> 00:12:08.930

IoIC: So this action will take me to the learning program, this action

68

00:12:08.950 --> 00:12:18.759

IoIC: self-explanatory. We'll review the aerial and profession map so you can go and look in more detail, maybe the knowledge and the skills around these activities. But I'll go to the learning program.

69

00:12:20.380 --> 00:12:22.280

IoIC: So this goes forwards

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00:12:22.300 --> 00:12:25.199

IoIC: to your development planning and learning program.

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00:12:25.270 --> 00:12:40.810

IoIC: So as we've mentioned. So top tip here, scroll up to the top. It gives you more information. So we would recommend using the results from your report as part of your development planning processes. So you want to go ahead and set your objectives.

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00:12:40.980 --> 00:12:45.460

IoIC: If you need a template for that, there's a link there, they'll give you a template to start with

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00:12:46.008 --> 00:12:52.719

IoIC: and as part of your development planning as I'm sure you're all very well aware, you'd need to be identifying learning to help you achieve those goals.

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00:12:52.880 --> 00:13:14.929

IoIC: We pulled out a few bits here that could be learning activities. And remember, they don't just have to be things you're going and doing externally. There might be things you can do inside your organization or with your clients, and these are tailored towards whichever level you are you have assessed yourself against, and, as you know, at the Ioc we have quite a few cpt opportunities, a lot of them free for members.

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00:13:15.200 --> 00:13:16.010

IoIC: So

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00:13:16.120 --> 00:13:32.479

IoIC: top tip at this point for all of these important pages, we recommend bookmarking them. So you simply go to the star, like most platforms, and you can bookmark it. As you can see. I've bookmarked all the learning programs, then, so you can bookmark as many pages as you like, and you can just easily return at any point.

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00:13:33.180 --> 00:13:55.959

IoIC: So your learning program will then provide you with actions, each of the profession areas these are created learning. So there's e-learning. There's resources they'll all be created for you. You don't need to complete all actions, as you'll see. There are quite a few on here. You don't need to complete everything we'd recommend. There'll be a recommendation normally around 5 actions.

78

00:13:55.960 --> 00:14:09.540

IoIC: and we'd recommend trying to make that a mixture. So you might do an e-learning course from the careers. Hub, you might read a fact sheet from the Ric. You might go and do something internally. We there's some exercises there that we we put that are created within this learning platform as well.

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00:14:09.800 --> 00:14:25.109

IoIC: So from your with your learning program, you can also download that report. You obviously, you can set email reminders. If you're not sure if you're going to keep returning, you can turn your email reminders on. And you can work your way through your learning program.

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00:14:25.220 --> 00:14:30.410

IoIC: When you've completed your learning program, we would then recommend you go back and reassess yourself.

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00:14:30.440 --> 00:14:46.179

IoIC: You can reassess yourself at any point, but that seems like maybe a good opportunity to be doing it. So we'd we'd recommend with the diagnostic assessing yourself 6 to 12 months, depending on how long your development plan is for, so you can go back and reassess yourself, and then you can track your progress.

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00:14:46.560 --> 00:14:49.690

IoIC: So I just go back to the report, as you can see here.

83

00:14:49.710 --> 00:15:01.149

IoIC: as I said, I've done these quite a few times. If you've taken. If you've assess yourself against one level several times, all your reports will pop up on this page so you can go back and check when you did it when you did it last.

84

00:15:01.440 --> 00:15:04.809

IoIC: and then on your actual detailed results.

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00:15:04.840 --> 00:15:18.139

IoIC: You'll also be able to see when you last took it and how you progress. So, as you can see. Obviously, I've been doing this a test so hopefully be the other way around. Hopefully, we'd have because they're going. They're going downwards. So hopefully you'd have

86

00:15:18.490 --> 00:15:22.269

IoIC: the top the most recent. You've done it. You've done the best and going down.

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00:15:22.290 --> 00:15:30.130

IoIC: but you can, so you can have all your reports in one place, and, as I said earlier, I would recommend bookmarking things. You can always come back to them.

88

00:15:30.663 --> 00:15:46.769

IoIC: So that's a quick. That's a quick whistle, top whistle. I can never say that word. Whistle stops tour of the of the diagnostic of your report and your learning program. But I think at this point I will just take us back to the careers. Hub things. Go back to the home

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00:15:47.020 --> 00:15:49.800

IoIC: and just give you a quick look at the careers hub

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00:15:50.030 --> 00:15:55.550

IoIC: so as you can see. That's all your diagnostic bit. So you've got your selection there.

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00:15:55.670 --> 00:16:03.659

IoIC: that'll take you back to your reports and learning programs. This is the development planning support. If you go on here, you. This is why I mentioned we've got a template.

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00:16:04.810 --> 00:16:13.659

IoIC: One thing I really should mention. When you're completing your learning, we always are suggesting that you go and log your learning on Mycpd.

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00:16:13.710 --> 00:16:27.559

IoIC: so we remind us all throughout the learning program to go and log your learning. So my Cpt, if you're not aware, is the Ioic's member, exclusive member area where you can log track and reflect on your learning.

94

00:16:27.660 --> 00:16:40.029

IoIC: So as part of your diagnostic and your development planning, you can also be working towards your Cpd cycle of completion for the year. The Iyc. Recommends 40 Cpd points.

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00:16:40.380 --> 00:17:02.080

IoIC: So these what we would like to see is a flow. So you can go onto the platform. You can take your diagnostic. You've then got your learning program. You can then through your learning program progress, you can log your learning on my Cpd, you can reflect on my Cpd, and then hopefully, you can also look ahead and look your Cpd cycle of completion

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00:17:03.110 --> 00:17:05.470

IoIC: and then back to the careers hub.

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00:17:07.540 --> 00:17:15.559

IoIC: So the careers hub itself where the diagnostic is located, has, as Jen mentioned earlier, just a wealth of useful tools.

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00:17:15.720 --> 00:17:23.070

IoIC: So we've got Cv. And interview tools. You've got a Cv builder, A. Cv. 360. You can check your Cv. Interview 360

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00:17:23.140 --> 00:17:36.330

IoIC: under my career. We've got career assessment. I've done quite a few of these. They're really really interesting. I would recommend again the aptitude test. There's an error, checking aptitude test, which is incredible. I always thought I was quite good at error checking.

100

00:17:36.530 --> 00:17:40.019

IoIC: I might need to improve some things. You've got your coaching hub.

101

00:17:40.130 --> 00:17:56.229

IoIC: We've got career management. So you've got career management development tips, career pathways. And you've got the newsroom under my learning. You can go to e-learning, and there's just a wealth of e-learning here. They're short courses that all contained within the platform.

102

00:17:56.610 --> 00:18:26.129

IoIC: and you can just take them at any point, and you can return to them. So, as you can see down here culture and diversity, creativity and innovation, language and writing, there's some really useful resources we just recommend having a look you can search through here once you're on the careers. Hub, you will hope you'll get a careers weekly newsletter. You can opt out, but it's currently set for you to receive that, and the more you explore the careers hub, the more curated that will be, and personalised for you

103

00:18:28.570 --> 00:18:36.080

IoIC: I think I've covered most things. So that's the careers hub. So what I'm just gonna do quickly is

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00:18:36.190 --> 00:18:38.899

IoIC: because I've covered quite a lot quite quickly.

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00:18:39.070 --> 00:18:41.189

IoIC: I would just summarize

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00:18:43.070 --> 00:18:44.220

IoIC: some top tips.

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00:18:44.780 --> 00:18:53.300

IoIC: So, using the diagnostic if you aren't sure which level to use, we'd recommend looking at your membership grade or asking us for support.

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00:18:53.620 --> 00:19:02.439

IoIC: We'd recommend allowing 30 min for the assessment and to read your report. So it's about 15 min to do the assessment, and about 15 min to really read your report.

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00:19:02.520 --> 00:19:06.960

IoIC: Use those hints when completing your assessment. They are very valuable and really useful

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00:19:07.760 --> 00:19:29.190

IoIC: bit of a silly one, but be as honest as possible. This is to help you. This is personalized to be as honest as possible, and that is often. Sometimes we are as a profession. We're not as confident as we maybe should be. We underestimate ourselves. So be honest. If you think you're good at something, assess yourself that you're good at that and using the information provided

111

00:19:29.250 --> 00:19:51.260

IoIC: and then going forward, focus on your identified areas of development. If you go and you have all 6 areas to look at, you may feel overwhelmed. So start by focusing on the area that maybe you've identified as needing the most improvement, or that is most useful for you in your role and go from there and bookmark pages it is. It's really useful. To keep being able to go back and find those really easily

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00:19:51.940 --> 00:19:54.290

IoIC: getting the most from the diagnostic.

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00:19:54.850 --> 00:20:01.099

IoIC: So, as I mentioned earlier, we would recommend using the results to help inform and structure your development planning.

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00:20:01.230 --> 00:20:17.739

IoIC: So we've given you support. With that, if you need it, many of you won't. Many of you do this regularly use the diagnostic to help structure and inform your development planning. We're providing you with some creative learning. But go away and find other learning. Talk to your organization, talk to your manager.

115

00:20:18.230 --> 00:20:48.009

IoIC: use as part of your workplace objective setting review processes. So if you're comfortable, take the diagnostic and share it with your manager, with your colleagues, and use it as part of that objective setting. Similarly, if you're a team leader, we recommend asking your colleagues to take the diagnostic and then working with them to make these improvements, you can use a diagnostic to assess the skills in your team, the gaps in your team and work together to address those.

116

00:20:48.400 --> 00:20:53.839

IoIC: Love your learning on my Cpd and work toward your Cpd. Cycle of completion.

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00:20:54.150 --> 00:21:08.979

IoIC: Reassess yourself every 6 to 12 months. That's what we would recommend, but some people will do it more often. Some will do it a little bit less frequently, but 6 to 12 months will work usually quite nicely, with whatever development processes you work with.

118

00:21:09.030 --> 00:21:28.540

IoIC: and use this to progress your membership. So, as I mentioned earlier, the levels are mapped not only against the profession map, but they're also mapped against your member grades. So, therefore, if you're taking a certain level, and actually you come out, you've self assessed yourself very high, or you've progressed, and you've moved yourself.

119

00:21:28.540 --> 00:21:45.209

IoIC: You've moved your assessment upwards. Then go and look at upgrading your membership. Jen mentioned earlier about your self assessment. Use use this to progress your membership as well, and hopefully we can see moving through the grades up to fellowship with us.

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00:21:46.420 --> 00:21:47.859

IoIC: lovely. So I think

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00:21:49.930 --> 00:21:51.140

IoIC: that's everything.

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00:21:51.310 --> 00:21:52.900

IoIC: So I'll stop sharing.

123

00:21:54.530 --> 00:21:55.370

IoIC: Hi.

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00:21:55.490 --> 00:21:57.800

IoIC: hopefully. That was reasonably useful.

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00:21:58.610 --> 00:22:25.660

Jennifer Sproul: Yes, he has a heart coming up there. Thank you, misty, for the heart that was great. No, that was really useful, and I think. What say we could? We could be here, going through everything in every step. But it was really to make sure you understood where everything was in the top tips. So is there anybody that's got any kind of questions, or anything that we thought was? You know we went to too fast. Do you want us to go back at and go? Can I have a look at that again? Could you explain that to me in a little bit more detail. We're very happy to do that. So is there?

126

00:22:25.900 --> 00:22:31.159

Jennifer Sproul: You can be virtual. You can be chat, you can, you know. However, you want someone's very helpful. Thank you.

127

00:22:31.160 --> 00:22:34.249

IoIC: And I won't be offended if you go. What was that? You said?

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00:22:35.095 --> 00:22:37.600

IoIC: Well, thanks, Christine.

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00:22:37.841 --> 00:22:39.050

Lee Smith: Got a question, guys, but

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00:22:39.420 --> 00:23:05.849

Lee Smith: just a reflection. Really, I think you've done a fantastic job on this. I have to say I think it's a brilliant leap forward. The profession map itself is great, but to me was always quite unwieldy. When you see it in on paper there's so much detail to it, and this actually takes it to a whole new place in terms of practicality. So the diagnostic is brilliant. I think you've shown me some stuff that I didn't realize was on the careers hub as well. So

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00:23:05.990 --> 00:23:17.009

Lee Smith: just well done, you know. I think this is a massive leap forward in terms of taking the profession into a new place. And yeah, very welcome and very timely. Thank you.

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00:23:17.730 --> 00:23:25.219

Jennifer Sproul: Thanks, Lee, that's lovely. And like, I say, this project or Emily's been leading on it for a long time, like, I say, it's taken a long time, and we have been

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00:23:25.340 --> 00:23:30.679

Jennifer Sproul: really rigorous in the process from the selection to the consultation with other membership bodies.

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00:23:30.790 --> 00:23:45.069

Jennifer Sproul: To then making sure we've put through the diagnostic design through our professional development team, our academics to then as well to many people, do some Uat testing for us and members from different grades, so we really hope. But we want to make it feel usable. And.

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00:23:45.080 --> 00:24:14.140

Jennifer Sproul: as you say, it's the right time, isn't it? And I think that we one of our aspirations at Iyc. We have lofty goals. We want to grow the community we want to lead, thinking we want to champion standards. We want to make internal communication a career of choice that brings in a future pipeline of talent. But to do all of that, we need to make it feel accessible and tangible, and build that confidence and help our members feel confident, because I think that hopefully, this will be a tool to really, really do that. So thank you so much. Thank you.

136

00:24:14.140 --> 00:24:14.690

IoIC: And I was with.

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00:24:14.690 --> 00:24:17.971

Jennifer Sproul: In the chat. Was there any questions or people just saying that they like it?

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00:24:18.190 --> 00:24:48.149

IoIC: You hit that nail on the head? I think, when we were looking at this project, the professional is excellent. It's fantastic. We absolutely. It's always going to be that resource, which is why we send you back. Maybe have a look at it, but but it is quite a tome. Quite unwieldy is a word I may be associated to sometimes, and I think it was how we can consolidate, and as you said so, people can go and assess themselves we have the self assessment handbook, but I think you'd really have to have the motivation to do that. We did as part of the diploma. So this hopefully is successful that anyone can go and do it

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00:24:48.150 --> 00:24:59.119

IoIC: and it. And it's also that reflective mindset. So you're going and looking and assessing yourself, and do whatever you want, do it digitally, do online share with your colleagues. So that, yeah, that was part of our motivation. I think.

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00:24:59.480 --> 00:25:12.679

Lee Smith: Really good. And I, you know, I like things like setting email reminders and things like that. It's just the sheer practicality of what you've baked into it. So it's it's just super practical. And and yeah, a really a really nice leap forward. Well done.

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00:25:12.850 --> 00:25:19.990

Jennifer Sproul: Thanks, Lee and I remember our 1st conversation in 2,016 when I wrote the 1st draft of the fresher map. You were one people I came to, and I asked.

142

00:25:19.990 --> 00:25:21.398

Lee Smith: It's been a while.

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00:25:22.361 --> 00:25:49.939

Jennifer Sproul: So thank you so much, and if there is no other questions or comments, we'll we'll leave that. We're going to make this an on demand resource for other members. But the other thing, I think, at the end of it, that we express. If you have any issues, as Emily said, we are here, email us, any questions, any point. We want to help you. Also as well as you use it. And you find if you find something doesn't work for you, or you think that's a bit clunky, or that's not let us know. We might not be able to fix it straight away. But we want to always see if we can make improvements

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00:25:49.940 --> 00:26:17.880

Jennifer Sproul: and give feedback to us, and also as well if you use it, and you find it really good, and you're willing to share your story with other members and with other IC professionals. That would be great, because one way we grow together is if we share together. So one thing we want to do is try and get more stories out to help others see the power of the tools that are available to them. So on that note, should we, Emily will, should we leave everybody? There seems to have no questions, but you know exactly where we are anytime that you need us.

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00:26:17.880 --> 00:26:18.800

IoIC: Yeah, and I, just.

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00:26:18.800 --> 00:26:19.660

Lee Smith: You both.

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00:26:19.860 --> 00:26:37.270

IoIC: I will just quickly echo, Jen, yeah. As you said, we're very close to this now. So yeah, if anyone finds or they need more information on the platform, because you don't want to overwhelm, or you need better navigation. Please do let us know, because it is a. It is a living hopefully, it's a living, evolving tool we want to make as most useful as possible.

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00:26:37.880 --> 00:26:40.720

Jennifer Sproul: Thank you. Everybody have great days. See you later.

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00:26:40.720 --> 00:26:44.180

Misty Oosthuizen: Fantastic guys. Thank you. Bye-bye.