CAMBRIDGE VERITAS®

Placement Readiness Club

Continuous Professional Development

Your certificate opens a door.

Your growth keeps you moving.

Lesson 6 • 10–20 minutes



By the end of this lesson

You will leave with a simple professional growth plan.

1. **Choose a realistic career direction in the ESL / ELT industry.**
2. **Plan what to learn, attend, practise and evidence in the next 6 months.**
3. **Make your growth visible professionally — without sounding arrogant.**

Takeaway: a 6-month CPD plan + one LinkedIn post to mark your progress.

What CPD really means

It is not “collecting certificates”. It is becoming more employable, useful and confident.

CPD is the habit of becoming more ready for your next classroom, client or career move.

Learn

Apply

Reflect

Show evidence

Without CPD, even good trainers can become invisible. With CPD, your profile keeps getting stronger.

Start with direction

Do not try to become everything at once. Choose a direction, then build proof.

- Academic Manager
- IELTS / Exam Prep Trainer
- Voice & Accent Trainer
- Corporate Trainer
- **ESL / ELT Professional**
- University / HE Teaching
- MNC Language Coach
- School Board CBSE • IB • IGCSE
- Edupreneur

Your first CPD question: “Which path am I preparing for?”

Pick your first professional path

Use these questions before you invest time, money or energy.

1
Who do I enjoy teaching?

Children, teenagers, adults, professionals, IELTS candidates, university students?

2
What environment suits me?

School, institute, online teaching, university, corporate, freelance, business?

3
What proof do I need next?

A demo video, lesson plan, learner feedback, specialist workshop or portfolio?

Do not chase every opportunity. Build one strong direction first.

Route examples: where CPD can take you

Different routes need different proof.

IELTS / Exam Prep Trainer	Band descriptors, test format, feedback language, timed practice
Voice & Accent Trainer	Phonology, connected speech, MTI patterns, drill design
Corporate Trainer	Needs analysis, professional communication, workplace roleplays
School Board Teacher	Age-appropriate pedagogy, safeguarding, curriculum alignment

Rule: name the path, then learn what that path values.

More routes: growth is not only one classroom

You can grow vertically, sideways or independently.

Academic Manager

Observation skills, curriculum planning, mentoring teachers

University / HE

Academic writing, seminar design, assessment literacy

MNC / Global Workplace

Cross-cultural communication, business English, confidence coaching

Edupreneur

Product design, student results, marketing, systems, credibility

CPD keeps you ready when the right opportunity appears.

The CPD menu

Choose learning that changes your teaching, not just your certificate folder.

Workshops / webinars

Practical, quick, focused

Conferences

Networking + wider industry view

Peer observation

See real teaching choices

Micro-specialisations

IELTS, V&A, young learners, ESP

Reading + reflection

Build language for interviews

Portfolio evidence

Proof that you can apply learning

One useful event + one classroom experiment = real CPD.

The 6-month rule

If you want to grow, your learning cannot stop after certification.

Every 6 months

attend at least 1–2 professional learning events.

1. Attend: workshop, webinar, conference or training.
2. Apply: use one idea in your teaching within 7 days.
3. Evidence: save a certificate, screenshot, lesson plan or reflection.

If you do nothing for 12 months, your confidence and profile can become stale.

Build a living portfolio

Your portfolio is your professional proof. Keep adding to it.

Updated CV clear role direction

Demo class video short and confident

Lesson plans with outcomes and tasks

Learner feedback screenshots or summaries

Certificates relevant, not random

Reflection notes what changed in my teaching

When someone asks, “What can you do?”, your portfolio answers before you explain.

Make growth visible professionally

Opportunities often come when people can see your direction.

Do not hide your learning. Share it with humility, clarity and purpose.

Follow

schools, institutes, recruiters, ELT leaders and Cambridge Veritas updates

Comment

add useful thoughts, not just “interested” or “great post”

Post

share what you are learning and the teacher you are becoming

Keep looking for the next room

New jobs, travel, teaching contexts and learners will stretch you.



The world of English teaching is wide: local classrooms, global online classes, corporate rooms, universities, schools and your own programmes.

Growth means staying ready: improve your teaching, keep applying, keep meeting people and keep testing your next professional identity.

Teach. Travel. Learn. Apply. Reflect. Grow.

Final task: share your journey

Your students and future employers should see your seriousness.

Write one LinkedIn post this week.

Mention what you completed, what you learned, where you want to go next and why you are proud of this progress.

Tag Cambridge Veritas® or your trainer if you feel comfortable. Most importantly, make your growth visible.

Post structure

1. I have completed...
2. I learned…
3. I am now preparing for...
4. I am proud because...
5. Thank you / tag...

LinkedIn post: simple template

Adapt it. Keep it honest and professional.

I’m proud to share that I have completed my Cambridge Veritas® training journey and I am now preparing for the next stage of my ESL / ELT career.

Through this course, I strengthened my understanding of lesson planning, learner support, language awareness and professional classroom practice.

My next goal is to keep building my profile in [IELTS / Voice & Accent / Corporate Training / School Teaching / University / Edupreneurship].

Thank you to Cambridge Veritas® for the learning, support and direction. I’m excited to keep growing as an educator.

Replace the bracket with your chosen direction.

Your 6-month CPD plan

Complete this before you finish the lesson.

Career direction	Skill to build	Event to attend	Evidence to save	Visible action
My chosen route				LinkedIn post / comment

Do one small thing this week. The plan only works when it becomes action.

CPD = career direction + learning + evidence + visibility

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Be proud of this.
But do not stop here.

Your next opportunity will need more than a certificate. It will need proof that you are still learning, still teaching and still growing.

Keep learning. Keep teaching. Keep growing.