

PROFESSIONAL DEVELOPMENT AS A CRITICAL COMPONENT OF A SERVICE QUALITY ASSURANCE

by:

Ivy Joy Imperial

Administrative Assistant II, SDO Bataan

In a highly competitive world, oftentimes not, only the fittest and strongest can survive. So, you need to update your skills regularly and learn new things that will help you grow in your respective field. In this manner, those who are affiliated to any company, organization and institution must always be eyeing to improve itself to providing quality service, especially to its customers or clients. To attain the strength and be the fittest that could survive in any professional field, one must not be tired of committing to self-growth and skills advancement. Hence, professional development must be one of the utmost priorities.

Professional development encompasses a wide range of learning opportunities connected to a person's line of work. A wide variety of professions and enterprises, including doctors, lawyers, educators, accountants, engineers, and others pursue such growth to acquire and put new knowledge and skills to use in their daily work. Thus, every professional recognizes the importance of professional growth in terms to career advancement and quality service assurance. It goes without saying that various jobs call for various skill sets that requires increased knowledge, enhanced abilities, improved skills that is required in every workplace.

More importantly, the core of professional development is within an individual who has the eager commitment of learning and be better at ethical practice. In addition, professional growth promotes thinking ahead and identifying opportunities to learn new skills, refresh the existing knowledge and abilities, or keep up with the most recent

advancements in a certain field. It could entail anything from relearning an existing understanding to gaining a new credential and learning new job-related skills.

However, the word "professional development" is frequently used to refer to a formal procedure like a conference, seminar, or workshop; group learning among coworkers; or a course at a college or university. Professional development can also take place in less formal settings, such as conversations among coworkers, individual reading and study, watching a colleague at work, or picking up other skills from a peer.

From this point of view, professional development does not always require a formal set up or seminars or training. Sometimes learning happens in an unexpected way and informal set up that could eventually be beneficial and contributory to the organization's success.

Consequently, professional development is essential for rendering quality services in any field. By participating in professional development training, individuals can continuously "up skill" or "re-skill" that could be beneficial for the organization in achieving its goals. Also, engaging in professional development training or in a formal setting prevents both academic and practical qualifications from becoming outdated or obsolete.

In addition, engaging in activities, trainings, seminars, or workshops that could lead to the development of a person professionally, is a key concept that plays a pivotal role in modernizing and improving the quality of service being provided to the client of a certain field or organization. This in return, could be helpful to the organization in achieving its goals, and carry out their mission and attain its vision that could significantly contribute to the process of personal, professional, and societal changes.

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