



**KENTUCKY FEDERATION
PROFESSIONAL DEVELOPMENT PROGRAM
(PDP)**

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Overview of the Professional Development Program

The Kentucky Federation Professional Development Program (KF, PDP) is a series of ten (10) Professional training Modules. The program contains a cutting edge approach to the contemporary workplace and beyond. This program instructs a participant how to define their leadership style, as well as, how to identify personality traits for personal empowerment. Identifying your personal brand will help you set and reach both personal and leadership goals. The Kentucky Federation PDP training package includes a Participant's Development Guide, and downloadable particulars for Local Organization use.

Take responsibility for your career path and development with this investment in yourself.

The modules are:

- **Introduction: Objectives, BPW History, etc.**
- **Module 1: Behavioral Styles -- Understanding Yourself and Others**
- **Module 2: Communicate: Stand Up and Stand Out**
- **Module 3: Networking - A Skill for Life; Business Etiquette, A Key to Success**
- **Module 4: Interviewing and Negotiation**
- **Module 5: The Legislative Process**
 - Women's Right to Vote**
 - Equal Rights Amendment**
 - How a Bill Becomes a Law**
 - Contacting your legislators**

- **Module 6: Creating Your Personal Brand**
How to Re-Brand Yourself in the Current Business Environment
- **Module 7: Identify your Leadership Style using the DISC Model of Human Behavior**
- **Module 8: Parliamentary Process – A Road Map for Effective Meetings**
- **Module 9: Media**
 - First Impressions**
 - Dress and Attire for the Media Interview**
 - How to Get Coverage for Your Business and Organization**
 - Using the Press Release and Preparing Media Packets**
 - Understanding Social Media**
- **Module 10: Communication Skills in the Workplace**
 - Long-Term Goals**
- **Program Evaluation - - Written Evaluations**

Mandatory Criteria for the Professional Development Program Competition

Speech topics are available for the PDP, on the website (www.bpw-ky.org). The state federation program sets the topic selection each year for local and statewide competition. It is recommended that topics for all levels of competition within the Kentucky Federation be coordinated. Topics are often based on the current state legislative platform, knowledge of the Equal Rights Amendment and the 3-state strategy, advocacy issues, and current events. The mandatory criteria apply to each level of the Kentucky Federation Professional Development Program Competition:

To be eligible, a person must:

- Be living, working, training or continuing their education in the area served by the sponsoring local organization conducting the program; and
- Have completed the Professional Development Program within 1 year; and
- Have completed at least 7 (seven) of the 10 modules of the Professional Development Program, updated November 2017; and
- If applicable, meet all State Award guidelines; and
- To compete at state, must be a LO Winner, and a Region winner or runner up; and
- Support the KFBPW mission and vision. Kentucky Federation Professional Development representatives must review the Kentucky Federation legislative platform and pledge that they will not speak against platform items in their capacity as a KF Professional Development representative, if selected.

B. The selection process must include two (2) types of speeches delivered by the participant:

- **A 5-minute prepared speech and a 2-minute impromptu speech.**
- Each phase is timed with warning signals given at 30 seconds before time; and, the timer standing at the 5 or 2-minute mark.
- Timing begins when the participant starts speaking and ends when the participant stops speaking and steps away from the podium.
- No props are allowed in the competition. Notes, either written or electronic are permitted.
- Judges are given a scoring sheet with instructions and are not allowed to interact with the participants until the competition is completed.

PROFESSIONAL DEVELOPMENT JUDGING SUMMARY

Scoring: 1 = Lowest to 8 = Highest

Five Minute Prepared Speech	Points
Preparation	1 - 8 max.
Content	1 - 8 max.
Self-Confidence/Poise	1 - 8 max.
Clarity/Eye Contact	1 - 8 max.
Expression/Gestures	1 - 8 max.
Posture; Professional Attire	1 - 4 max.
Audience Interest	1 - 4 max.
Timing	-10 or 0 <i>+/- 10 seconds = 0 pts, +/-11 seconds = -10 pts</i>

TOTAL POINTS - FIVE MINUTE PREPARED SPEECH (max. = 48 points)

Two Minute Impromptu Speech

Content/Organization	1 - 5 max.
Self-Confidence/Poise	1 - 4 max.
Clarity/Eye Contact	1 - 4 max.
Expression/Gestures	1 - 4 max.
Posture; Professional Attire	1 - 4 max.
Audience Interest	1 - 4 max.
Timing	1 - 4 max. <i>+/- 10 seconds = 0 pts, +/-11 seconds = -10 pts</i>

TOTAL POINTS - TWO-MINUTE IMPROMPTU SPEECH (max. = 29 points)

Personal Interview

Ability to Communicate	1 - 5 max.
Poise/Self-Confidence	1 - 5 max.
Promptness in Answering Questions	1 - 5 max.
Posture/Professional Attire	1 - 4 max.
Career Goals/Personal Accomplishments	1 - 4 max.

TOTAL POINTS - PERSONAL INTERVIEW (max. = 23 points)

GRAND TOTAL FOR ALL CATEGORIES (max. = 100 points)



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Suggested Topics for the Professional Development Program
 5-minute and Impromptu Presentations
 2017-18 Theme is on Women's Health

Topics	5 Minute Prepared Speech
How is the current opioid crisis affecting women in Kentucky?	
Should health insurance cover experimental drugs for cancer patients?	
Is medical marijuana a viable alternative for certain conditions and should it be legalized in Kentucky?	



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Sample questions for the 2-Minute Impromptu Speech

1. It has been said that if you wish to receive, all you have to do is ask. What are some legislative benefits you want to receive within the next 5 years?
2. What would you do to make it possible for all eligible Americans to vote in the next election?
3. You have been given \$10,000 to spend on a humanitarian project. What project would you choose and why?