



PROFESSIONAL DEVELOPMENT PROGRAM (PDP)

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**Initial Issue – 2009
Revised August 2010, 2016**



Overview of the Professional Development Program 2025-26

The Kentucky Federation Professional Development Program (PDP) is a series of ten (10) professional leadership training Modules. The program contains a cutting edge approach to the 2010 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 professional 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:

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

II. 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:

A. 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**
- **Be a member, in current standing, of a local organization; and**
- **Have completed at least 7 (seven) of the 10 modules of the Professional Development Program, updated November 2016; and**
- **Have completed the Professional Development Program within the last year; and**
- **If applicable, meet all State Award guidelines; 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 Professional Development representative, if selected.**

B. The Professional Development representative must have participated in the Kentucky Federation's selection program and must be a member of a Local Organization to be recognized as the Kentucky Federation Professional Development representative at the state conference.

C. 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 warnings 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.**
- **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 +/- 10 seconds = 0 pts, +/-11 seconds = -10 pts

TOTAL POINTS - FIVE MINUTE PREPARED SPEECH (max. = 52 points)

Two Minute Impromptu Speech	Points
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. +/- 10 seconds = 0 pts, +/-11 seconds = -10 pts

TOTAL POINTS - TWO-MINUTE IMPROMPTU SPEECH (max. = 25 points)

Personal Interview	Points
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)