



# **BUILDING YOUR VALUE, VOICE AND INFLUENCE THROUGH BCS MEMBERSHIP**

10 November 2020

Darren O'Sullivan - Senior Product Manager

Membership

# Agenda

1. What have BCS ever done for us
2. What people join BCS for and why
3. How to get the most out of membership
4. How can membership help you in your career
5. Why professionalism matters
6. What's coming up

our mission of Making IT Good for Society is rooted in our Royal Charter

**“To promote and advance the education and practice of computing for the benefit of the public”**

## this creates our vision for:

- **a competent and ethical profession** that is diverse, inclusive and plentiful in talent at all levels
- **a society that is resilient and thriving in a digital world** with access to the technology, knowledge and skills needed



## We achieve these outcomes by:

- **Supporting careers**  
Facilitating professional development. Supporting members and others working in IT at every stage of their career
- **Sharing expertise**  
Facilitating expert networks and knowledge sharing
- **Improving education**  
Working in partnerships to improve computing education at all levels
- **Influencing practice**  
Consulting with industry, academia and government to inform and shape policy, regulation and practice
- **Driving standards**  
Being guardians of professional standards. Rigorous entry criteria and professional standards; and adhering to our code of conduct



# WHAT HAVE BCS EVER DONE FOR US?



# Membership benefits

Professional body \ Member benefit	Designations	Code of Conduct	Springboard	CV tool	Mentoring	PDP / CPD log	BrowseSFIPlus	ITNow \ Magazine	E-newsletters	Discounted books	Training discounts	Branches/Specialist Groups	Prof. Indemnity Insurance	Legal Helpline	Member only resources / content	Insight reports	Conferences	Career inspiration	Community Forum / Basecamp
BCS			✓	✓			✓			✓		✓					✓		
IET											✓								
CIPD						✓					✓			✓				✓	
IOP																			
ICAEW																			
CIH											✓								
CIMA							✓				✓								
CIM																			



Provision  
Partial Provision  
No Provision



High Standard





# WHAT PEOPLE JOIN BCS FOR AND WHY UNDERSTANDING SELF



# Segmentation and market sizing project outcome

*My priority is to obtain technical, industry and product knowledge which enables me to establish myself*

**New to Industry**  
(5% / 7k)  
58% male/42% female  
35% aware of BCS

**Learning to Progress**  
(35% / 118k )  
60% male/40% female  
63% aware of BCS

*My priority is to keep qualifying to a higher level and learning new skills*

*My priority is to stay relevant and up to date with my technical knowledge and skills in a fast moving industry*

**Proven Credentials**  
(37% / 125k)  
76% male / 26% female  
71% aware of BCS

**Experienced Networkers**  
(14% / 49k)  
84% male/16% female  
73% aware of BCS

*My priority is to actively engage with others and keep abreast of the latest industry news*

*My priority is to be a strategic leader for my/other organisations*

**Challenging Experts**  
(7% / 24k)  
78% male/22% female  
69% aware of BCS

**Retired Advocates**

**NB: Addressable market:** 335k (based on 'highly likely' to engage with a professional body)



# Persona overview - wants and needs

## New to industry

### BCS providing me with the tools

- Want to establish themselves as a professional so the **designation** is important and an achievement – gives them credibility and belonging
- They are looking for targeted, automated information on **events, workshops, webinars** and industry info, all entirely relevant to career stage/**CPD** – App?
- **Clarity, motivation and options** beyond qualification
- Well-structured **learning tools, paths, media**
- Offers and **discounts to make life more affordable**
- Want to feel connected, 'using my language'

## Learning to Progress

### BCS providing me with the tools

- Looking to keep **qualifying to a higher level** and **learning new skills**
- Keen to maintain **CPD** and ambition to progress.
- Interested in new technologies to build **technical competence** and keeping up to date with new trends.
- Interested in **expanding their knowledge** in formal and informal ways – examinations, through events and networking and digital content.
- **Professional designation** is an achievement as it establishes them within their peer group and validates their position as an IT professional.

## Proven Credentials

### BCS promoting expertise in the IT industry

- **Professional designation** is important – like to have letters after their name and values peer respect
- **Access to research** and interesting articles
- Helping juniors, encouraging them to sit **exams**/enter awards
- May be **considering self-employment** after gaining many years of experience
- Access to **CPD tools** and **opportunities to network**
- **Advice on career development**

## Experienced Networkers

### BCS promoting the IT industry and its importance

- They are interested in **debate and two-way conversation** – enjoy collaboration
- Very keen to **learn and knowledge share**, and will share interesting content with their teams.
- They are likely to be managers of more junior IT professionals and will be looking to **upskill their teams** through engaging in **seminars, conferences and digital events**. Interested in finding out about **qualifications** for themselves and their teams
- Passionate that the IT industry should positively **promote itself in wider community**

## Challenging Experts

### BCS the voice of the industry

- Are looking for **thought leadership**, strategic direction and for the IT industry to have a strong voice
- Keen to **lobby Govt policy** and demonstrate the value of IT to the overall economy
- Many will have small businesses or be contractors and looking for **specific support and advice**
- Importance of building talent for the future of the industry and therefore encouraging **professional standards**
- **Professional designation** is important to build trust and new business opportunities



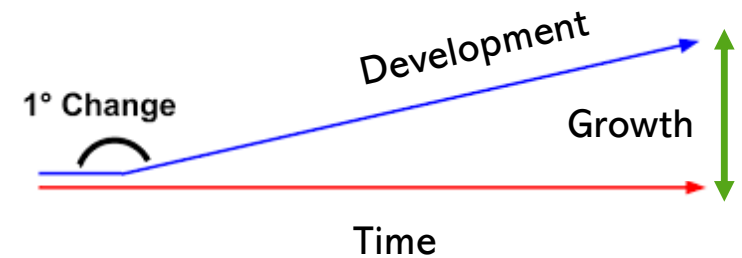
# HOW TO GET THE MOST OUT OF MEMBERSHIP



# Overnight success?



**"Don't be upset by  
the result you  
didn't get  
with the work  
you didn't do."**





# HOW CAN MEMBERSHIP HELP YOU IN YOUR CAREER



# I want to.....

## Receive

- Status/Credentials
- Guidance/Mentoring
- Soft skills development
- Networking opportunities
- Interview skills
- Jobs skills
- Legal advice

## Get involved

- Events
- Standards
- CPD
- Committees

## Give back

- Mentoring
- Voting
- White papers
- Events
- Leadership
- Networking
- Feedback
- Career opportunities

# How can BCS help me

## Personally

- Soft skills
- Mentoring
- Legal helpline
- Volunteering

## Professionally

- Post Nominals
- Standards
- CPD
- SFIA

## Technically

- Qualifications
- Specialist groups
- Events
- Prof Certs.

# WHY PROFESSIONALISM MATTERS

# BCS Professionalism map

CERTIFICATION  
LEVEL AND  
EXPERIENCE

FOUNDATION

PRACTITIONER

HIGHER

SFIPlus  
LEVEL

1 & 2  
FOLLOW/ASSIST

3  
APPLY

4  
ENABLE

5  
ENABLE/ADVISE

6  
INITIATE/  
INFLUENCE

6 & 7  
STRATEGY/  
INSPIRE

CAREER  
PROGRESSION

ENTRY/  
JUNIOR  
SUPPORT

FOUNDATION/  
SUPPORT

PRACTITIONER/  
ANALYST

ADVANCED/  
MANAGER

EXPERT/  
SENIOR MANAGER

THOUGHT LEADER/  
HEAD OF FUNCTION

EXECUTIVE

PROFESSIONAL  
STANDARDS

RITech

CHARTERED PROFESSIONAL  
(CITP / CEng)

Incorporated Engineer

MEMBERSHIP  
GRADE

ASSOCIATE

PROFESSIONAL

FELLOW





# WHAT'S ON THE HORIZON



# What's happening now and on the horizon

- Graduate offer
- Bursary scheme
- BCS jobs board
- New mentoring network
- Forum



# 5 reasons to join BCS and be part of the professional body for IT

## DEVELOP YOUR CAREER

Use CV360, our CV feedback tool, to get ready for recruitment alongside Springboard, our online personal career centre.

## DEMONSTRATE YOUR COMPETENCE

Take your career to the next level with BCS professional certifications developed in collaboration with leading employers.

## RAISE YOUR PROFILE

Highlight your commitment to the industry by using your BCS post-nominals and logo on your CV and LinkedIn profile.

## CONNECT WITH YOUR COMMUNITY

Our local branches and specialist groups are a great place to start learning from the wealth of experience our members have to offer, ensuring you stay at the cutting edge of the areas you're passionate about.

## ACCESS THE LATEST THINKING

Our weekly newsletter and ITNOW, our member magazine, will keep you up to date with issues, innovations and advancements in the world of tech.

**THANK YOU  
ANY  
QUESTIONS?**