

Why does Professional Development matter?

Professional development (PD) is vital to SEP's business and culture.

- PD keeps us current and able to win new projects
- PD improves our ability to deliver software to clients
- PD helps us to continuously grow and improve our own abilities
- PD allows us to safely explore new ideas, tools, and techniques



It is our responsibility to seek out new ideas from across our industry, dive deep and evaluate how we can use these ideas to improve our work and company. We find these ideas in books, conferences, blogs, courses, and in many other ways. We have the freedom to explore areas that interest us personally.

Why have a system around Professional Development?

Having a system for Professional Development:

- Gives us a reminder of expectations
- Provides structure and guidelines
- Allows for crowd curation of PD
- Fosters collaboration around PD
- Invites and facilitates sharing

We want our product design and development culture to be built on sharing. When someone has a problem, we help each other solve it -- even if they are not on our project. We share our successes and failures so that others can learn from our past experiences. In the same vein, when someone learns or discovers something awesome, we want to share it across the company so that we can make each other better.

The guiding principles that influenced our PD system are:

- Minimizing friction to doing PD activities
- Minimizing friction to recording/sharing PD activities
- Expecting everyone to do PD that is relevant to their current (or future) role

