**APBC Reflective Accounts Form**

Please use this form to record written reflective accounts on all self-directed and non-certified learning and training that you are submitting for APEL and how this relates to the knowledge section (eg Animal Health and Welfare) of the standard. Use one form for each knowledge section, making sure you do not include any information that might identify a specific client, service user, colleague or other individuals.

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| **Name: APEL Applicant 10**  **Knowledge section - K&U number(s): Clinical Procedures 20** |
| **What was the nature of the activity?** |
| I worked for 10 years in learning & development and project management. These roles were within professional, corporate and educations institutions, in which I liaised regularly with people of various levels as well as managing a team. |
| **Why did you choose to undertake this activity?** |
| I choose to work in learning and development following my BSc Psychology degree. |
| **What did you learn from this activity?** |
| Having worked with people of vary levels of education and management. I have a professional yet friendly approach. I look to ensure that I am open, empathetic and understanding, whilst maintaining a professional relationship with all clients and other professionals I come into contact with. I believe it is important to build a strong rapport, especially with clients, however having been a manager I know how to strike the right balance in order to maintain trust and respect (testimonial provided). |
| **How did you change or improve your practice as a result?** |
| I have spent time reflecting on what message I want to convey to my clients and prospective clients and strive to present a real and trustworthy expert. I have brought my professional approach into the way I run and manage my business and all interactions. From the way I have introduced myself to local vets, building contacts with vet nurses, resulting in them attending my puppy classes with their own dogs, to building a professional referral relationship with a local groomer. |