



Fellows Review Criteria - February 2023

Produced by Fellows Community President's, Sue Evans and Sarah Fox

With support from the PSA UK and Ireland Board of Directors.

Overview

Current criteria are based on:

- **Credibility** - years speaking experience, client contact details and sponsor backing
- **Financial** - income from speaking-related business (not limited to speaking), and
- **Professionalism** - contribution to PSA and compliance with ethics.

To ensure equity for our professional members, we will offer two defined routes to Fellowship, each requiring a minimum income threshold and demonstration of our values but balanced differently. The criteria for the two routes will be based on:

- **Credibility** - years speaking experience, client testimonials
- **Financial** - income from speaking-related business (not limited to speaking)
- **Respect and connection** - Ethics, PSA involvement, mentoring and developing others
- **Excellence** - continuing professional development (Speak More and Speak Better)

New Internal Processes or Documents to be Developed

1. Applicant Guide to Meeting the Criteria for Becoming a Fellow
2. Sponsor Guide to Proposing a New Fellow
3. Client Guide to Speaker Testimonials
4. Revised application and fee



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We suggest the new criteria to go live 6 months after Board approval – to enable nearly-ready applications to be submitted and evaluated against the existing criteria.

Application Criteria

Criteria	Current	Route A	Route B	Notes
Credibility	Contact details for 5 clients	Testimonials from 5 clients of paid speaking / training engagements, confirming the scope of delivery, the fee, their satisfaction with the quality of the entire experience (service and delivery), and their willingness to re-book or recommend the applicant	As Route A	<ul style="list-style-type: none"> • Sponsor to check these are obtained. • Audience >3, fee >£0. <p>There will be a Client Guide to creating Testimonials</p>
	£35k gross speaking and speaking-related income for two of the last four years.	£50k speaking and related income, excluding VAT, travel and expenses, for 2 of last 4 years Value to be updated every 2 years based on Bank of England inflation calculator	£25k speaking and related income (excluding VAT, travel and expenses) for 2 of last 4 years Value to be updated every 2 years based on Bank of England inflation calculator	<p>According to the Bank of England's inflation calculator, £35k in 2013 was worth £45k in 2022</p> <p>Route B income is based on benchmark average 2-hour fees for a secondary school speaker (£500) and 1-2 gigs weekly during the 40 weeks of term time.</p>
Financial	PSA subscription in good standing (1y+)	As current	As current	As current



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Criteria	Current	Route A	Route B	Notes
Respect and connection	<p>Minimum number of points for connection with PSA and wider speaking community during previous 2 years, evidence to be provided to and verified by sponsor</p>	<p>Minimum 20 points Attending PSA Events: 1 point for regional, 2 for April national meeting, 3 for October national meetings - max 15 points. Mentoring speakers to support developing their content, delivery or marketing: 1 point for every hour spent (which needs to be verified by the recipient, confirming the time spent, development area and that it was fee-free) - max 10 points Growing PSA community: 2 points per PSA member introduced – max 10 points Serving on regional committee: 5 points per year of service as VP or RP, 3 points for other roles – max 10 points</p>	<p>Minimum 40 points Attending PSA Events: 1 point for regional, 2 for April national meeting, 3 for October national meetings - max 30points. Mentoring speakers to support developing their content, delivery or marketing: 1 point for every hour spent (which needs to be verified by the recipient, confirming the time spent, development area and that it was fee-free) – max 20 points Growing PSA community: 2 points per PSA member introduced – max 20 points Serving on regional committee or other equivalent voluntary role: 5 points per year of service as VP or RP, 3 points for other roles – max 20 points</p>	<p><i>Evidence to be provided to and verified by sponsor, and included in the Sponsor Guide checklist.</i></p>
	<p>Compliance with the PSA code of ethics, and no ethical sanctions levied by any member of the</p>	<p>As current</p>	<p>As current</p>	<p><i>Compliance and knowledge of our ethics code to be checked by Sponsor before application and included in the Sponsor Guide checklist</i></p>



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	PSA for the previous five years			<i>Sponsor to contact the current Ethics officer and check there’s no objection to the application.</i>
	-	<p>Minimum 20 points across previous 2 years:</p> <ul style="list-style-type: none"> speaking-related courses (virtual or in person) attendance at events from other GSF associations being mentored or coached by Fellows for speaking content, delivery or business (with confirmation). <p>1 point per hour</p>	As Route A	<i>Evidence to be provided to and verified by sponsor, and included in the Sponsor Guide checklist.</i>
Excellence	<p>2 Fellows with whom applicant has no existing or prior business relationship</p> <p>If applicant has not been seen speaking to a live audience by the sponsors, applications must include a video recording of the applicant speaking to</p>	<p>Sponsor role to become more active - check application meets criteria especially the points</p> <p>30-minute video must be included, to enable Board review if needed</p> <p>Verify relevance of learning & growth to role of Fellow</p>	As Route A	<i>Assessing credibility and professionalism based on seeing them live or videos. New Sponsor Guide includes objective criteria eg for speaking we could adopt Speaker Factor criteria of marks out of 5 for each of demonstrating script, stagecraft, delivery and bookability. Min score 4 for each aspect.</i>



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	a live audience. The video must be of one of the presentations being counted in the application			
Sponsorship	No objections received from other Fellows, or if objections are received, they are deemed irrelevant by the PSA Board A final review by the PSA Board to ensure that professional standards being are upheld	As current	As current	