



# **Fellowship of the Professional Speaking Association (PSA) UK and Ireland**

## **Guide for Applicants**

### **Overview**

Thank you for your interest in becoming a Fellow of the PSA UK and Ireland. This guide is written to walk you through the essentials when applying for Fellowship.

### **Pre-Application Reading**

Before you move forward to the application criteria, the following documents are essential reading to (re)familiarise yourself with our values and ethics:

- PSA values: see <https://the psa.co.uk/>
- PSA ethics policy: see <https://the psa.co.uk/code-of-ethics/>

### **Application criteria**

To be accepted as a PSA Fellow, you'll need 2 Sponsors.

They will assess you against the 5 top-level criteria you need to meet:

1. Sponsorship
2. Credibility (C)
3. Financial (F)
4. Respect & Connection (R&C)
5. Excellence (E)

The criteria are designed to align with the PSA values of Respect (R), Connection (C) and Excellence (E), and to provide an inclusive route to Fellowship.

This guide explains each of the criteria, their respective requirements, and the points system. It also includes a handy checklist at the end, so you can confirm you have everything ready before you submit your application.

You will need both sponsors and HQ to check details of your application and should nominate a lead sponsor. You will send the lead sponsor all the relevant data and documents and they will distribute to the other Sponsor and HQ for checking.

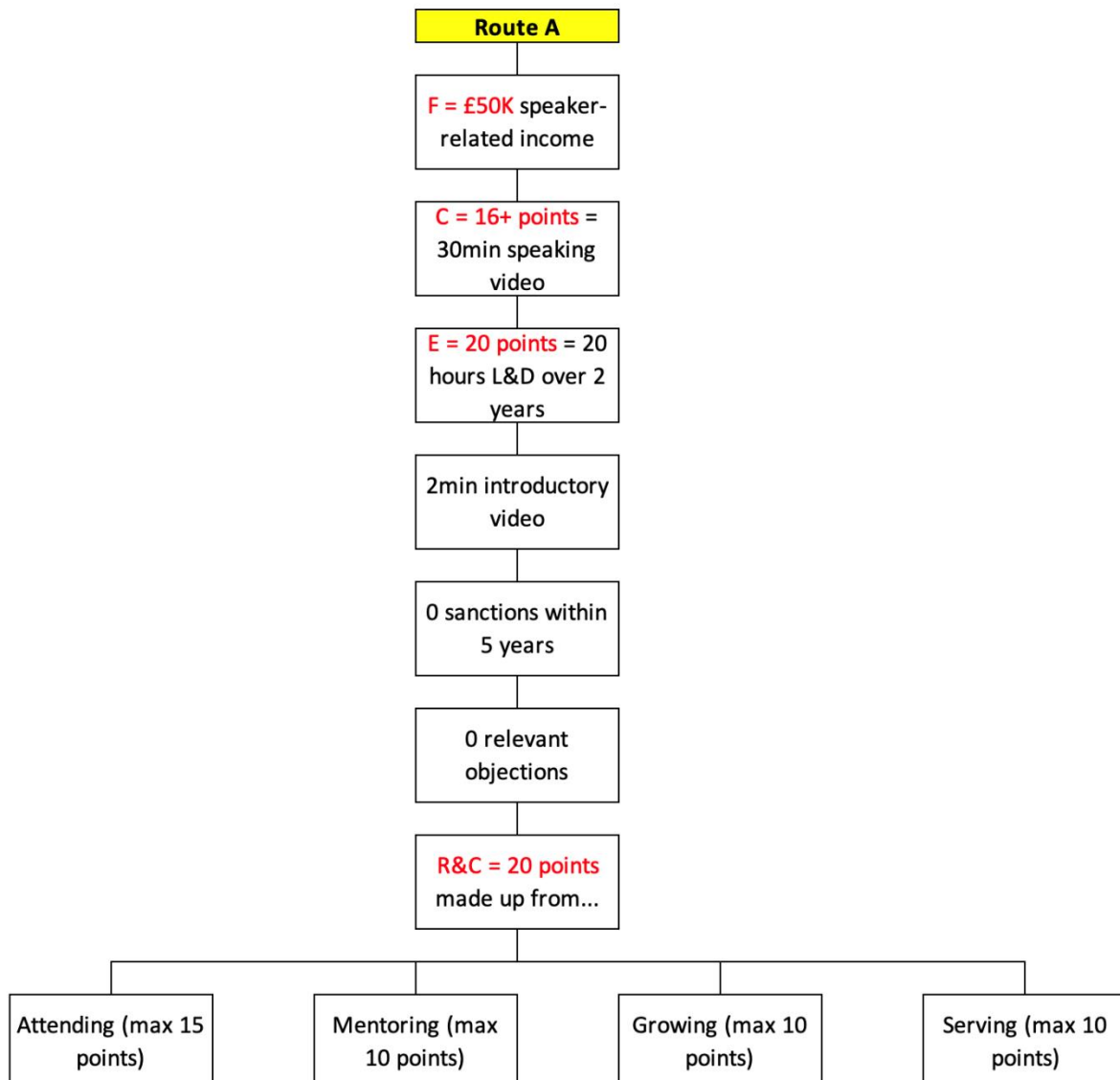
## Two routes to Fellowship

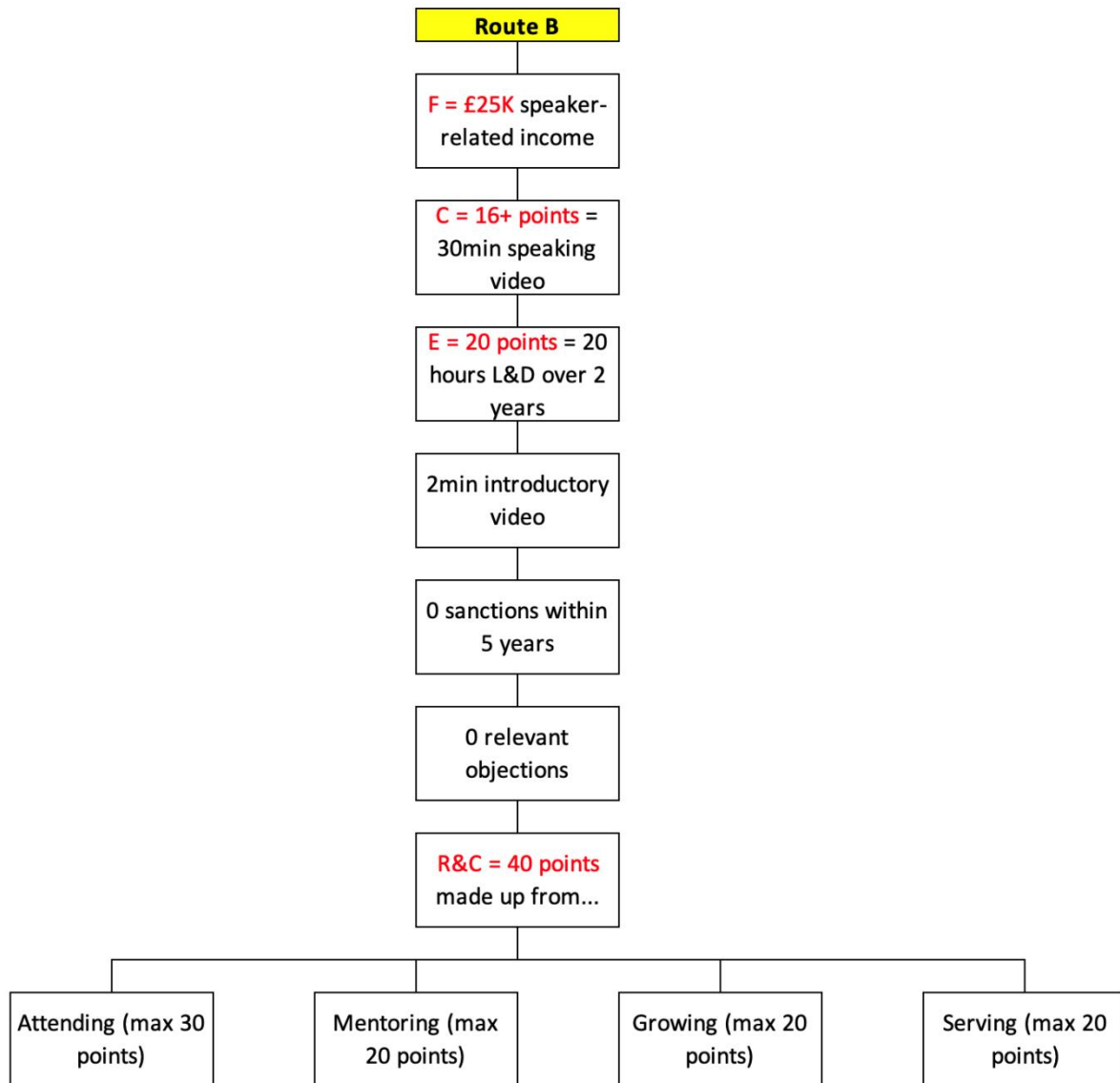
You have a choice of 2 routes to Fellowship, as shown in the diagrams below:

- **Route A:** income £50,000 per year + 20 R&C points
- **Route B:** income £25,000 per year + 40 R&C points

Route A income is based on the existing level, updated by inflation since its last review in 2013. 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 termtime.

Note that the financial values will be updated every 2 years based on the Bank of England inflation calculator.





Whichever route you take, you'll need to submit a 30-minute unedited video of you speaking at a live or virtual event with an audience of at least 3 people, plus a 2-minute video introducing yourself to the Fellows' community.

## 1. Sponsorship

Find two current PSA Fellows who know you as a Speaker and who are willing to Sponsor you.

You should not choose a Sponsor who has been a paying client or paid supplier of yours within the past 4 years.

Your Sponsors will check your application in detail, which means they have a considerable role to play. You might therefore invite them to divide the work between them.

For example:

**Sponsor 1: Credibility and Financial**

Ideally, your Credibility Sponsor should have seen you speak, live, within the past 12 months, for at least 20 minutes, to an audience of 3 people or more.

OR

They should review an unedited 30-minute video of you speaking live or at a virtual event to an audience of at least 3 people.

Your Credibility Sponsor will watch you live or on video to assess your professionalism and score you out of 5 for each of: Script, Stagecraft, Delivery and Bookability. You need to achieve a minimum score of 4 in each category. The best Sponsor to assess 'Credibility is one who has judged a Speaker Factor heat within the past 12 months

Your Financial Sponsor will review your speaking-related income over 2 of the past 4 years

**Sponsor 2: Respect & Connection, and Excellence**

Your Respect & Connection Sponsor will interview you about compliance with the PSA code of conduct. Your Excellence Sponsor will check you have met the requirements for learning and development.

To respect your Sponsors' time, it's important that you double-check all your information before you submit your application.

## 2. Credibility

Your Credibility Sponsor may be willing to provide feedback on your speaking skills if you ask for it.

As well as your Credibility Sponsor watching you speak or train, we'll assess you by what your clients say about you, so you'll need to submit testimonials in your clients' own words. To do this:

- Choose at least 5 paid speaking or training clients from the last 4 years where your audience comprised 3 people or more

If you speak exclusively for your employer or for fewer than 5 clients, we regret that you don't meet the criteria for Fellowship.

- Send your clients the *Guide to Testimonials* to ensure they write them in a way that meets our criteria.

- Testimonials should include:
  - Scope
  - Fee
  - Level of satisfaction with your service & delivery
  - Willingness to rebook or recommend you

### 3. Financial

As you'd expect, there is a minimum income level for Fellowship.

Please revisit the *2 routes to Fellowship* diagram above.

- **Income** relates to speaking and related income, excluding VAT, travel and expenses, for 2 of the last 4 years (invoices to/from a Sponsor are not accepted)
- **A year** means a period of 12 calendar months, which can either be your accounting year or the 12 months immediately preceding your application
- **Speaking income** includes: Talks, training, masterclasses, facilitating at mastermind groups (e.g. Vistage), lecturing, teaching, facilitating training and development either directly or as an associate, salary as a trainer or coach
- **Speaking-related income** includes: Royalties from books, online courses, other media including YouTube channels, 121 or group work with clients arising from speaking events

Your Financial Sponsor will check this.

You should have been a member of the PSA for 1 year or more, and your subscription should be in good standing.

HQ will check this.

### 4. Respect & Connection

The points-based system shows your contribution to the PSA community. Please check the *2 routes to Fellowship* diagram above, to see how the points are distributed for Routes A and B.

#### Attending PSA events

Please provide a list of all PSA events you've attended in the past 2 years.

- 1 point for each regional event
- 2 points for each April national event
- 3 points for each October national event

HQ will check this.

### **Mentoring PSA members**

Please provide a list of all the PSA speakers you've mentored in the past 2 years without charge, including dates. Mentoring might include helping your mentees to develop their content, delivery or marketing.

1 point for each hour of mentoring

This needs to be verified in writing by your mentee/s to confirm how much time you spent, the development area, and that the mentoring was fee-free.

### **Growing the PSA community**

Please provide a list of all the guests you've introduced to the PSA in the past 2 years who went on to join.

2 points for each member you've introduced to the PSA

HQ will check this.

### **Serving in a PSA role**

Please provide a list of all the roles you've undertaken on behalf of the PSA.

5 points for each year of service as RP or VP

3 points for each year of service in other voluntary roles, such as serving on your region's committee or equivalent role

HQ will check RP roles.

For regional committee roles, please ask your RP to provide written confirmation.

### **Compliance with the PSA code of conduct**

Your R&C Sponsor will interview you to ask these 5 questions:

- Do you have relevant insurances and licences in place?
- Before you start work, do you agree terms and fees and create a contract?
- Are you aware that your decisions need to be good for the speaking community?
- Do you act professionally on social media?
- Are you aware what the PSA code says about: integrity, respect, bullying and harassment, diversity, and whistleblowing?

You should have had no sanctions from the PSA or GSF in the past 5 years.

HQ will check this.

## 5. Excellence

To measure this, we'll look at your ongoing learning and development. This includes speaking-related courses you've attended (whether virtually or in-person), attending GSF events, and being mentored or coached by PSA Fellow/s about your speaking content, delivery or business.

1 point for each hour of L&D in the past 2 years.

Currently, we cannot verify time you have spent learning through the PSA Speakers' Hub.

### Your application checklist

Use this checklist to confirm your application is ready to submit.

		✓
	I've confirmed whether I'm applying under Route A or Route B	
<b>Sponsorship</b>	I attach a 30-minute unedited video (or link) showing me speaking at a live or virtual event	
	I attach a 2-minute video (or link) introducing myself to the Fellows	
	I confirm at least one of my Sponsors has seen me speak live for at least 20 minutes to an audience of 3 people or more OR I confirm at least one of my Sponsors has reviewed my 30-minute unedited video showing me speaking at a live or virtual event	
<b>Credibility</b>	I've requested testimonials from 5 clients, and sent them each the <i>Guide to Testimonials</i>	
	I attach 5 testimonials that meet the criteria outlined in the <i>Guide to Testimonials</i>	
<b>Financial</b>	I attach a list or spreadsheet showing invoice numbers, client names and net fees for year 1	
	I attach invoices for year 1	
	I attach a list or spreadsheet showing invoice numbers, client names and net fees for year 2	
	I attach invoices for year 2	
	I have been a PSA member for 1 year or more	
	My PSA subscription is paid up to date	
	<b>Attending:</b> I attach a list of PSA events I've attended	

<b>Respect &amp; Connection</b>	<b>Mentoring:</b> I attach a list of mentoring I've delivered, with dates	
	<b>Mentoring:</b> I attach written confirmation from my mentee/s	
	<b>Growing:</b> I attach a list of members I've introduced	
	<b>Serving:</b> I attach a list of RP roles I've undertaken, with dates	
	<b>Serving:</b> I attach confirmation from the RP about regional committee roles I've undertaken	
	<b>Compliance:</b> I've been interviewed by my R&C Sponsor to answer the 5 questions above about the PSA code of ethics	
	<b>Compliance:</b> I confirm I've had no sanctions from the PSA or GSF in the past 5 years	
	I attach a document showing the total points I've accrued for each activity	
<b>Excellence</b>	I attach a list showing titles and duration of speaking-related courses I've undertaken	
	I attach a list showing dates and duration of GSF events I've attended	
	I attach a list showing dates and duration of mentoring and coaching I've received	
	I attach written confirmation from my mentor/s and coach/es	

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Author: Sarah Fox / Sue Evans, Fellows Community Presidents at time of writing.