



Sponsor guide to proposing a new Fellow (Spring 2023)

Thank you for agreeing to Sponsor a PSA Professional Member to become a Fellow of the Professional Speaking Association (PSA) UK and Ireland. This document helps guide you through the process.

To respect your time, applicants are asked to double-check all the information before they submit their application.

Before you go any further, please review the following:

- Application criteria (below)
- PSA values: see <https://thepsa.co.uk/>
- PSA ethics policy: see <https://thepsa.co.uk/code-of-ethics/>

Application criteria

The Sponsors' role is to assess the applicant against the 5 top-level criteria they 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.

1. Sponsorship

Applicants should choose two current PSA Fellows who know them as a Speaker and who are willing to Sponsor them. One Sponsor will act as lead sponsor and be responsible for receiving all relevant data and documents from the application and distributing it to the other Sponsor and HQ for checking.

You cannot sponsor any applicant with whom you have had any sort of business relationship in the past 4 years, including being in partnership, joint venture, co-directors of a company or if they have been a paying client or paid supplier of yours.

Because you'll need to check the application in detail, you have a considerable role to play. You might therefore divide the work between you and the other Sponsor. For example:

Sponsor 1: Credibility and Financial

To be a Credibility Sponsor, you should have seen the applicant speak, live, within the past 12 months, for at least 20 minutes, to an audience of 3 people or more,

OR

You should review an unedited 30-minute video of the applicant speaking live or at a virtual event to an audience of at least 3 people

As Credibility Sponsor, you should watch the applicant live or on video to assess their professionalism and score them out of 5 for each of: Script, Stagecraft, Delivery and Bookability. To be accepted as a Fellow, they need to achieve a minimum score of 4 in each category. To be a Credibility Sponsor, you should have judged a Speaker Factor heat within the past 12 months

As Financial Sponsor, you should review the applicant's speaking-related income over 2 of the past 4 years

Sponsor 2: Respect & Connection, and Excellence

As Respect & Connection Sponsor, you should interview the applicant about compliance with the PSA code of conduct. As Excellence Sponsor, you will check the applicant has met the requirements for learning and development.

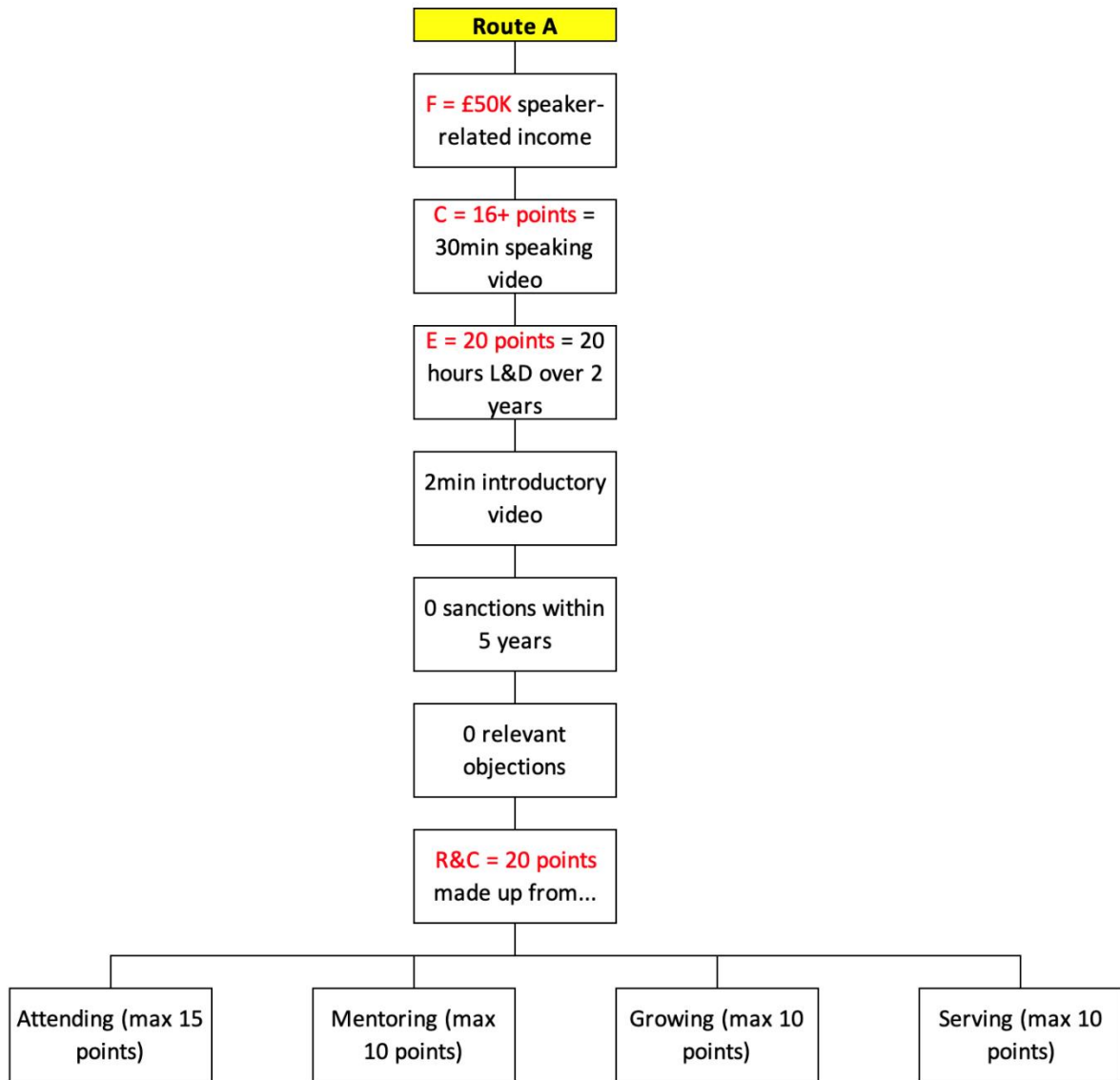
Two routes to Fellowship

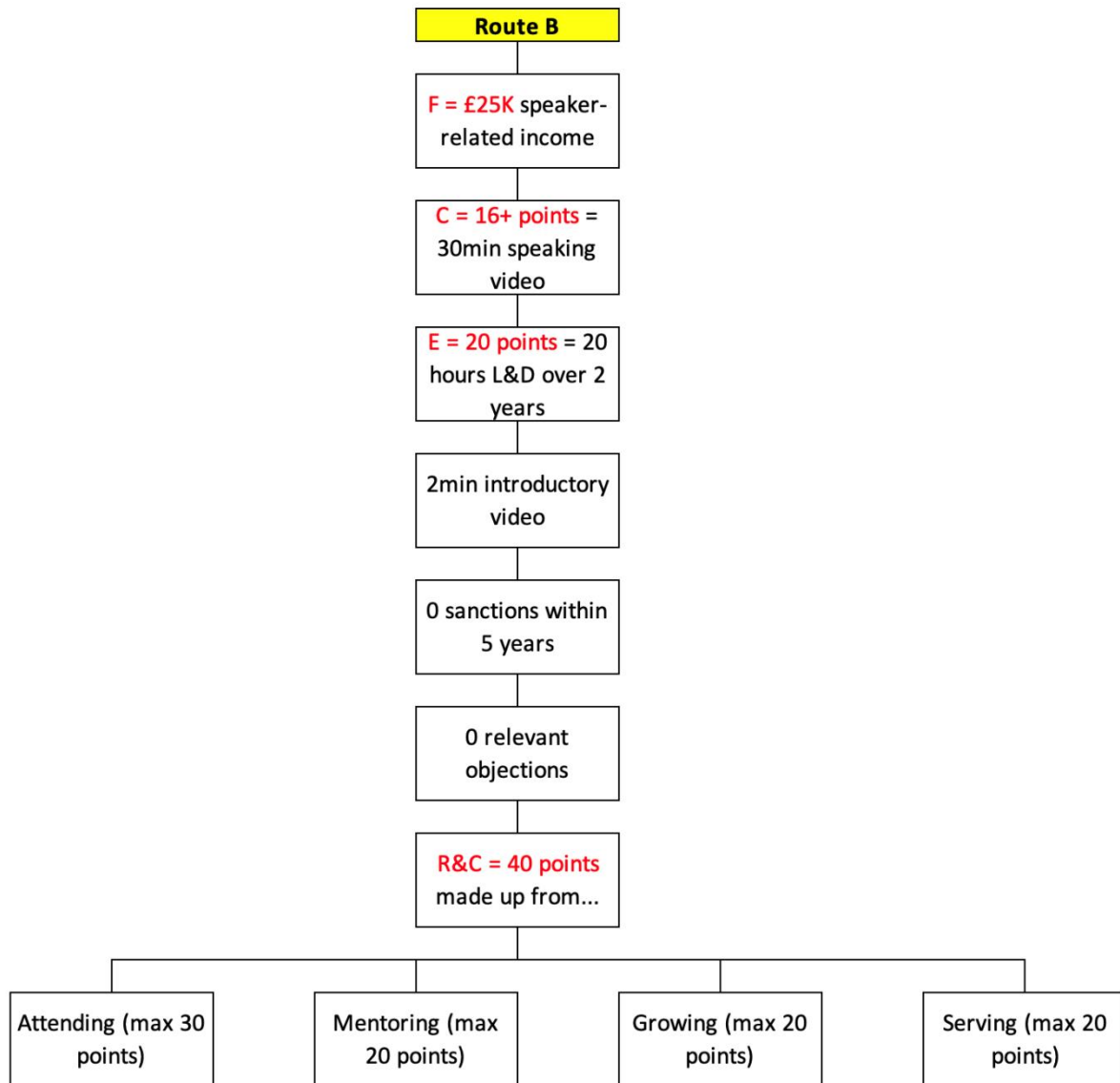
Applicants have a choice of 2 routes to Fellowship, as shown in the diagrams below:

- **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.





Applicants should tell you which route they are taking.

2. Credibility

As the Credibility Sponsor, you should watch the applicant speak or train as explained above.

Please do not provide feedback on the applicant's speaking skills unless they ask for it.

You should also assess them by what their clients say. To do this, the applicant will provide you with at least 5 testimonials in their clients' own words.

- Testimonials should include:
 - Scope
 - Fee

- Level of satisfaction with your service & delivery
- Willingness to rebook or recommend you

If the applicant speaks exclusively for their employer or for fewer than 5 clients, we regret that they don't meet the criteria for Fellowship.

3. Financial

As the Financial Sponsor, you should confirm the applicant has attained the 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
- **A year** means a period of 12 calendar months, which can either be the applicant's accounting year or the 12 months immediately preceding their 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

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

HQ will check this.

4. Respect & Connection

The points-based system shows the applicant's 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

The applicant will provide a list of all PSA events they'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

The applicant will provide a list of all the PSA speakers they've mentored in the past 2 years without charge, including dates. Mentoring might include helping their 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 they spent, the development area, and that the mentoring was fee-free.

As R&C Sponsor, you should check this evidence and the applicant's points tally.

Growing the PSA community

The applicant will provide a list of all the guests they've introduced to the PSA in the past 2 years who went on to join.

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

HQ will check this.

Serving in a PSA role

The applicant will provide a list of all the roles they'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, they will provide written confirmation from their RP. As R&C Sponsor, you should check this evidence and the applicant's points.

Compliance with the PSA code of conduct

As R&C Sponsor, you should interview the applicant to ask these 5 questions (and need a yes for each question):

- 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?

The applicant should have had no sanctions from the PSA or GSF in the past 5 years. HQ will check this.

5. Excellence

As the Excellence Sponsor, you'll need to assess the applicant's 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 their speaking content, delivery or business.

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

Currently, we cannot verify time the applicant has spent learning through the PSA Speakers' Hub.

Application checklist

Use this checklist to assess the application.

	Applicant has stated whether applying under Route A or Route B	✓
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Credibility		
Credibility Sponsor to check	Applicant has provided a 30-minute unedited video (or link) showing them speaking at a live or virtual event	
	You have seen them speak live for at least 20 minutes to an audience of 3 people or more OR You have reviewed their 30-minute unedited video showing them speaking at a live or virtual event and awarded up to 5 points per category	
	Applicant has provided a 2-minute video (or link) introducing themselves to the Fellows	
	Applicant has provided 5 testimonials that meet the criteria outlined in the <i>Guide to Testimonials</i>	

Financial		
Financial Sponsor to check	Applicant has provided a list or spreadsheet showing invoice numbers, client names and net fees for year 1	
	Applicant has provided invoices for year 1	
	Applicant has provided a list or spreadsheet showing invoice numbers, client names and net fees for year 2	
	Applicant has provided invoices for year 2	

HQ to check	Applicant has been a PSA member for 1 year or more	
	Applicant's PSA subscription is paid up to date	

Respect & Connection		
Respect & Connection Sponsor to check	Mentoring: Applicant has provided a list of mentoring they've delivered, with dates	
	Mentoring: Applicant has provided written confirmation from their mentee/s	
	Serving: Applicant has provided confirmation from the RP about regional committee roles they've undertaken	
	Compliance: Applicant has been interviewed by the R&C Sponsor to answer the 5 questions above about the PSA code of ethics	
	Applicant has provided a document showing the total points they've accrued for each activity	
HQ to check	Attending: Applicant has provided a list of PSA events they have attended	
	Growing: Applicant has provided a list of members they've introduced	
	Serving: Applicant has provided a list of RP roles they've undertaken, with dates	
	Compliance: Applicant has had no sanctions from the PSA or GSF in the past 5 years	

Excellence		
Excellence Sponsor to check	Applicant has provided a list showing titles and duration of speaking-related courses they've undertaken	
	Applicant has provided a list showing dates and duration of GSF events they've attended	
	Applicant has provided a list showing dates and duration of mentoring and coaching they've received	
	Applicant has provided written confirmation from their mentor/s and coach/es	

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