



Backstage: News from the PSA

May/June/July 2021

President's Letter: From Lynda Shaw

Hello! Gosh, Refresh was an incredible experience and the perfect day to become your National President UK&I.

The energy, expertise and kindness of everyone was palpable and I am both honoured and excited to step into a position that has been held by some amazing people before me.

And I have exciting plans to share with you in keeping with our theme, Going for Growth.

You see we can't stand still, and we can't go backwards, we can only go forwards. And when we do this with deliberate choice we grow and we thrive.

In order for us to address the many ways we can grow, Going for Growth has 5 subthemes.

Growing with a Team for those who want to build an 'empire'.

Growing it Alone for those who want to keep it simple and are content with finding ways to grow with just themselves to think about.

Growing New Seeds for people excited to be innovative and create new ideas.

Growing with Collaboration for those who want to enjoy the numerous benefits of collaborating with others in our industry.

And finally, Growing the Whole You recognising that growing may involve expanding one's time to do nothing, to make the space for more time with loved ones, to put our health and well-being first.

I do hope you relate to one or two of these because there are plans to offer extra ideas and new ways of thinking for you to grow and have fun doing so!

I will be attending all the regions to explain so much more. The momentum has already begun and there is much to learn from one another. Yes, that's right, this will involve you if you are willing.

I can hardly contain myself as I try to put my inner Tigger back into Hundred Acre Wood, but forgive me if you get a glimpse sometimes!

Right, let the fun begin.

Lynda

Lynda Shaw
National President, PSA UK and Ireland



Forthcoming Events

May

4th	PSA South East	12th	PSA North East
5th	PSA East Midlands	13th	PSA Scotland
6th	PSA Home Counties North	15th	PSA Yorkshire
7th	New Member's Day	15th	PSA Ireland
8th	PSA London	18th	PSA Staffordshire
10th	PSA Birmingham	19th	PSA North West
11th	PSA South West	20th	PSA Thames Valley

June

1st	PSA South East	14th	PSA Scotland
2nd	PSA East Midlands	15th	PSA Staffordshire
3rd	PSA Home Counties North	16th	PSA North West
7th	PSA Birmingham	17th	PSA Thames Valley
8th	PSA South West	19th	PSA Yorkshire
9th	PSA North East	19th	PSA Ireland
12th	PSA London	24th	Speak Better Bootcamp

July

1st	PSA Home Counties North	14th	PSA North East
5th	PSA Birmingham	15th	PSA Thames Valley
6th	PSA South East	17th	PSA Yorkshire
7th	PSA East Midlands	17th	PSA Ireland
10th	PSA London	20th	PSA Staffordshire
12th	PSA Scotland	22nd	PSA North West
13th	PSA South West		



...and don't forget we have our **Speaking Business Summit** on **8-10 October** – watch the website, the social media feeds and this newsletter for further updates!

It was the best of times, it was the best of times

By Guy Clapperton, Director of Regions

This edition of Backstage is slightly later than usual for two reasons: first, the editor finally woke up ten minutes before the deadline but mostly because we wanted to get a write-up of Refresh, our Spring Convention, into the issue. The only disadvantage is that there's only one of me so in terms of the breakout rooms I can only discuss the ones I attended.

And what an event it was, fittingly enough as it was the swan song of outgoing national president Steve Bustin. The highlights were many for a one-day event. My own opinion is that anyone who earns a living through using language and didn't get a huge kick out of Ben Afia's opening keynote just wasn't concentrating; exploring language for different generations and also pointing to superb style guides online and elsewhere there was loads in this and he brought it to life brilliantly.

Likewise LinkedIn skills were enlivened by Sam Rathling. The thing about LinkedIn is that we all think we're basically competent but might not know what our social selling score is (just search it and you'll find it), at what point the magic starts to happen and how to persuade the algorithm that you should be brought to people's attention, Sam does, fortunately for all of us, and even better she's a generous sharer – which made her payoff about how someone once stole the whole of her business even more of a jolt.

This was ably followed by Bryony Thomas who stood in for someone else who had become unavailable. Expecting a talk on resilience and facing the prospect of business falling apart, we actually heard the story of her cancer and how she managed to cope. She was in a safe space among the PSA as she said on a



subsequent Facebook post so she felt able to share completely. It wasn't comfortable, for her or anyone else; it was essential listening for anyone who might have been feeling invincible lately.

I attended Frank Furness' excellent Ask The Experts on video in the afternoon (he basically did a masterclass) but could have gone elsewhere, after which Steve Bustin gave fulsome thanks to people who'd offered support over the last 18 months, remembered some of the people we'd lost over the last year and moved into the awards: Pam Burrows was a worthy recipient of the Spirit of Joy Award while William Buist was surprised to receive the President's Award. Lois Creamer rightly became an honorary Fellow of the PSA UK and Ireland and the look on Rikki Arundel's face when Steve gave her the Professional Speaking Award of Excellence was a picture to treasure.

Then Steve said a polite thank you and was gone with Lynda in his place discussing the coming year, launching immediately into a panel discussion on her new theme, Going for Growth – which looks as though it's going to be brilliant. The day was capped by the frankly hilarious Steve Head who managed to pull in personal tragedy and recovery and a focus on what "makes the boat go faster".

I skipped the after-party and by all accounts it was superb. All of that basically scratches the surface of a terrific, packed event full of learning and training whatever level your speaking career has reached; the Speaking Business Summit will be in October and I can't recommend it enough.

The Only Way is Ethics

By William Buist, PSA Ethics Officer

The following is an edited version of a longer article that appears on the PSA website

Back in 1980 I joined a professional organisation and was asked to agree to abide by their Code of Conduct. Since then, I've been striving to work as professionally, as responsibly and as decently as I can. That's probably true for most of speakers and for anybody who's a member of the Professional Speaking Association it is true today, too.

A Code of Conduct or Ethics isn't just about setting a standard by which to abide. It's an opportunity to create a broader sense of trust and certainty for all the people, audiences, bookers, clients, suppliers and the public who interact with any member of an organisation. That trust is critical to creating the reputation and unlocking opportunities for members of an association to be recognised for the standards defined. A Code of Ethics creates a consistency at a minimum level. Did you know that the PSA has such a Code of Ethics, which you have agreed to, as a paid up member?

In a situation where your client is making a choice of speaker based on having such a Code of Ethics and an unaffiliated speaker who does not,

it provides another reason for you to be selected.

I was asked a couple of years ago to help develop a new Code of Ethics for the PSA and I have been the Association's Ethics Officer since then. In that role I evaluate any concerns that are raised. There have been a few during that time and I think that's healthy.

Most of the concerns raised have been due to misunderstandings, some unrelated to the PSA. Some have been more about clarifying how to respond to a situation professionally and in line with the Code. Most have been resolved quickly and easily by clarifying the position, or offering advice to the parties involved that has allowed a resolution to be reached.

Put a link in your email signature when you are emailing someone about your speaking or when making a referral, and when you meet a prospective member of the Association. It's your Code, so use it to your advantage. If you have any questions about how you can use the Code, email me at ethics@thepsa.co.uk.



Member Benefits

Being a member of The PSA brings with it a wide range of practical benefits:

- Discount rates on Professional Indemnity and Public Liability Insurance tailored specially for professional speakers, via thepsa.co.uk/membership/benefits/insurance/
- Access to the PSA Members Only Facebook Group for advice, discussion and news pertinent to you and your speaking business.
- A free profile on the PSA Member Directory on the PSA website - be visible to speaker bookers and increase your web presence. Sign up via espeakers.com/welcome-psauk/ (Professional Members and Fellows only)
- Benefit from the Member referral scheme: Remember that if you are named as a referrer of a new member who joins the PSA (at any membership level) then you get a thank you of a voucher entitling you to attend one PSA regional meeting for free.
- Access to our fantastic new video platform, the Speakers' Hub, packed with insights and wisdom on essential topics for all professional speakers. Access via thepsa.co.uk/membership/benefits/the-speakers-hub/
- 10% discount on office space for office or meeting purposes from the Citibase network. Visit www.citibase.com/locations and when making the booking quote **CITIBASEMEETINGSPSAOFFER**.



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