



National Speakers Association Key Competencies

Overview

NSA is committed to helping its members achieve the highest levels of competence as professional speakers. In July 2005, the below four areas were identified as the competencies to guide the selection of program topics for NSA's educational meetings and publication, as well as to the core curriculum for NSA's Certified Speaking Professional (CSP) certification program.

Eloquence

The art of speaking and the use of powerful and persuasive presentations. This means creating the proper setting for an effective presentation as well as the concrete skills related to presenting, performing and theatrical methods.

Expertise

The knowledge, skills and experience in a specific area. Speakers should know which body of expertise is ideal for them and be able to effectively research and develop their content.

Enterprise

The purposeful undertaking of a successful speaking business venture. This includes business management, sales and marketing knowledge, as well as the skills necessary to generate income through speaking engagements and other revenue streams.

Ethics

The principles or standards governing the conduct of those in the speaking profession. Ethics is the foundation and summation of the three other competencies. It is about who you are as a person — both personally and professionally — and encompasses your reputation, character and integrity.