

The background features a blue sky with a yellow sun in the top right corner. A large, dark blue, rounded rectangular bar is positioned diagonally across the center. The text 'How to Become a CSP' is written in white, bold, sans-serif font on this bar. Below it, a smaller, lighter blue rounded bar contains the text 'Both Methods NSA and NSAA' in white, sans-serif font.

How to Become a CSP

Both Methods NSA and NSAA

So You Want to be a CSP



Why Do It?

- It is who you are on the other side (Trav Bell)
- It is who your business is on the other side (Paddy Spruce)
- Industry nonplussed
- Association makes it mean something
- Shows you are serious
- Professional designation
- More money!



The Requirements



Member of Good Standing

NSA (US)

Professional member in good standing of NSA or a member association of the GSF for 12 continuous months (1 year) immediately prior to submitting your application

NSAA (Aust)

A CSP applicant must have been a financial member of NSAA for a minimum of six months prior to applying and have attended at least 2 NSAA events

Be Ethical

NSA (US)

Attend the Professional Competencies session AND Professional Business Ethics session, or purchase and listen to session recordings, within 10 years prior to submitting your application.

NSAA (Aust)

Any application from an applicant who has had an adverse finding against them in an ethics investigation in the period covered by the application will not be accepted.

Financial Requirement

NSA (US)

Demonstrate earnings of **\$50,000 per year*** for five of the ten years. (Years do NOT have to be consecutive.)

NSAA (Aust)

Demonstrate **\$80,000** in each of five of the past seven years. (Total **\$400,000**)

Financial Notes

NSA (US)

The fee paid for a presentation and/or revenue generated from same day product sales count as your income

Salaried Employees may be eligible to apply

NSAA (Aust)

Minimum fee of \$1000

Minimum of \$16,000 in each year from Keynote Speaking

Includes Presentation Generated Income (within 7 days), Webinars, Speaking & Training but not Facilitation

Presentation Numbers

NSA (US)

Document 250 presentations and fees paid given in the past ten years

NSAA (Aust)

The minimum number of presentations required to achieve the threshold is 5 in each year



Client Proof

NSA (US)

Provide names of 20 individual clients willing to complete an online evaluation on your behalf

NSAA (Aust)

During second phase an audit will be done and you will be contacted to provide specific information

Presentation Recording

NSA (US)

Submit link to a Public or Unlisted YouTube video recording of a full, in-person, unabridged presentation, 60 minutes in length, but no longer than 90 minutes, or a continuous unabridged 60 minute excerpt from an appreciably longer presentation,

NSAA (Aust)

3 DVD of keynote or link to website of full Keynote presentation. (30-90 minutes duration)

Definition of Speech

NSA (US)

A speech is defined as a live spoken presentation delivered to a live audience of 3 or more attendees. The speech may be delivered in person, or virtually (webinars, teleseminars).

NSAA (Aust)

Keynote - The main speech at a meeting, conference or convention or the speech in one of the featured spots at an event. The keynote sets the tone of a convention and carries out the theme and is a plenary session.



Professional Material

NSAA (Aust) ONLY

Gather sufficient examples of your marketing materials to demonstrate your professionalism.

Sufficient examples of products for assessment to be made on professionalism and expertise

Keynote Definitions

NSAA (Aust) ONLY

- A keynote will have a minimum audience size of 30 people. It will nearly always be presented from a stage or platform.
- A keynote *IS NOT* a training presentation.
- A keynote *IS NOT* a breakout session.

Keynote Definition

NSAA (Aust) ONLY

- A keynote is typically 30 – 90 minutes in duration.
- A keynote can contain audience interaction, but at least 75% of the presentation must be the speaker presenting their own original material.
- A keynote is not a sales pitch to a prospective client.
- A keynote may be presented to a public audience who have paid to attend the event.

Pres'n Generated Income

NSAA (Aust) ONLY

- income which is generated *AT* a speaking event from the sale of products or services.
- The purpose of speaking at the event must have been fully or partially to sell products or services.
- It can be sales of the speaker's books and products *at* an event.
- It can be income from a coaching program which is sold *at* an event.
- It can be income from a consulting program which is sold *at* an event.
- The crucial distinction is that the income must be obtained *AT* an event or within 7 days of the event.



Speaking

NSAA (Aust) ONLY

A presentation in which a minimum of 75% of the content is delivered live by the speaker using the spoken word. The balance may be audience participation, video, group discussion, audio, or similar.



Training

NSAA (Aust) ONLY

A presentation which meets the definition of speaking, but may be a training workshop for the purpose of imparting a particular skill or understanding. The emphasis is on a minimum of 75% of the content originating with the presenter.

Facilitation

NSAA (Aust) ONLY

Facilitation is where the leader (*the presenter - applicant*) provides process and direction to a group for the purpose of the group reaching a conclusion or direction which they will pursue. The majority of the input is from the participants, with the emphasis on the facilitator providing *process, not content*.

Facilitating, under this definition cannot be counted towards the income threshold.

Remote Presentations

NSAA (Aust) ONLY

For the purpose of accreditation, presentations delivered using technology can be counted if they meet all of the other relevant requirements and definitions *and* the following guidelines:

- Webinar - A web based seminar, presentation, or workshop that is transmitted *live* over the internet.
- Teleconference – A live telephone “hook up”.
- The minimum audience size for a technology based presentation to be counted towards accreditation is 5. Evidence of the audience number must be provided.



What about CSP Global?

- Must be a CSP (Maybe a Fellow)
- 36 paid presentations in prior 60 months
- 9 of 22 regions defined by UN
- Similar video and audit requirements as CSP

Your Action Plan





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