



NRPST Marketing Resources

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Towards National Standards



Government and public sector organisations' appetites for regulation of PSI



Achieving Strategic Aims



BUILDING BLOCKS

- Actual Situation
- Desired Situation
- Strategy-mapping



NEEDS ANALYSIS

- GAP-analysis
- Public Needs
- Public Sector Needs
- Professional PSI Needs
- Level 3 Factors

ASSESSING THE ACTUAL SITUATION

- People
 Assessment
- Other
 Resources
 Assessment

Regulated...at last



A profession has a *governing body* when the complexity of service-delivery has *risk* which needs to be minimalised and mitigated

Regulated professions ensure accountability of professional service delivery by those who are registered and regulated, protecting standards

What NRPST is not....



Not:

- An agency...
- A union...
- An examining body...
- A regulator of examinations...

According to PARN there are approximately 400 professional bodies in the UK...

Representing most professionals in the UK...

- Learned institutes driving professions and acting for members
- Professional associations and societies acting for members
- NRPST is a regulatory body with qualifying Registrants protecting the public and overseeing agreed professional standards

Professional Associations Research Network

Marketing Resources



National Register of Public Service Translators

Your Marketing Resources available in the Translator Room on the NRPST website



LinkedIn Banner





This is your LinkedIn banner, which brands you as a NRPST Registrant, showing all who visit your page that your qualifications and experience has been independently verified







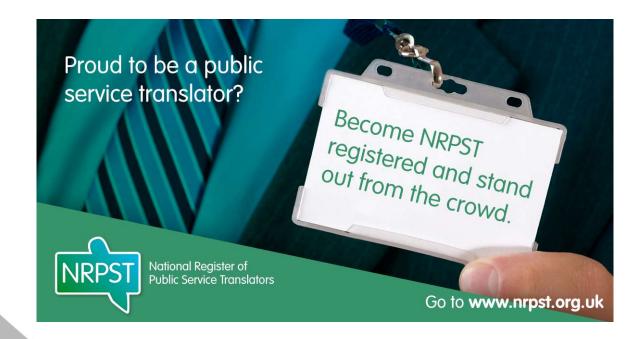
Use this on mailings, on your invoices or on any social media





A different version....





And another version....



This is available for your use on your material such as mailings and can also be posted on LinkedIn to support your message about yourself



Regulated or Unregulated



Mandatory engagement

Statutory Regulation



Public interest merits greater regulation

Limited Regulation; nascent, budding profession

No Regulation; Occupation

Journey to the best possible regulatory frameworks with 'Protection of Title'

Contacts and Links



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