

PRA Standards and Standard Statements

Licentiate Level 4



1

Commitment to professional standards

1.1	Apply professional standards to own working practice
1.2	Support others to comply with professional standards
1.3	Identify and manage the risks and issues of non-compliance in own area of responsibility
1.4	Manage a situation where professional standards may have been breached
1.5	Complete documentation and/or reports relevant to professional standards

2

Communication and information management

2.1	Respond to the needs of a target audience by communicating in a form and manner which is appropriate to the task
2.2	Manage barriers to communication constructively
2.3	Apply relevant legislation, organisational policies and procedures when communicating with others
2.4	Manage information in line with relevant legislation, organisational policies and procedures

3

Leadership

3.1	Display appropriate leadership skills in own area of responsibility
3.2	Lead others by example in meeting own performance targets, promoting good practice, innovation and working within the remit of their role
3.3	Plan for the achievement of goals by identifying and managing barriers to success
3.4	Identify and manage resources to meet outcomes
3.5	Manage a project or task to achieve set outcomes in a timely manner

4

Professional development

4.1	Analyse own performance and identify areas for improvement
4.2	Develop a plan to improve own knowledge and skills
4.3	Access opportunities for professional development
4.4	Evaluate the effectiveness of professional development undertaken
4.5	Maintain a record of professional development

5

Working with others

5.1	Constructively work with others to achieve set goals
5.2	Give explicit encouragement, share expertise and motivate others within the work environment
5.3	Develop effective interpersonal skills to overcome conflict or differences in opinion which may impact on working relationships

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Managing customer relationships

6.1	Assess who the customer is and what the customer expects
6.2	Develop and maintain good customer relationships
6.3	Collect and analyse information to measure customer expectations
6.4	Identify and manage the implementation of improvements to customer service
6.5	Manage customer complaints within own area of responsibility and in line with organisational and legal guidelines