

PRA Standards and Standard Statements

Membership Level 7



1

Commitment to professional standards

1.1	Use research to assess the extent to which professional standards are implemented in the organisation or own area of responsibility, making informed judgements on findings and taking appropriate action
1.2	Establish an environment and culture that assures and promotes compliance with professional standards
1.3	Take responsibility for action when there are issues of non-compliance with professional standards and reflect on the outcomes to foster a culture of continuous improvement

2

Communication and information management

2.1	Represent the organisation to communicate on matters of importance and sensitivity
2.2	Critically appraise communication styles, channels and media to develop a communication strategy for the organisation or area of responsibility which is consistent with legislation, policies and procedures
2.3	Evaluate and where appropriate, establish robust methods and systems for managing information in line with organisational and legislative requirements

3

Leadership

3.1	Promote and champion the organisation's values and objectives and take responsibility for their realisation through strong leadership
3.2	Articulate a vision for the future of the organisation or own area of responsibility
3.3	Display an in depth understanding of resources in own area of responsibility and manage these to meet organisational objectives
3.4	Take responsibility for leading the organisation or own area of responsibility through complex change

4

Professional development

4.1	Critically appraise own ability to lead the organisation or own area of responsibility and identify areas for ongoing professional development
4.2	Use informed judgements to critically evaluate the impact of professional development undertaken by self and others in supporting strategic objectives
4.3	Champion professional development within the organisation or own area of responsibility which will enable personal, professional and organisational goals to be met

5

Working with others

5.1	Critically evaluate the effectiveness of teamwork and organisational partnerships and agree objectives for improvement
5.2	Establish clarity of direction and parameters for others within the organisation
5.3	Establish a culture of mutual support and cohesion which values the contribution of others and recognises success
5.4	Use evidence based judgement to address performance issues and establish an environment which fosters continuous improvement

6

Managing customer relationships

6.1	Establish a strategy for putting the customer at the centre of the organisation or own area of responsibility
6.2	Establish robust standards for customer service
6.3	Establish a structure to respond to compliments and complaints in accordance with organisational and legal guidelines which facilitates continual improvement
6.4	Evaluate levels of customer feedback to inform the future direction of the organisation or own area of responsibility