



The Leadership Strategies Partner Program

<p>What is it?</p>	<p>The Leadership Strategies Partner Program offers organizations with internal training departments, external training organizations, and independent trainers and facilitators the opportunity to become certified and licensed to teach Leadership Strategies' training materials. Through this partnership, internal training organizations have the benefit of greatly reducing internal training costs. Independent trainers and external training organizations can greatly increase their earnings potential by offering and delivering Leadership Strategies training programs to new and existing clients.</p>
<p>For whom is this ideal?</p>	<ul style="list-style-type: none"> ▪ Organizations with Internal Training Departments – By moving the training in-house an organization would be able to drastically cut down on training costs, potentially saving tens of thousands of dollars every year. ▪ External Training Organizations – By becoming a partner, a training organization would be able to increase their revenues by offering new and highly sought after products to current clients. ▪ Independent Trainers and Facilitators – By becoming a partner, an independent facilitator or trainer would see greater revenue and greater profits from the high-value, high demand courses from Leadership Strategies.
<p>What is the savings/earnings potential?</p>	<p>Savings Potential for an Internal Training Department</p> <p>Compare the cost to you of having Leadership Strategies teach eight classes of 16 students each versus the cost of purchasing the Partner license, certifying two of your trainers, and purchasing manuals from Leadership Strategies.</p> <p><u>Cost of Contracting with Leadership Strategies</u> \$124,000 - Eight three-day courses @ \$15,500/class for 16 students per class</p> <p><u>Standard Cost of Partnering</u> \$35,000 One-time organization license (including certification of two trainers) <u>\$25,600</u> Books for eight classes of 16 students each \$60,600 Savings of \$63,400!</p> <p>Earnings Potential for an Individual or External Training Organization</p> <p>The costs below assume an Individual Partner who charges the same fees as Leadership Strategies. Actual fees charged are determined by each Partner, but must meet or exceed a \$200/day per participant. The example shows license cost for an Individual Partner. (An external training organization would purchase an organization license as shown above).</p> <p><u>Income</u> \$124,000 - Eight three-day courses @ \$15,500**/class for 16 students per class</p> <p><u>Standard Cost of Partnering for Individual</u> \$15,000 One-time individual license (including certification of one individual) <u>\$25,600</u> Books for eight classes of 16 students each \$40,600 \$83,400 Gross income!</p> <p>As shown above, the potential to earn extra income can be significant. Our training programs, grounded heavily in building facilitation skills, may be ones a partner's clients haven't experienced yet. Leadership Strategies classes can be great additions to any organization's family of training services.</p>

<p>What support will Leadership Strategies provide?</p>	<p>Leadership Strategies wants to see partners succeed. We provide several levels of support including the following.</p> <ul style="list-style-type: none"> ▪ Certification classes to get partners or partner's instructors ready to teach at the same level that Leadership Strategies is known for. ▪ Marketing literature for each class that can be modified and tailored by partners. Since these are classes that Leadership Strategies has been successfully selling for years, we know the information that potential buyers are seeking. ▪ Telephone support to help partners through any problems or questions they may have. Up to eight hours are available for the first 12 months and then up to four hours during each renewal period. ▪ Annual partner event to keep up-to-date on skill levels, share best practices, learn from others that are in the same place, and hear about the trends in the industry. ▪ Webpage listing showing partners to raise awareness.
<p>What is the licensing fee?</p>	<p>License Fee</p> <ul style="list-style-type: none"> ▪ Organization Partner - \$35,000. <ul style="list-style-type: none"> □ Includes licensing of one Leadership Strategies class (<i>The Effective Facilitator</i>) and includes instructor materials and the certification of up to two people in the same certification class. □ The organization is licensed to have certified instructors teach LSI materials. The organization can use their own or other certified instructors. ▪ Individual Partner - \$15,000. <ul style="list-style-type: none"> □ Includes licensing of one Leadership Strategies class (<i>The Effective Facilitator</i>) and includes instructor materials and the certification of one person. □ Only the individual is licensed and is the only one who can teach LSI materials. The individual CAN NOT permit other certified instructors to teach the class. ▪ All manuals purchased with the license fee receive an additional 30% discount. ▪ License fees are due upon contract signing. ▪ Deferred payment option for Individual Partner. <ul style="list-style-type: none"> □ Initiation fee is \$5,000. □ Per book fee is \$150 more than the standard Partner charge for the first 100 books. □ Annual renewal fee (see below) still applies. The extra \$150 for the deferred payment does NOT apply to reducing the annual renewal fee. □ Under the deferred option, any amount outstanding is due at the 36th month. <p><i>(Existing core contractors should contact us to learn about a special discount for those already certified by Leadership Strategies!)</i></p>
<p>What is the renewal fee?</p>	<p>Annual Partner Renewal Fee</p> <ul style="list-style-type: none"> ▪ External Organization Partners and Individual Partners - \$5000, reducible to \$0. <ul style="list-style-type: none"> □ The annual renewal fee is reduced by 25% of the prior year manual purchases (published books excluded). □ Example: A Partner who purchased \$15,000 in manuals in the prior year would have the renewal fee reduced by \$3750 to \$1250. ▪ The renewal fee includes any updated instructor materials and attendance fee for one person in the Annual Partner Summit. ▪ Additional fee of \$500 for each additional participant in the Annual Partner Summit ▪ For Internal Organization Partners the renewal fee is optional and is \$1000 to receive the updated materials and attend the Annual Partner Summit.

<p>What are the costs for materials and certifying other instructors?</p>	<p>Materials: \$100-250.</p> <ul style="list-style-type: none"> Partners receive a 20% discount on published prices for Leadership Strategies manuals, published books and other materials. <p>Certification for Additional Instructors: \$5000-7500.</p> <ul style="list-style-type: none"> Organization Partners can have other trainers and facilitators in their organization certified to teach courses that the organization has licensed. The certification fee varies based on the length of the certification class. <p>Additional Support and Consulting Time: \$250-500/hour.</p> <ul style="list-style-type: none"> Partners can seek assistance from Leadership Strategies at a 20% discount on our published consulting rates.
<p>Can Partners license other courses from Leadership Strategies?</p>	<p>One-Time Fee to License Other Courses: \$3500 per course.</p> <ul style="list-style-type: none"> The Partner License fee includes licensing for one course (<i>The Effective Facilitator</i>). Partners may choose to license other courses at the fee shown above and have trainers go through the certification program for that course. See our website www.leadstrat.com for a list of Leadership Strategies training courses. <p><i>Note: Some Leadership Strategies courses may not be immediately available due to updates to instructor materials.</i></p> <p>Certification in Other Courses: \$5000-7500.</p> <ul style="list-style-type: none"> Once licensed for another course, Partners become certified to teach the course by going through the certification program for that course.
<p>What does the certification process look like?</p>	<p>The Certification Process</p> <p>Once an organization or individual partner purchases a license to teach the class, it's time to get certified! Organization partners who purchase the license may have up to two people go through the same certification class. Individual trainers purchasing the license go through the certification program themselves to become certified.</p> <ul style="list-style-type: none"> When a license is purchased, we will send instructor packets which include the instructor guide, teaching materials, and typically videos of the class to be taught. To become certified, the candidates first take the course as a student*. Here they will see one of Leadership Strategies' finest in action. They'll learn the material taught in the class and also start to pick up on how our training sessions are facilitated. After they've attended the training, certification candidates get ready to attend the Partner Certification Class by reviewing the videos and preparing to teach each module of the class. Candidates should set aside several days for this preparation work. Certification candidates then attend the Partner Certification Class taught by Leadership Strategies. During the intensive certification training that typically includes one instructor for every two participants, they will learn how to teach each module of the course and have practice sessions teaching various modules. Upon completion of the Partner Certification Class the participant candidates are assessed on their readiness to teach using the following scale. <i>Additional consultation may be required with Partners scoring below three.</i> <ul style="list-style-type: none"> 5 – Fully ready to teach all modules 4 – Strong in most modules, work to improve 3 – Strong in several modules, should co-teach initially 2 – Need to improve prior to co-teaching 1 – May not be a suitable candidate for teaching. <p>After successfully completing the Certification Class, participants are certified to teach the class.</p>

**Fees for a class taken as a student are not included in the licensing costs.*



Why Become a Partner?

- Reduced costs, in the tens-of-thousands of dollars for internal training departments.
- Increased revenue for independent trainers/facilitators and training companies.
- New doors opened by offering training from a sought after company.
- Strengthened brand by partnering with one of the most respected facilitation and training companies in the industry.

Leadership Strategies offers products that they truly stand behind and believe in. By partnering with us, our partners can be sure they are getting a product backed by one of the leading training and facilitation companies in the industry. Furthermore, partners can rest assured Leadership Strategies will be there to help them through the process so they can succeed in their new venture together. Partners don't have to go at it alone!

Even more exciting is the potential for internal training departments to save a great deal of money from their training budgets and for independents and training companies to expand their offerings with highly acclaimed products.



What Makes Our Courses Unique? The PDI Difference!

All of Leadership Strategies courses are taught using the **PDI** difference: **Practical, Dynamic, Interactive.**

Practical...Students will be able to use it! Expect concrete, situation-specific techniques that can be applied right away.

- We take the "touchy-feely" concepts - like engaging a group and consensus building - and isolate the detailed, step-by-step strategies. We break the most difficult concepts down to their critical elements for success.
- We let them know what techniques work; we show them why they work, how they work and when and where to use them.

Dynamic...They'll get into it! Energetic instructors consistently promote high-energy and fun to keep everyone engaged.

- Our facilitators are trained in using level 3 energy – dynamic techniques for engaging and focusing groups.
- We use the "WII-FM" principle to excite participants by letting them know "What's In It For Me."
- Throughout the session we use a variety of techniques to keep the energy high and participants engaged.

Interactive...They'll really get it! There is intensive interaction, practice and feedback throughout the session.

- We use practice sessions to ensure active learning. They will have numerous structured opportunities to both exercise the techniques taught and receive feedback.
- We reinforce learning through "backward buildup" by constantly engaging teams with content specific questions about material previously covered.
- We use team quizzes and interactive games (e.g., Jeopardy, Three Question Panic) requiring team decision and action to vary the pace and increase comprehension.

The cumulative result of employing these techniques is the creation of a learning environment which encourages participation, engagement and application.



What Are the Restrictions?

Instructors: The only people who are sanctioned to teach Leadership Strategies courses are those that are certified through Leadership Strategies.

Course Content: To use the Leadership Strategies course name at least 75% of the course content must be covered.

Participant Materials: Each participant in the class must receive the participant course manual provided by Leadership Strategies.

Material Modification: Partners may modify the content taught in a course, including presentation materials. However, changes to participant manuals can only be done by Leadership Strategies at a partner discounted rate. We encourage requests for customization of materials for a particular need.

Minimum Fee: Partners are permitted to set their fees for all classes. To avoid commoditization of Leadership Strategies courses a minimum fee has been established. Partners are not permitted to charge a fee below that amount except to internal customers (i.e., those part of the partner's organization).

Independent Evaluation and Maximer: As a means for maintaining high quality in the market place, External Organization and Individual Partners submit email addresses of participants in classes within one week of each class. Through the email addresses, Leadership Strategies signs up each participant to receive the Maximizer – a monthly email for 12 months that reminds participants of a key concept in the class. In addition, participants receive a link to an evaluation that they complete on the training class. External Organization and Individual Partners receive a quarterly report of ratings. Partners can rest assured that the emails they submit are used solely for the purpose of the Maximizer and the independent evaluation.

Code of Conduct: Partners must abide by the Partner Code of Conduct published by Leadership Strategies and updated periodically.

Restricted Trade Areas: Due to license agreements with other Partners, the Partner may be restricted from soliciting or providing Leadership Strategies Workshops in specific, designated Restricted Trade Areas. Partners are provided a list of Restricted Trade Areas, which is periodically updated.

Restricted Organizations: Restricted Organizations are those for whom Leadership Strategies has provided on-site classes in the twenty-four months prior to the agreement with each Partner. A Partner is restricted from soliciting or providing LSI Training Workshops to Restricted Organizations for a period of two-years from the execution of each Partner's agreement. Partners receive a list of Restricted Organizations in their Partner agreement.