

Change Guides Affiliate Program

Come Grow with Us



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Guiding Organizations Through Change

www.changeguidesllc.com



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Who We Are

Our Mission:

- To build change management competence in others

Our Vision:

- To be the premier resource for tactical change management solutions

We Value:

- **Responsiveness** - we listen and react to the changing needs of our customers
- **Flexibility** - we will create customized solutions
- **Collaboration** - we take an inclusive approach in all we do
- **Excellence** - we provide the best solution in all we do





Who We Are... Our History



- After writing the Change Management Pocket Guide: Tools for Managing Change, Stacy Aaron and Kate Nelson founded **Change Guides LLC** in the spring of 2005 to provide change management products and services to clients of all sizes, in all industries. Change Guides LLC is headquartered in Cincinnati, Ohio.
- Since that time, Change Guides has grown and expanded its product and service offerings, as well as its reach around the world. All the while, striving to ***Guide Organizations Through Change***

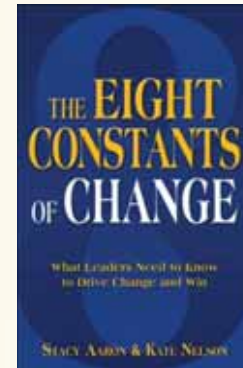




What We Offer... Products

Products

- *The Change Management Pocket Guide: Tools for Managing Change*
- Electronic Change Management Templates
- *The Eight Constants of Change: What Leaders Need to Know to Drive Change and Win*
- The Change Readiness Audit App for Smartphones
- Change Management Best Practices Computer Based Training

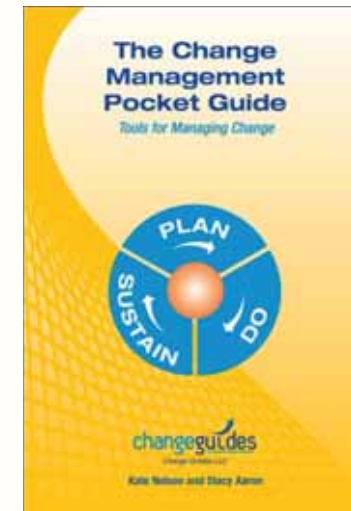
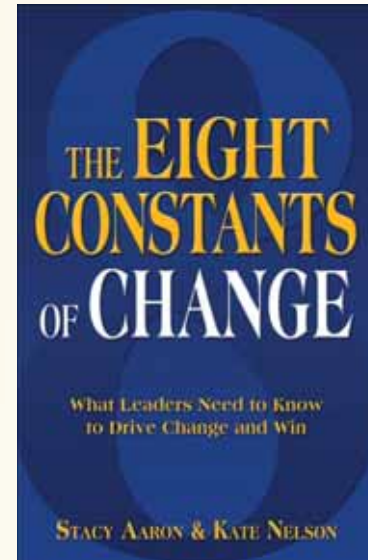




What We Offer... Services

Services

- Speeches
- One Day Change Management Best Practices Training
- Change Management Certification Program
- Customized Training Programs
- Consulting and Coaching





Our Market Position and Quality

Change Guides principles and tools are used by **thousands of employees in hundreds of organizations** around the world to implement change

We've worked with **hundreds of leadership and project teams**

Change Guides has a **proprietary Change Management 101 Model™** including 27 tools based on our 30+ years of Change Management experience

The Change Management Pocket Guide is in the top 1 percent of all books sold on Amazon website in the US, and is being sold on global Amazon websites

The Change Guides **Change Management 101 Model™** is used as curriculum material in many business programs (both undergraduate and graduate)





Our Market Position and Quality

We provide only the highest quality products and services

- Our core competence is managing organizational change
- We offer an extensive array of products and services that get results
- Change Guides training courses qualify for PMI and HRCI continuing education credits, with other continuing education credits possible in the future
- We have a growing worldwide network on 4 continents
- We continue to expand and develop franchise opportunities globally



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Why Should You Be a Change Guides Affiliate?



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Affiliate Benefits

As a Change Guides Affiliate, you will:

- Have opportunities to generate revenue from Change Guides products and services
- Be part of an internationally recognized Organizational Change brand
- Own exclusive rights to deliver Change Guides live training in a defined and protected geographic area
- Have access to training and field support
- Receive updates on new products and new marketing ideas
- Get marketing, sales, and business-building coaching from a Change Guides founder



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Affiliate Benefits

Presence on the Change Guides LLC website and your own Change Guides email address

Branding
Access to logos and corporate guidelines

We provide you with a host of marketing support to help you build your local business

Marketing Materials
Brochures, Flyers, Mailers
Internet Banner and Print Ads and Press Releases

The Change Guides quarterly **newsletter** with the option to customize portions for your region

Market Research
Case Studies, Industry Studies, etc...

Selling
Distributor Pricing, Proposal & Presentations Advice

...and much more

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Affiliate Benefits

Other Affiliate benefits

- Our extensive client list provides a foundation of organizations that rely on Change Guide products and services today... a list that is growing every day
- Potential clients contact us through our website on a regular basis. You will be promptly notified of leads and sales that come from your territory
- Networking with other Affiliates in other parts of the world will help you build your own business





Partnership Commitment

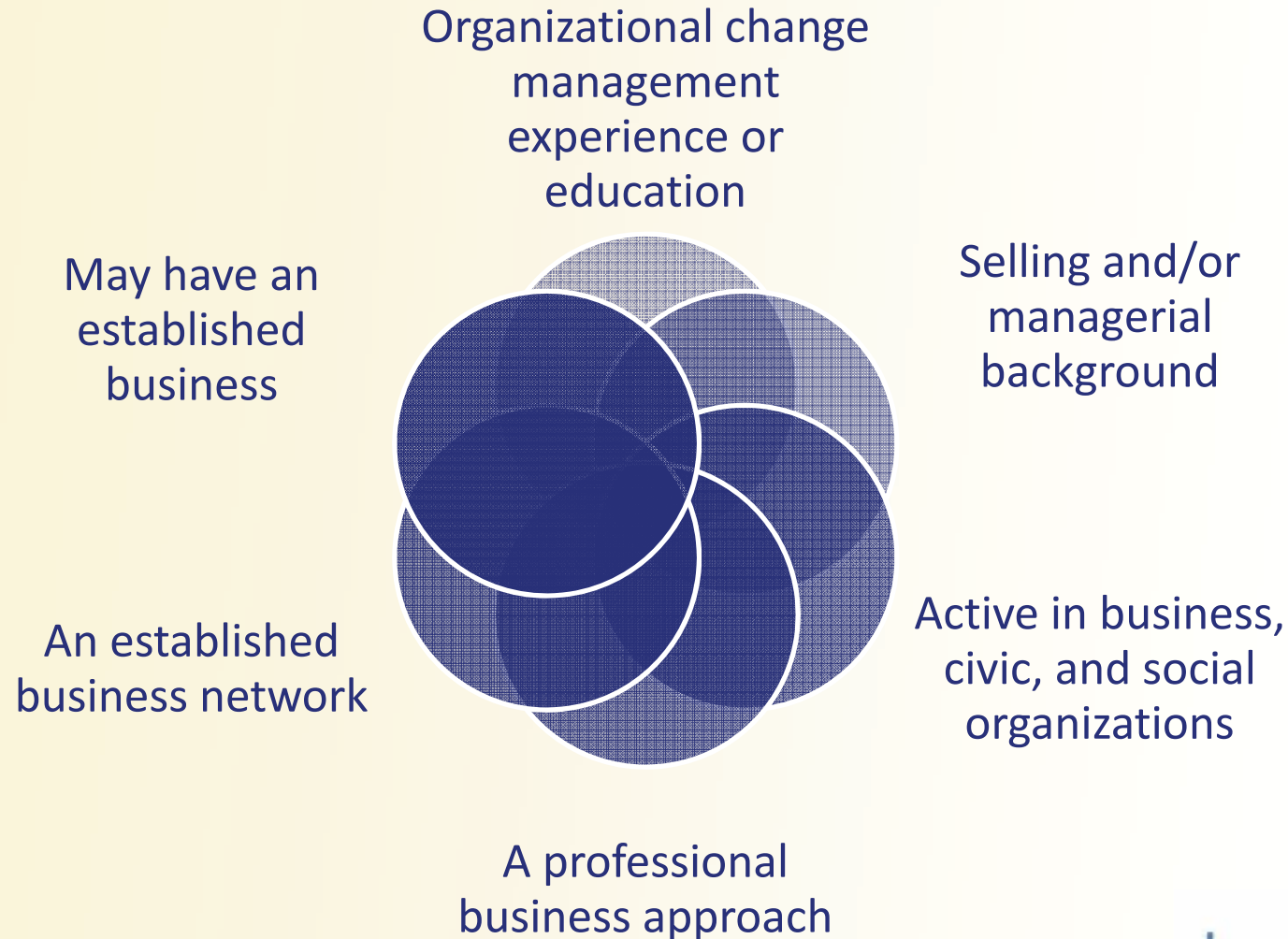
What it Takes To Be a Change Guides Affiliate?



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Profile of a Change Guides Affiliate





Quality Requirements & Monitoring



All of our affiliates are required to be Certified in Change Management by Change Guides LLC



Quarterly business reporting and annual refresher training are required



Trainers must be re-certified every three years and the contract reviewed every five years



Partners are screened and are held to the highest ethical business practice standards



Financial Commitments

Affiliates have a financial responsibility to Change Guides LLC

- Affiliates pay a lead generation fee to Change Guides for leads resulting in consulting or training work by the Affiliate
- Affiliates generate a minimum amount of revenue for Change Guides LLC annually after the first year or risk the reassignment of their region





Selection Process



Submit letter of interest and qualifications to guides@change-guides.com



Change Guides partners will review your file



You will be contacted for a phone interview



If accepted, both parties agree and sign a distributor and/or licensee arrangement

We are happy to discuss the opportunity informally at any time.





Come Grow With Us

- If you have a passion for Guiding Organizations Through Change, consider becoming a Change Guides Exclusive Partner.
- Contact us to talk more about how you can Grow with Us...

workwithus@changeguidesllc.com

