

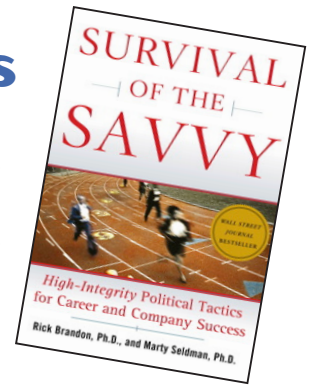


Dr. Rick Brandon, President
Author, *Survival of the Savvy*

BRANDON PARTNERS

announces

organizational savvy



3-Day Affiliate Consultants Certification

Add Our Industry-Leading Course to Your Product Offerings as a Licensed Broker

Brandon Partners at a Glance - A U.S. based corporate training firm with affiliates globally, Brandon Partners teaches company leaders, managers, and professionals the vital, cutting-edge leadership competency of *Organizational Savvy*, based on our Wall Street Journal bestseller *Survival of the Savvy*. We're the most widely used workshop provider for grounding leaders and professionals in strategic influence and organizational impact through high-integrity company politics.

Our Flagship Program - *Organizational Savvy* is the pre-eminent program used by scores of Fortune 1000 companies to transform organizational politics from a taboo topic into an ethical, intriguing, and motivating vehicle for individual and enterprise effectiveness. Our classroom and webinar workshops (2-day, 1-day, or 1/2-day) teach how to navigate company politics, a mission-critical competency in today's competitive and complex work environment. This course has only a handful of competitors, and none offers our combination of a *Wall Street Journal* bestseller, robust online skills assessment, and impressive client user list.

Join Our Affiliate Consultants Network - We're expanding our international broker network of training companies and solo practitioners who can now add this unique program to their product portfolio. We invite you to discuss joining our pool of learning professionals who market and deliver *Organizational Savvy* around the world. Contact us at broker@brandonpartners.com for more information or to schedule a *Fit Factors Discussion*.

3-Day Certification Workshop - In addition to being certified to teach classroom and webinar versions of this popular course, the *Affiliate Consultants Certification* will equip you with impressive and customizable sales and marketing materials. You'll also be Master-certified to train your firm's instructors or clients.

Organizational Savvy Outcomes:

- ✓ **The Politics Wake-Up Call** – A positive reframing of organizational politics and an inspiring business rationale for entering the arena of ethical politics.
- ✓ **Leveraging Your Political Style** – Discovering the strengths and risks of your Political Style mindset and how to influence various Political Styles.
- ✓ **Organizational Savvy Skills** – Understanding, assessing, and learning 13 vital skills for navigating organizational politics with integrity.

Organizational Savvy Participant Materials:

- ✓ WSJ best-seller text, *Survival of the Savvy*
- ✓ Pre-Post Online *Organizational Savvy Self-Assessment*
- ✓ Color Participant Workbook
- ✓ Job Aid Bookmark with the program's key models
- ✓ *Reinforcement Booklet* (tips, tools, and resources)
- ✓ 52 weekly *Savvy by Email* application messages

To Find Out More About Becoming a Brandon Partners Licensed Broker, Please Contact Us At:
Brandon Partners | Ph: 415-389-4740 | broker@brandonpartners.com | www.brandonpartners.com

3-Day Affiliate Consultant Certification Agenda

Day 1: PARTICIPANT Stage: Attend *Organizational Savvy* (8:00 - 5:30)

- Introductions, Certification Goals and Agenda
- Take the 1-Day *Organizational Savvy* Course

Day 2: BRIEFING Stage: Learn to Teach and Sell *Organizational Savvy* (8:00 - 5:30)

- Review of In-Depth *Organizational Savvy* Trainer Guide
- Learn About Other Program Lengths
- Course Administration Tools, Processes, & Support
- Sales and Marketing Tools, How to Sell *Organizational Savvy*

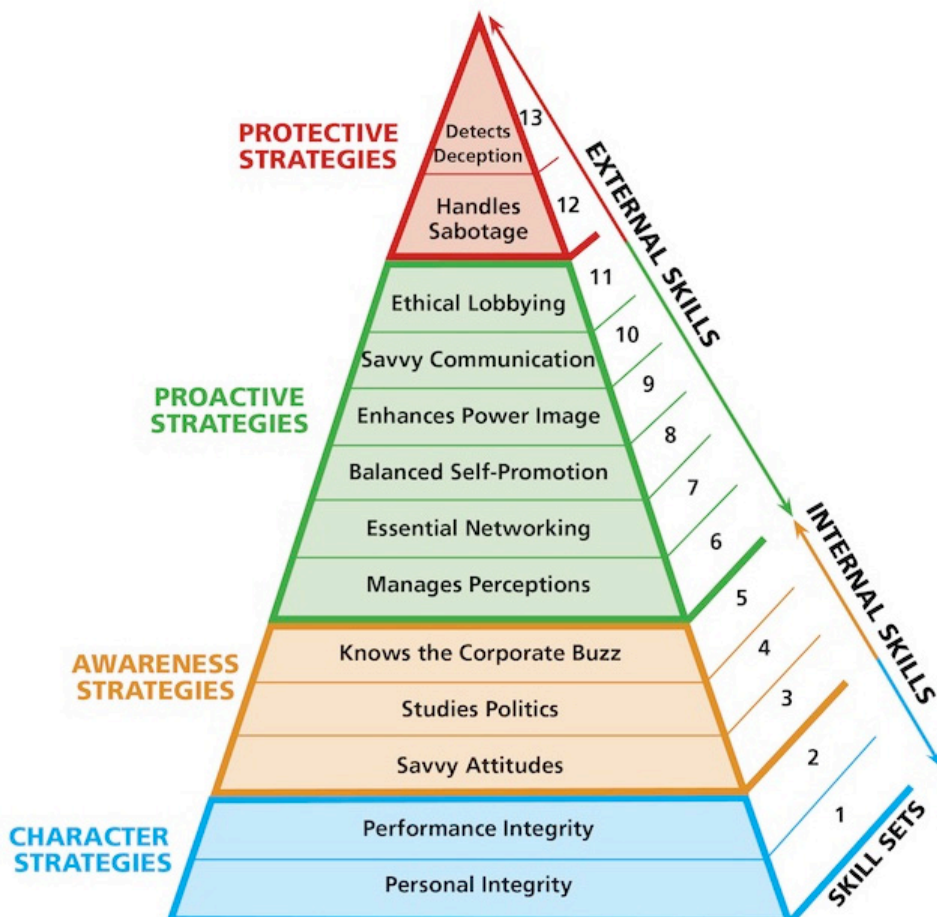
Day 3: MASTER CERTIFICATION Stage: Learn to Train Trainers (8:00 - 5:00)

- How to Conduct Train-the-Trainer Sessions For Your Staff or Clients
- *Organizational Savvy* Delivery by Candidates With Sample Coaching
- Orientation to Webinar Versions
- Debrief, Q and A, Outstanding Issues

3-Day Broker Certification: \$1,950*

*Net investment is \$750 after earning up to \$1,200 back from future sales discounts.

Organizational Savvy Skills Pyramid



Certification Deliverables

- ✓ 265-page Trainer Guide, Scripts, and PowerPoint™ slides for 1/2-day, 1-day, 2-day, and Webinar versions of the programs
- ✓ Master Trainer process and tools for preparing other instructors to teach
- ✓ Complimentary Online *Savvy Self-Assessments* to use for sales & marketing
- ✓ Branded workbooks and brochures with your logo and contact information
- ✓ Laminated placards for workshop activities
- ✓ Signed WSJ bestseller text, *Survival of the Savvy*, with job aid bookmark
- ✓ Regular Follow-Up *Sales Coaching Teleconferences*
- ✓ Outline and materials for webinar showcases to power your sales success
- ✓ Competitive Broker pricing with volume discounts on licensing and materials
- ✓ 20% discount off your *Organizational Savvy* Licensing & Participant Materials Fees until you recoup \$1,200 worth of your Certification Fee
- ✓ Ongoing sales and delivery mentoring and support