

Change Guides Affiliate Program

Come Grow with Us



changeguides

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***

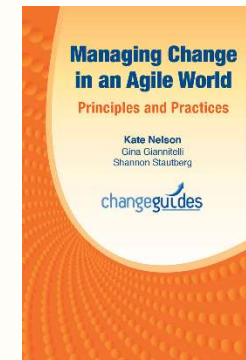
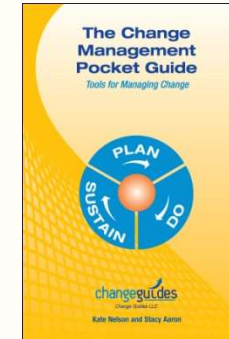
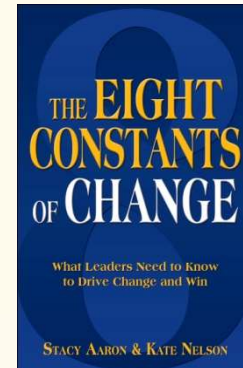




What We Offer... Products

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*
- *Managing Change in an Agile World: Principles and Practices*
- Electronic Agile Templates
- The Change Readiness Audit App for Smartphones
- Best Practices in Leading and Managing Change LMS Module

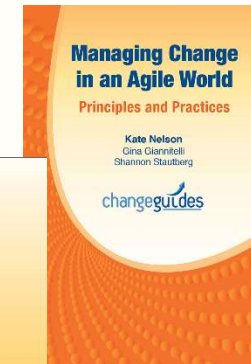
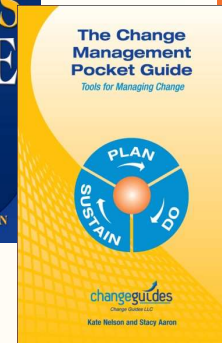
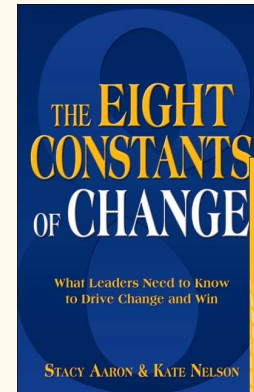




What We Offer... Services

Services

- Speeches
- One Day Change Management Best Practices Training
- Change Management Certification Program
- Agile 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?





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





Affiliate Benefits

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

Branding
Access to logos and corporate guidelines

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

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

...and much more

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

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

Selling
Distributor Pricing, Proposal & Presentations Advice





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





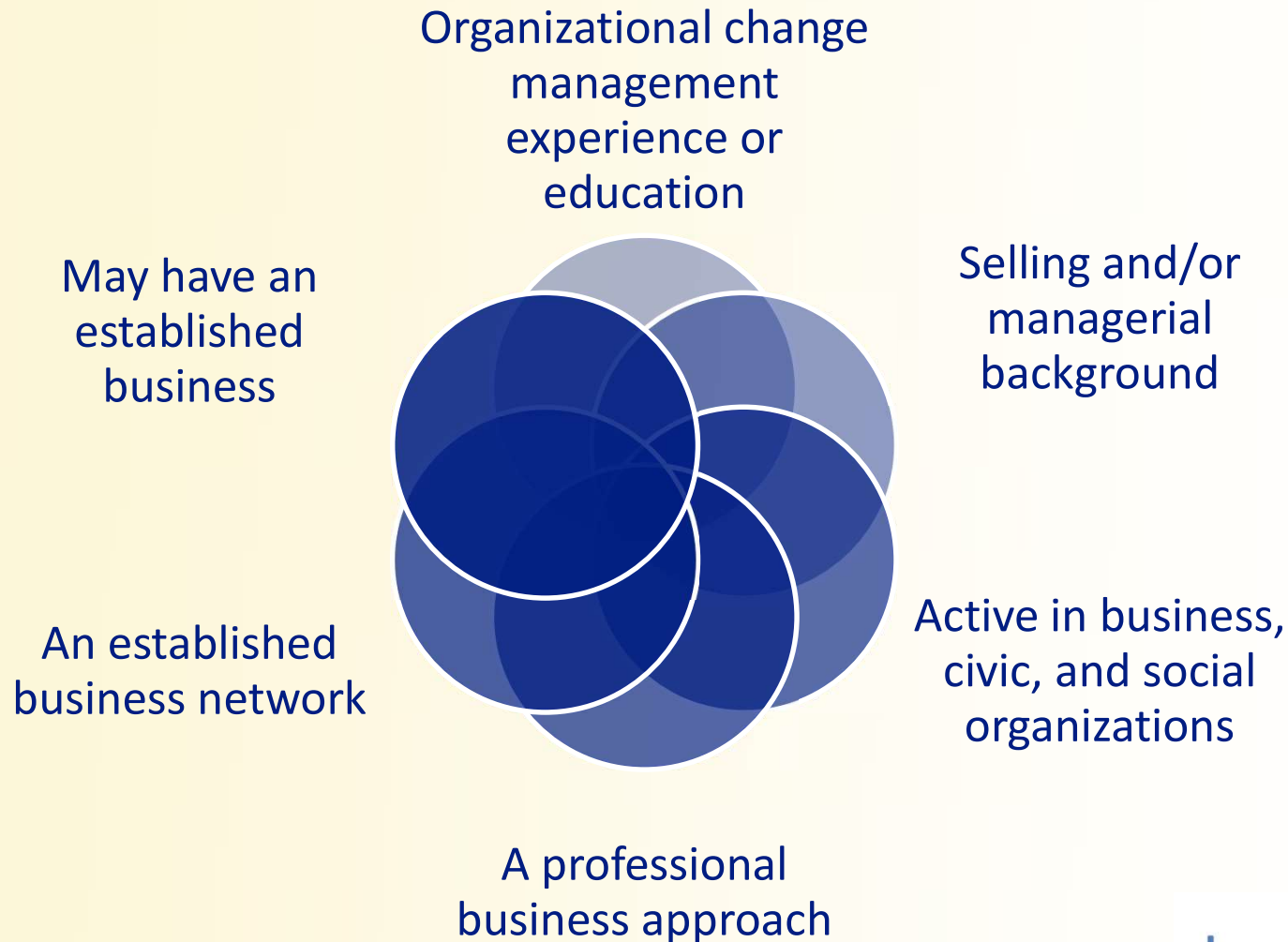
Partnership Commitment

What it Takes To Be a Change Guides Affiliate?





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@changeguidesllc.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

