

# The Performance Thinking® Network Affiliates Program

## Reasons to Become an Affiliate of The Performance Thinking Network, LLC

The Performance Thinking Network (PTN) enters into partnerships with established consultants and firms by certifying them to deliver our programs. PTN programs offer Affiliates significant upside potential because they allow you to:

- ▶ **Add PTN programs to your portfolio to increase revenue:** Our *Six Boxes® Practitioner Program* and *Performance Thinking® Coach-Manage-Lead Programs* can generate significant per-participant revenues for Affiliates certified to deliver them.
- ▶ **Customize PTN programs for your market segments:** Our programs can be easily adapted to address specific needs of clients in functional areas and applications such as talent development, sales management, process improvement, or organizational development.
- ▶ **Use PTN programs to access new client opportunities:** Either in existing client organizations where our programs can provide additional solutions, or as entry-points into new client organizations, our programs can help you secure and sustain more client revenue and impact.
- ▶ **Leverage the *Six Boxes* and *Performance Thinking* brands:** Among performance improvement professionals, and with expanding global recognition in the coaching, management, and leadership market space, The Performance Thinking Network has created well-differentiated marketing messages and unique programs branded with our trademarks.
- ▶ **Benefit from a global network of colleagues and providers:** We learn from one another and share what we learn via our LinkedIn group, annual *Six Boxes® Summer Institute*, planned *Performance Thinking® Leadership Institute*, ongoing program support, and through frequent, informal communication. We work and learn together.

*“Just spent the last two days in the Six Boxes® Performance Coaching Program. I can honestly say in over 20+ years in the corporate world, this is the best training that I have had. It helped define a clear link between business results, work outcomes and individual behaviors. The framework and tools provided to help both plan and execute were outstanding! Get ready, because we are going full speed ahead with this program with the goal to move it quickly from a program to our culture. I am 100% confident that every single person will gain value.”*

**Senior VP of Operations  
Healthcare Info Tech Provider**

*“The first thing we noticed was that we could have meaningful conversations about performance. Then we discovered we could have those conversations with people at all levels ... and make much faster progress.”*

**Director of Learning & Development  
Consumer Products Manufacturer**





## Qualifying to be an Affiliate of The Performance Thinking Network .....

We are a small, growing organization and must be selective in our choice of Affiliates because of the significant investments of time and support that we provide on-boarding and sustaining Affiliates. Characteristics we'll look for in prospective Performance Thinking Network Affiliates include:

- **Genuine interest in our work:** This can't be a relationship of convenience. We seek Affiliates who "get it" about accomplishment-based performance improvement and the viral nature of Performance Thinking® models and language. We want to collaborate with shared enthusiasm. We like working with people who *love* what they see in our applications of behavior science and performance engineering, and are excited about sharing in the ongoing evolution of our programs and strategies.
- **Existing market or client base:** We seek colleagues who serve market segments compatible with our offerings, who already market and sell their products and services successfully.
- **Not too big, not too small, with a strategic fit:** We're not yet ready to be swallowed up by a "big" consulting firm. Instead, we seek established individual consultants or small-to-medium-sized firms for whom our programs will play a strategic role in their service to clients.
- **Relevant professional background:** While we can teach anyone to apply Performance Thinking® models and processes to accelerate the performance of people in their organizations, it's helpful to have background in performance improvement, organizational behavior management or related professional fields. Industry or functional background can also be very helpful, e.g., the pharmaceutical industry or the sales function. The more relevant background you bring to the Affiliate relationship, the better we will be able to communicate, collaborate, and create solutions for clients.
- **Respect for intellectual property:** We have probably all heard of consultants or colleagues who have "borrowed" intellectual property from books and published programs, changing it just enough to avoid legal challenges, and then presenting it as their own. The Performance Thinking Network trademarks and copyrights materials to preserve brand integrity and technical consistency. That is, if Performance Thinking® models or methods are involved, we want to ensure they're used as intended for the best possible impact, to the extent that we can. We want to be sure that what people *read* in our publications and programs is consistent with what they *see* out in real world application. Thus, it is perhaps obvious that we seek Affiliates who generally respect intellectual property and who are happy to work with us to protect our IP in the marketplace and with specific clients, colleagues, etc.



## What do we each want to Achieve, Protect, and Avoid? .....

When we enter into a business relationship with any individual or organization, we recommend that each party to the prospective relationship create a list of the things that they would like to *ACHIEVE*, *PROTECT*, and *AVOID* with the relationship. After each party creates their list, we come together for a discussion in which we compare lists. In that process we can generally identify important points of synergy, topics for discussion, and potential conflicts or points of misalignment that might be addressed. We'll ask you to engage in that discussion, should we be mutually interested in partnering in an Affiliate relationship.

## Elements of the Performance Thinking Network Affiliate Program .....

Becoming an Affiliate of The Performance Thinking Network includes these elements:

**Qualification & Alignment:** As in any good business relationship, we'll get to know each other, see what we each want to Achieve, Protect, and Avoid, and then decide if it's a good fit.

**Program Facilitator/Coach Certification:** At least one person in an Affiliate team must become certified to deliver one or more of our programs. This process requires several months of collaboration, and is costly in time and resources for each party. But at the end of the process, the Affiliate becomes certified to sell and deliver Performance Thinking® Programs. And selling just a couple of programs will pay for certification.

**Collaborative Marketing and Sales:** The Performance Thinking Network provides resources on its web site, in its blog and white papers, and via it's YouTube channel to support marketing and sales by Affiliates. We partner to provide webinars and other marketing programs and materials to achieve shared goals. We are always happy to collaborate on innovative marketing and sales strategies designed to bring in new business, as long as they do not impinge on PTN's intellectual property rights and protections. We love helping to get the message out!

**Shared Revenue Stream:** When an Affiliate becomes certified to deliver a Performance Thinking® program, they charge clients list price and pay PTN a licensing fee, roughly 40% of list price. This means that both parties have "skin in the game" with an incentive to collaborate in marketing, sales, and ongoing implementation support.

**Additional Coaching and Consulting Services Generate Affiliate Revenue:** We encourage Affiliates to offer and deliver additional coaching and consulting services, strategically aligned with and enhanced by Performance Thinking® Programs. When you embed our programs in your services, or vice versa, you deliver more value and generate more revenue. All revenue from such additional services flows to the Affiliate.

**Potential for Joint Product Development:** The Performance Thinking Network treats each client engagement as an opportunity to further develop and refine our programs. Partnering with Affiliates to develop and offer new products and programs to address the needs of new market segments or client applications can be part of our continued R & D. We welcome the opportunity to create new products together with negotiated IP licensing agreements or shared revenue streams, determined by the opportunity and type of offering.

**SixBoxes**  
performance thinking



### For More Information

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Visit **SixBoxes.com** for more information, articles and white papers.

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