NEURO-M

ADVANCED MANAGEMENT RESOURCES

ACCREDITED PARTNERSHIP

A UNIQUE OPPORTUNITY

CREATE SUPERIOR VALUE

Outcompete and outperform your competitors

It is easy to understand why so many HR managers and business owners are wary of consultants and recruiters. They hear the same sales pitches and promises, and often struggle to see the value. To outcompete and outperform, you need to deliver superior value in the quality and outcomes of your services.

- To create value for clients, it is necessary to bring them services, knowledge and solutions they don't have access to.
- To create UNIQUE value for them, it is necessary to bring them services, knowledge and solutions your competitors don't have access to.
- To create SUPERIOR value that attracts and retains high-value clients, it is necessary to access unique resources and deliver high-quality outcomes ethically and in their best interests.

NEURO-M IP, resources and methodologies allow you to create superior value every day.

EXPAND YOUR BUSINESS

Add-ons and new offerings

Successful consultants have great, trusted relationships with their clients. The opportunity is to create more value for them and more revenue from them. This is an ideal outcome for everyone, with none of the lost productivity or marketing budget that is needed to find new clients, and, for the client, none of the time or worry that comes with engaging another service provider.

NEURO-M Partner Accreditation allows specialists in one field to seamlessly expand into others using our exclusive IP. This way, they can quickly deliver more unique value and grow their businesses for very little cost or downtime. Those with expertise in business management will recognise this as the most efficient, lowest risk growth strategy.

When we receive direct inquiries, we will refer them to the Accredited Partner best matched to their requirements and location. We will also list you as an Accredited Partner, so potential clients can contact you directly. Keeping us informed about your service offerings over time will allow us to help you in this way.

TAKE CONTROL

Choose what you want to do and pursue your own passions

NEURO-M assessments and training cover a wide, but interlinked, group of areas and activities. It is OK for Accredited Partners to specialise in the areas that are most appealing to them and most suitable for their ideal client base. For us, passion and quality go hand-in-hand.

It is also not necessary for Accredited Partners to stop doing things they currently successfully do in most cases. For example, consultants specialising in recruitment, HR support or business strategy can continue to provide those services, now with the potential to add more value for themselves and their clients through leveraging NEURO-M resources.

THE BUSINESS CASE

MULTIPLE REVENUE STREAMS

Providing great service should be rewarding for you and your clients

NEURO-M accreditation and resources underpins income streams from multiple sources, including

- Assessments
- Training
- Recruitment
- Coaching
- Consultancy

As an Accredited Partner, you will automatically access substantially discounted pricing on assessments. This allows you to profit from a "retail" markup on the assessments you provide or add extra value for your clients that you may choose to recoup in other ways. You can also generate significant revenue from the analysis you conduct on those assessments, the advice you provide personally about them, and the training, coaching and other opportunities that arise from them.

You will also be able to access training workbooks, which are only available for currently Accredited partners. Training is recommended for groups of up to 15 or 20 in a single session, and around 3 hours per session, and our experience is that even though we have used slideshows, the workbooks and activities contained in them are more natural, engaging, effective and flexible.

Much of your income will probably come from leveraging NEURO-M Accreditation as the underpinning for your other consultancy work. For example, end-to-end recruitment, HR consultancy, coaching, advisory and other support services you leverage your skills and accreditation to obtain. Talk to us about borrowing NEURO-M brand assets to help with

SET YOUR OWN PRICES

Value can be seen differently in different markets

As a NEURO-M Accredited Practitioner, you set your own prices, as you see best creating value for your business in your market without detracting from the value you create for your clients.

Currently, training and assessments can only be purchased through Accredited Partners, who are free to set their own prices, or may wish to incorporate them into the pricing of another service as an exclusive value-add for their clients (e.g., recruitment including NEURO-M assessments, training included in a retained service fee, executive coaching, etc).

THE BUSINESS CASE

COSTS AND COMMITMENTS

A strategic view

It has taken a decade to research and develop our exclusive and unique NEURO-M assessments and training. That long-term view is carried through to the NEURO-M Partner program, where integrity, mutual viability, performance and success is prioritised. Our costs to you are envisaged as:

- Accreditation Training. Gain an in-depth understanding of all assessments and training programs. This is an up-front investment you will need to make. The cost for this will depend on whether you are accrediting one or more practitioners, better value per person the higher the number. Maximum in-person group size is 5, via Zoom is 3.
- Provision of assessments. Discounts are available for assessments based on volume. However, Accredited Practitioners can access assessments at a substantial discount as required without any commitment to volume.
- Provision of training workbooks. You pay us for the workbooks you are required to use in NEURO-M training modules at the rate of 1 per attendee.
- Provision of Support. There are times you may want advice, for example on candidate report analysis, or on responding to a difficult question put to you by a client, or for other matters relating to our IP. This support would be at your cost, at a special Partner-exclusive preferred rate. It is not mandatory
- Annual Support Fee. Ongoing re-accreditation requires that you pay an annual support fee, which gives you access to training resources, monthly meetings, updates, and so on. Most directly, it also gives you access to the full assessment discount, which means the annual support fee can pay for itself easily enough in many cases.

Our aim is to enable, support, and incentivise your success.

THE RELATIONSHIP

YOU CONTROL, WE SUPPORT

Accredited partners retain full control over their businesses

Accredited partners have the freedom to run their own business, choosing their own clients, areas of activity and working hours without being restricted by the specialised scope of NEURO-M resources. If you can also create value with high quality business advisory or accounting services, there is every reason why you should do that for your clients.

NEURO-M resources are just that – a resource for you to draw upon. Whether they are 20% or 100% of your business activity is up to you.

EXCLUSIVE

A limited network of high-quality providers

Our goal is to support a network of Accredited Practitioners who in turn support local businesses, government and other bodies so they can flourish and prosper as business and social enterprises, enhancing outcomes for their members and customers, professionally and personally.

There is no plan for a set number of practitioners, nor restrictions on the size of area or number of clients they can service. However, there is no advantage in saturating a market, as this is likely to limit viability for Accredited Partners, which would be bad for our reputation and quality of service. Rather, it is in our interests to protect the NEURO-M brand by supporting those best placed to service clients most ethically and effectively.

THE PROCESS

VETTING

We need to know we are right for each other

Above all, we value transparency, integrity and ethical practices. If you are a good fit for NEURO-M Partner Accreditation, you will too.

We recommend you start by going over the NEURO-M.com website carefully. In particular, look at the First Principles Page. Spend some time reading through them and thinking about them. If you don't quite understand at first, that's perfectly fine as some may be unfamiliar. Check the key resources section toward the bottom and then maybe check some out. The knowledge you gain about the underpinnings of our work will help you to feel confident about the things you say and the services you provide.

We will also want to know about you. After all, NEURO-M Partner Accreditation makes you something of a custodian of our brand. We will be less concerned about the size of your current business than we will be about your goals, ethics and potential to grow and provide excellent service. We will also want assurance you have the proven strategy and B2B sales skills to market and grow your business. Our role is to provide the unique IP and resources; your role is to market and deliver that to your clients; their role is to value and gain from it.

TRAINING

Gain the expertise to deliver confidently

As part of your accreditation, you will participate in each of the assessment and training modules in private training.

Things you'll want to know:

- They can be done in-person or via Zoom
- Each module is a half-day, and there are 10 in total, so 5 days in full.
- All modules do not need to be performed as a single 5-day block, with half-days often more likely to suit your schedule. It is recommended you aim to complete them all within a month, as information that is fresh from one will help in another.
- You will also get to complete every assessment and view your own reports – you are encouraged to draw on them as you find most helpful for your own ongoing personal development.
- Assessment reports and subject workbooks are provided.

These are private sessions, with the base price including 2 participants if you wish to have 2 Accredited Partners. Groups of up to 5 are OK, but we don't like to go higher than that as, inevitably, someone gets left aside a little. You are invited to ask any question you like and have as much of a discussion as you wish within the time allocated (3 – 4 hours each module). You will need to demonstrate your knowledge to pass accreditation, so this time is very useful.

SUPPORT

You're independent, but you're not alone

Support, from general inquiries to more specific advice, is available as you need it. To support you in the most time and cost-efficient way possible, these are our current guidelines:

- In the first month after you become an Accredited Partner, you can access information support regularly at no cost while you get into the swing of things. This might include reviewing your proposed analysis of some candidate reports, or clarifying concepts or techniques.
- Access exclusive monthly support chats on Zoom. This is a great way to stay in touch and up-to-date, as well as to share ideas, challenges and experiences.
- If something really can't wait for the monthly catch-up, email us for quick attention.
- If you need assessments or training materials, email us the relevant information and we will get them arranged immediately. You'll also get status updates along the way.
- If you'd like more one-on-one support as you go, let's talk about a personalised support package that could work best for you.

KEY BENEFITS

Profit from our resources

- GAIN A UNIQUE COMPETITIVE EDGE
- LEVERAGE ADVANCED IP & RESOURCES
- CREATE OR EXPAND YOUR SERVICE OFFERING
- BOOST CUSTOMER SATISFACTION
- AN EXCLUSIVE OPPORTUNITY

NEXT STEPS

To learn more about becoming a NEURO-M Accredited Partner, get back in touch at info@askneurom.com, or give us a call at 1300 307 207

NEURO-M

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DISCLAIMER

The contents of this document are current as at June 2022. It is intended only as a general introduction and overview to the broad inclusions and benefits associated with NEURO-M Accreditation. It makes no representations or assumptions about whether NEURO-M Accreditation is right for you.