

Certified LifeThrive Professional (CLP) Courses

Consulting, Training and Coaching

Consultants have access to any materials for which they are certified as long as their annual membership is current.

Certification (Includes Video, Power Points, Manuals, Exam Fees & Annual Updates)	Price
S.M.A.R.T. Goals (Individuals, Teams and Organizations) (Prerequisite DISC/Mindsets)	\$279.00
Trust and/or Response to Conflict	\$299.00
DISC and/or Mindsets/Motivators	\$349.00
Transformational Teams	\$459.00
Engaged Leadership	\$599.00

Once a Certified LifeThrive Professional has passed the examination and been granted a certificate of completion, they will be eligible to:

1. a 1099 consultant entitled to the CLP designation/seal and use of LifeThrive logo on stationary.
2. receive their own webpage on the LifeThrive Corporate website which includes their Bio, selected industries, videos, and testimonials from clients.
3. market and sell any LifeThrive assessments, books, manuals, and videos and earn a 40% commission on any product listed on the LifeThrive Website.
4. complete any other certification they choose at a 50% discount, once certified in three proprietary LifeThrive Programs.
5. market and sell the LifeThrive courses, manuals, and videos for which they are certified. They will pay a 20% royalty on all consulting or training services using LifeThrive Proprietary materials.
6. apply, cost free, "private Labeling" on all proprietary LifeThrive assessments they use, including free ones.
7. access to all proprietary LifeThrive forms, such as: Needs Analysis, Debriefing forms for each type of assessment, Program Timelines, etc.
8. access to their own private LifeThrive Portal housing all completed assessments.
9. Reduce their annual membership of \$249.00 when a threshold of \$10,000 is reached in assessment, products, training and/or consulting services is reached. Then, based on annual volume the annual membership cost will be phased out after reaching \$50,000.
10. access all annual or biannual updates to courses, manuals, power points and books available through our corporate headquarters.
11. attend the monthly LifeThrive Webinar addressing consultants, new and forthcoming products/services or present case studies for the group to address.
12. spend up to two hours per month with Dr. Coker to address any pertinent issues concerning any assessments, products, training or consulting services appropriate to their level of certification.

General Requirements to become a Certified LifeThrive Professional

Step 1: Qualifications:

1. A bachelor's degree, 10+ years of corporate experience that is accompanied by an understanding of general human resource policies and procedures. Knowledge of assessments and their application in the hiring, developmental and retention phases is a plus.
2. Between the ages of 35 to 60 years with supervisory, management or leadership in their experiential background with organizations of 50 or more employees.
3. A solid understanding, through leadership experience of organizational development principles, theories, and practices is essential. This may include expertise in areas such as change management, leadership development, team dynamics, performance management, and strategic planning.
4. Familiarity with the specific industry or industries in which the consultant intends to work can be highly beneficial. Having insights into the challenges, trends, and dynamics of a particular sector can help consultants tailor their approach to meet clients' needs effectively.
5. Strong communication skills, both written and verbal, are vital. The ability to convey complex ideas clearly, listen actively, facilitate discussions, and build rapport with clients and stakeholders is crucial. Consultants must be skilled at presenting their findings and recommendations in a compelling and persuasive manner.
6. Consultants should possess strong analytical skills to assess organizational issues, gather data, and identify trends and patterns. They should be able to think critically, diagnose problems, and propose effective solutions. Proficiency in data analysis, using tools such as spreadsheets or specialized software, can be advantageous.
7. Organizational development initiatives often involve managing complex projects. Consultants should be adept at defining project scopes, setting objectives, creating timelines, allocating resources, and managing stakeholders. Project management skills enable consultants to deliver results effectively and efficiently.
8. Interview with Dr. Coker to review qualifications.

Step 2 – What are the costs/time involved in becoming a Certified LifeThrive Professional?

1. Complete Assessments (Talent Insights and Coachability)	\$ 209.90
2. DISC and Mindset Foundational Courses – 2 @ \$349.00 =	\$ 698.00
3. Specialty course (Engaged Leadership Example) +	\$ 599.00
4. Total Costs	\$1506.90
5. Time Frame of Training	One Week

Step 3 – What is the earning potential?

This is based on a typical client of a company with 25 – 250 employees where the leadership group consists of 12 people.

CLP's get appropriate manuals and PowerPoint(s) for which they were certified. All the CLP must do is integrate assessment graphs into the power points for presentations.

2 Sessions each for 6 Months – Engaged Leadership (Tri Metrix and Coachability Assessments)

Based On The Book:

ENGAGED LEADERSHIP



PHASE I

FOUNDATIONS FOR SUCCESS

SESSION 1 – Fundamentals of Leadership and Management Success – Discerning how your personality impacts your capacity to both lead and manage.

SESSION 2 – Differentiating between each and where your personality can cause you to succeed or fail.

SESSION 3 – Refining your leadership and management skills – Recognizing and adapting to the challenges you face.

SESSION 4 – Clarity trumps persuasion – Understanding how your genetic and cultural mindsets—and those of the people you oversee—can be used to increase engagement and improve communication.



PHASE II

BRINGING OTHERS INTO "A SAFE PLACE TO SUCCEED"

SESSION 5 – Building Trust – Discovering which aspects of your makeup enhance or detract from your ability to trust and be trusted.

SESSION 6 – The necessity of Conflict – Uncovering the hidden value of differences and unearthing the patterns of how team members deal with conflict.

SESSION 7 – Using feedback to achieve your team's potential— Overcoming obstacles and developing the skills for growth.

Grow Your Organization by Growing Your People



PHASE III

TRANSFERRING YOUR SKILLS TO THE OTHERS

SESSION 8 – Making Integrity contagious – Understand the benefits of integrity—and the costs of its absence—and the 6 steps to instilling integrity in your team.

SESSION 9 – Charisma is not just about being "up front" – Understanding and developing the three elements of attracting others to your cause, mission, vision and values.



PHASE IV

BUILDING ENGAGEMENT AND ORGANIZATIONAL WELLNESS

SESSION 10 – Collaborative approaches to building engagement – Analyzing each of the six essential aspects of employee engagement and how to master each.

SESSION 11 – Engagement drives wellness – Connecting each team member to the organization's mission, vision and values.



PHASE V

BECOMING AN INTERACTIONAL LEADER/MANAGER

SESSION 12 – Self-awareness, Growth and Development – Crafting your unique approach to maximizing your potential as both a Leader and Manager.

11 Hours plus 4 hours of Prep Time/Month

(6 Months = 90 hours)

Prep time is minimal as all workbooks, PowerPoints and directions are provided by LifeThrive and are updated annually. All the consultant needs to do is insert participant graphics into PowerPoints.

Total Billing for Program

Program Timeline	Program Example	Assessments Needed	½ hour Coaching Billing	Assessment Billing	Monthly Program Retainer	Program Billing
Twelve 2 – 2.5-hour & twelve ½ hour private sessions	Engaged Leadership	Tri Metrix and Coachability	12 People @ \$100.00 per ½ hour = \$3600.00	12 People @ \$209.90 = \$2,518.80	\$3500.00 a month X 6 = \$21,000.00	\$27,118.80

Total Profit to Consultant for ONE Engaged Leadership Program

Program Timeline	Program Example	Assessments Needed	Coaching Billing Profit	Assessment Billing Profit	Program Retainer Profit	Program Profit
Twelve 2 – 2.5-hour & twelve ½ hour private sessions	Engaged Leadership	Tri Metrix and Coachability	\$2,880.00	\$1,007.20	\$16,800.00	\$20,687

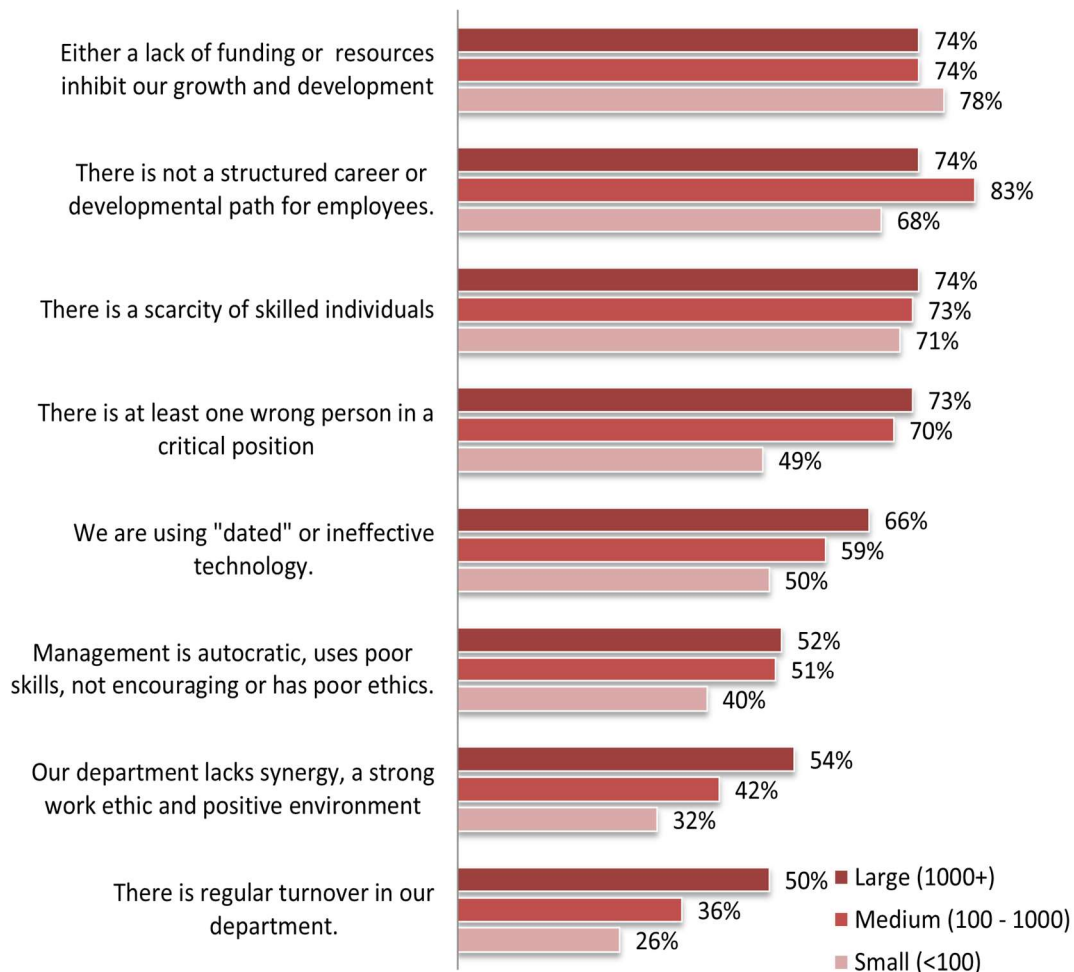
This provides the consultant \$229.85/hour.

Monthly and Annualized profit from Leadership Training Programs ONLY.

Programs	Monthly Profit	Annualized Profit	Monthly Time Investment
1	\$3,447.83	\$20,687.00	15 Hours
3	\$10,343.50	\$62,061.00	45 Hours
5	\$17,239.15	\$103,434.90	75 Hours

Consulting Opportunities

Consulting opportunities will present themselves on a regular basis. Dr. Coker's survey of 1683 companies. Over 1200 of those organizations identified that 75% of all productivity, performance and profitability challenges are people related. Here are the results of the survey:



To meet the Organizational Challenges your clients may present will normally be associated with people issues. Since this is the case, LifeThrive Consultants have a plethora of resources that can help you earn additional income. Once you become a Certified LifeThrive Consultant you can access each of the tools described in the graphic on the next page. You will either want to establish an hourly or retainer fee (which averages \$200.00 to \$250.00/hour) with a specific number of hours to be allocated to the client.

Please note that Most of the developmental stage includes the training sessions we have illustrated, on the previous pages. LifeThrive provides the tools you need to generate additional income during the Acquisition, Onboarding (in Developmental) and Retention stages once you are certified in three areas of development.

Acquisition Solutions

1. Refinement of Job Requirements
 - Technical
 - Soft skills
 - Cultural fit
2. Screening of Applicants
 - Assessment interpretation
 - Competency, capacity, fit
3. Hiring Assistance
 - Build interview questionnaire
 - Co-interview
 - Train the interviewer

Job Analysis
Benchmarking

DISC, Motivators,
Hartman, QMQ

Interview Guides
Training Material



Consistency in Culture
Reduce Turnover
Improve Interviewer Efficiency
Increase of Qualified Candidates

Development Solutions

1. Employee Onboarding
 - Review assessment results
 - Identification of key areas of fit
2. Employee Training (8-12 Months)
 - Personal Coach
 - Accountability
 - Group Sharing
 - Personal Development Plan (PDP)
 - Performance feedback
 - Personal contribution to organization's success
 - Strategies for adapting behaviors and mindsets
3. Skill Set Development
 - Emotional Intelligence Training (1 Year)
 - Behavior enhancement (4 w)
 - Mindset enhancement (6 w)
 - Capacity enhancement (16 w)
 - Motivation enhancement (26 w)
 - Leadership Management Training (1 Year)
 - Projecting skills (4 m)
 - Confidence skills (2 m)
 - Maximizing skills (3 m)
 - Cementing skills (3 m)

Assessment
Analysis

Personal Formations
Workbooks

EI Program and
Workbooks

Leadership Management
Workbooks



Employee Engagement
Employee Productivity
Employee Retention
Organizational Performance

Retention Solutions

1. Performance Feedback
 - Monthly - MBOs and PDP
 - Graphic rating scale
 - 360°
2. Capacity Development
 - Strengthening strengths
 - Minimizing weaknesses
 - Behaviors and mindsets
 - Gaps in EQ
3. Career Path Development

PDP's
360's

Improve Productive
Reduce Counterproductive

1, 3, 5 Year
Developmental Plan



Employee Engagement
Employee Productivity
Employee Retention
Organizational Wellness