



Consulting Partners

Prospectus 2008/9

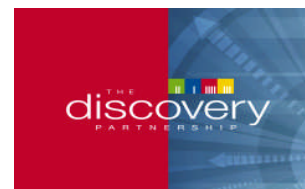


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Introduction

“We specialise in the development of people, teams and organisations to maximise their full potential”



Thank you for considering **The Discovery Partnership** Consulting Partner Prospectus.

My name is Billy O'Connor and I believe that we have created a great business model for professional people like you to consider as a possible career option and we have outlined in this prospectus the advantages that could accrue to you.

Our Prospectus will provide you with a detailed insight into **The Discovery Partnership's** business opportunity. We'll tell you exactly what the business is all about, what makes us different, how you can benefit, what fees you can realistically earn and the start up requirements.

We'll also tell you what we believe are the disadvantages of joining us! *In life, there are no guarantees...so maybe this is for you or maybe not.*

Our intention with this Prospectus is to give you all the information you need to decide if you think it's worth moving to the next stage and investing in this business.

Of course there is no obligation and we urge you to meet with the right people and advisers who can help you shape your future.



You'll also want to see if you like us, if we speak the same language and are on the same 'wave-length'. If we are, then maybe, this might be an ideal opportunity for you.

From our point of view, **we only want to meet with people who are motivated to run their own business.** We want people who have an excellent track record in management, enthusiastic communicators and who are committed to sharing their experience with others. If, after reading this Prospectus, you recognise the business opportunity presented and believe you have these attributes, then we'd like to meet with you.

At this stage it is important to state that not everyone is suited to this role and we are unable to accept everyone who presents themselves as possible consulting partners. We must be satisfied that you will add value to our network and have the potential to deliver the quality of service with which our name has become synonymous.

I am certain that for the right individuals this is an exciting and very rewarding business opportunity so, if still interested, please read on to discover if it's for you or not.

Thank you again for your interest and we look forward to meeting with you.

Billy O' Connor
Managing Partner



About Our Business

Here's what **The Discovery Partnership** business opportunity is all about:

o The Business:

As the name conveys, **The Discovery Partnership** works in close partnership with owners and executives of small to medium-sized companies (SME's) and organisations to facilitate change and realise the true potential that exists within individuals and teams.

We consider ourselves experts in personal, team and organisational development helping businesses and owners to realise their full potential.

Since its inception in 2001, the business has developed an excellent reputation in the marketplace. This has been built by forming strong relationships with key decision-makers and their teams across a wide range of sectors and industries.

It continues to focus on exceeding clients' expectations with personal attention, passion and a total commitment to ensure that the dreams and ambitions of clients are fully realised.

In effect, this is our raison d'être or reason for existence. We place our clients at the centre of our business lives; nothing else truly matters except THEIR cause and THEIR success. The effect is that if they succeed, WE succeed.

Our mission in business

Our mission is to form long-term, mutually beneficial partnerships with clients to maximise their personal and business success.

Our values and how we behave

We believe that our primary duty is to our clients and we always act in their best interests. We transfer the enthusiasm that we have for our own business to theirs by "painting positive pictures" in their minds and opening them up to exciting possibilities in the future.

We behave as fully committed partners do in any relationship; we do not take over but help to empower individuals and teams to maximise their own potential and, ultimately, that of the business.

We are always true to ourselves. We do not 'play games' or pretend we are something that we are not. We place the integrity of what we do above all else.



We do as we promise. We speak in positive, upbeat language and do not engage in hearsay or gossip, dealing only in facts.

We demonstrate courage by giving honest and constructive criticism, maintaining and enhancing the self-esteem of all who come in contact with us as we carry on our daily business lives.

We take personal pride in our product and service offerings that are of top quality and value and on which we continually work to improve for the clients' benefit. We are continuously learning and innovating for the benefit of our clients and take 100% responsibility for our own personal and professional development.

We are goal and success-oriented but keep our feet firmly on the ground ensuring that we take a balanced approach to life believing that the social, family and spiritual sides of the scales are as important as the financial and wealth rewards that the business may bring.

We are willing to share our knowledge with fellow consultants for the betterment of the business and rather than seeking recognition, we personally commit to giving and contributing to its success. We treat everyone with respect in an atmosphere of non-aggression, openness, friendliness and enjoyment.

We always operate in accordance with the rules and guidelines of the company and abide by agreed systems and procedures to avoid wasting time and other valuable resources.

o The Market:

Never before have we experienced such CHANGE in our lives as we have today. Everywhere technology, information and competition have combined to create huge turbulence in our daily personal and business lives and no one remains unaffected by the challenges of modern-day working and living.

The world economy is in a turbulent mood and is impacting on every aspect of business life. Speed and urgency are the norm. Everything is wanted NOW, not just quicker but also easier, cheaper and better...and "yesterday, preferably!"

Why is this? Because our employers, our clients, our partners simply expect it of us. And if we don't respond and remain flexible, we will be left behind and perhaps "out of business".

The knock-on effect of all of this is experienced by individuals in businesses in almost every sector. We know that individuals make up teams and teams make up organisations but, unfortunately, not everyone is mentally equipped and trained to handle or manage this environment.



On the other hand, many people embrace this challenge and revel in the pace and excitement of it all.

In our experience, the negative impact on people is the same, namely, stress, fretfulness, frustration and anger...and, in some cases, panic at the thought of the daily tasks ahead. The amount of personal energy that is diffused to manage this daily challenge is considerable and often, regrettably, leads to a lack of focus, clarity and uncertainty about the future.

This can result in time being wasted on 'fire-fighting', cynicism, negativity and blaming and, in our experience, only a select few organisations emerge unscathed and successful in handling these fundamental challenges.

In conclusion:

Whatever way we look at it, CHANGE is here to stay. We have a choice to either embrace the challenge of change or fall victim to it. Put another way, we either "create dust" or "eat dust".

However, these challenges can be overcome and many business owners, managers and leaders look to companies such as **The Discovery Partnership** for help and assistance on their journey.

As our local and global economies face a more challenging future, many companies will find themselves under pressure to boost their performance and cope with surviving in leaner times. Companies often reach out to companies like us for external support and guidance when the economy is going through more difficult periods.

Apart from the economy, companies going through rapid growth or at cross-road points in their evolution also reach out for external support. This may be to seek new ideas or ways to freshen up their approach to ensure they maximise the opportunities presented.

Our experience shows that SME's always look for medium to long-term development support from experienced industry practitioners and favour those who have been through the pains of business growth and survival themselves.

o Your Role – Consulting Partner:

You will become a Consulting Partner for your assigned territory. It will be possible to operate your **business from a small, modest home or local office**. You will be responsible to promote **The Discovery Partnership** services through pre-defined marketing programs and to deliver excellent service to your clients.



You will **be your own boss** and in full control of your own business. You will have the flexibility to choose the working hours that suit you to ensure you achieve the right work/life balance for you. You will have the opportunity to grow your business to a level that meets your career/income ambitions.

You will follow **The Discovery Partnership proven systems** that will assist you every step of the way i.e. from setting up your business to generating client leads and delivering our programs...and we will be there to fully support your endeavours.

As Consulting Partner with **The Discovery Partnership**, you will have access to our range of **pre-developed programs** and **resource material** to deliver to your clients.

You will help people, teams and organisations realise their goals and become **recognised as a business leader** who can help organisations progress and realise their potential.

You have the opportunity to grow a **profitable business** in a very short time with just a few clients. Consulting Partners primary focus will be on managing the relationship with their clients while delivering expert programs and advice.

o Enjoy the benefits of a profitable business:

As you grow your client base, you will grow turnover and, more importantly, your personal income and wealth. Our business model will **ensure your profitability** and help you sustain a lifestyle you want to maintain.

We have a **proven business model** that can be run successfully by people with the proper skills, knowledge and, most importantly, attitude. Our business has high euro value per client and does not require many clients to be successful.

The amount of fees you generate from the business is totally up to you. As with all businesses, it will require **time and effort** from you to grow it to a level that works best for you.

o Be in control of your future income level:

The business service we offer is not new and competition is strong.

How can we be confident that you can generate the sales and income levels that we are projecting?

Three important reasons:

1. *First and foremost, **The Discovery Partnership** has developed its business through actual experience and has designed **proven** sales and marketing strategies that will help you build your business.*



2. *Secondly, we provide our clients with highly experienced industry practitioners like you who provide continuity and medium to long-term support for a range of businesses.*
3. *Thirdly, we will fully train and provide you with the tools and support required to develop and sustain your business allowing you to focus 100% on your clients.*

○ So who is an IDEAL Consulting Partner?

Our top priority is to recruit suitable people who share our enthusiasm for our business and who are motivated to grow the business with us. As **The Discovery Partnership** develops and provides all of your programs and support material, this allows you to focus on **developing** your business, **delivering** an excellent, professional service while **building** long-term relationships with your clients.

This opportunity is ideal for mid-career people who have a desire to run their own business and maintain their status as a business leader within their region.

Individuals with 20+ years of Senior Management or Director level experience in industry are ideal candidates.

We consider people who have had full accountability for past financial performance of their firm (*and possibly a background in finance*) as having ideal potential.

Consulting Partners will therefore need to be comfortable dealing with and advising senior company directors, executives and managers on a range of "hard and soft" topics and having the ability to enthusiastically present to groups of people.

In all cases, **Consulting Partners** need to be self motivated, possess an outgoing personality, exude confidence and be 100% committed to developing their own business.

We will provide each Consulting Partner with the tools and materials to enable them to successfully use their experience to become an effective Consultant. However, your personal and professional experience coupled with your personal charisma will be key defining factors in determining suitability and success.

All **Consulting Partners** receive comprehensive training on our proven systems in advance of setting out on their consulting journey.

As long as candidates meet the criteria, we will take care of the rest by providing a framework and business system that will compliment existing skills and ensure success.



○ Extensive Support for Consulting Partners:

Importantly, **Consulting Partners** will not be left alone after they complete their training. **Consulting Partners** will be provided with ongoing support to help continue to build their business and succeed quickly.

The Discovery Partnership is committed to working for its Consulting Partners through its centrally managed operational support and ongoing development initiatives. We will help our **Consulting Partners** stay at the forefront of the consultancy market through building **The Discovery Partnership** brand, maintaining leading-edge program material and providing the latest management development tools, techniques and methodologies.

Our objective is to become THE market leader in the SME Consultancy sector by providing recognised business experts to the local community.

The Discovery Partnership's key strength lies in the provision of practical and relevant organisational, team and people development programs through our professional **Consulting Partner** network.

To enhance this approach, we have also teamed up with one of Ireland's leading business development firms, IFMC, to help us and our **Consulting Partners** develop the overall business.

All Consulting Partners will not only benefit from the direct support of **The Discovery Partnership's** central support but also via a dedicated IFMC Consulting Partner.

○ Key reasons for choosing our offer:

Becoming a Consulting Partner of **The Discovery Partnership** will not be for everyone but it will provide a huge opportunity for motivated and experienced individuals, in particular those who relish new and exciting challenges.

Some key benefits are worth repeating:

- **You will own your own business:** YOUR rewards will fully reflect YOUR effort and endeavours.
- **Work/Life Balance:** You will benefit from working from your own location with the flexibility to manage your time to suit your life.
- **Dynamic And Proven Approach:** Our business model and programs are tried and tested, our clients have benefitted and now you have an opportunity to reap the rewards of that experience.
- **Proven Sales and Marketing Systems:** We have assembled a suite of proven marketing strategies to assist you in acquiring high quality clients.



- **Businesses WANT and NEED what we offer:** There is significant opportunity in the marketplace to provide business development support services to SME's. Businesses are always striving to grow, become more efficient, improve internal and external working relationships and adapt to changing circumstances...and we can serve them to achieve these goals.
- **We have a highly rewarding business:** You will discover that it is, personally, very rewarding to use your experience to provide consulting and mentoring support to businesses and their people to help them develop.
- **Support Structure:** You will benefit from our centralised support structure, tried and tested programs, our extensive library of resource material, ongoing sales support and ongoing program development.
- **You Get To Do What You Do Best:** We provide a complete support system and all program and training materials you need are accessible to you. This will allow you time to focus on your clients and help them grow and sustain their business.



The Discovery Partnership Concept

Our concept is simple; we support individuals and teams to develop their businesses and maximise their potential. We provide proven methodologies to facilitate their journey towards achieving their strategic business objectives.

As the name conveys, **The Discovery Partnership** works in close partnership with owners and executives of small to medium-sized companies and organisations to facilitate change and realise the true potential that exists within individuals and teams.

We provide expertise that facilitates the development of their people, teams and overall organisation. Our **Consulting Partners** offer their unique combination of business experience, skills and attitude combined with our portfolio of programs and techniques to facilitate their development.

We offer medium to long-term development programs that are designed to support companies along their unique journey of discovery. We achieve our success through our unique "**2143 Discovery Program**"™ that has consistently proven to be both effective and beneficial for clients.

In summary, we help provide clarity on where client businesses wish to go through facilitating operational effectiveness improvements ("push") and strategic thinking and planning processes ("pull").

o Advantages of becoming a Consulting Partner with us

Low Overheads: Your business can be run from your home or local office. You will not require any support staff in the short term. We will provide you with business stationery and marketing material but you will be required to invest in some initial marketing costs to get going. Initial business overheads required to attract your first clients will be modest and affordable.

Early Cash Flow Positive: As explained, you will incur few overheads initially. Even when you take on your first clients you will have minimal operating costs apart from travel and material printing costs. Before long, you will be invoicing clients and will be in receipt of regular fee income.

Flexible Working Hours: You control your own diary and appointment times and it is entirely up to you to decide what hours you work. However, it goes without saying, time = money. Time has to be invested to develop and sustain your business and, ultimately, its performance will be directly related to your effort.



Working From Home: This means far less commuting to/from your office or travelling overseas for extended periods! All you require is a home office with a laptop, printer, projector and broadband/mobile communications. Obviously you will have to visit your clients to facilitate programs but these will be planned around times to suit you. You will be in charge of your own diary and will have the flexibility to arrange to be at home for family or personal reasons.

Demand: Our marketing strategies will help you to identify the demand within your territory. Converting demand into long-term client relationships is the key to developing a successful business. This is largely down to the personal experience, reputation and charisma you bring to the table. Combining this with the quality of the programs we provide coupled with **The Discovery Partnership's** reputation/brand, will create the necessary demand for you to create a successful consultancy.

Proven Systems: We provide proven sales and marketing strategies and business development programs /methodologies to help you succeed. All the **Consulting Partner** has to do is learn and follow our established business model and systems. In addition, our ongoing central support structure will be there to assist in developing a successful business.

Rewarding Work: In life, one is rewarded in direct proportion to how well you serve others. This is a business that provides huge opportunity to serve and influence positive change in many lives. Helping people/businesses to progress and meet their strategic objectives will give you a fantastic feeling of achievement. You have already been personally successful in your own career but there is a greater sense of achievement and satisfaction knowing that you have helped others to succeed. Becoming part of other business success stories is always special.

Low Risk: There are risks associated with establishing every new business. With most business start ups, one always has to invest heavily in research and development, equipment, inventory, staff, office etc., before you see any real returns. Your investment will be in accessing the intellectual property and 'know-how' that **The Discovery Partnership** has developed over the years including business models, programs and methodologies.

Freedom to express your personal style: Unlike many other consultancies who offer similar services, you will have the freedom to bring your own experience and style in our business model. In fact, we encourage it. Every company has different needs and all support programs can be customised to meet their requirements. You are not tied to a rigid, 'one-size-fits-all' solution and you will not be inundated with laborious performance reporting requirements.



○ Potential Pitfalls and Disadvantages

Difficulty in getting clients: Consulting Partners may not have any sales and marketing experience.

Comment! *We have established and proven sales and marketing processes that you can use to promote the service in your area. You will generate client leads and referrals from your marketing activities and these will lead to clients. We will also support you every step of the way to ensure your success.*

Lack of reputation: Prospective **Consulting Partners** may be concerned they have not worked in this sector and do not have a track record.

Comment! *When you join **The Discovery Partnership as a Consulting Partner**, you will be leveraging our track record and testimonials from our existing clients. You will be trading under **The Discovery Partnership brand** and you will have pre-defined business systems to work with. You will also benefit from having immediate access to our marketing material, business stationery, website, call centre and all of the central support functions that will allow you present a professional image to customers.*

It is a highly competitive business:

Comment! *Yes...it is a competitive business. However, we have been successfully attracting and retaining clients for many years now and we believe there is a gap for our service in the SME market. We have positioned ourselves in what we consider "white space" i.e. away from what practicing accountants classify as consultancy services and what typical "coaching" businesses offer their clients. We rarely offer consultancy days or short-event based programs, instead favouring medium to long term programs that are tailored to a client's unique requirements. In so doing, we form longer term relationships and generate favourable referrals and testimonials.*

Economic slowdown will impact demand:

Comment! *When economies slow, businesses often struggle to maintain their profitability and survive. This turbulent environment can be more favourable to our sector as more companies reach out for professional, external help to identify ways to cut their costs, become more efficient in what they do and look for alternative approaches to grow their business.*



No experience in consulting:

Comment! *We will provide you with extensive induction and on-going training to help you convert your current experience to become fully proficient and professional in the business of SME consulting. You will have the opportunity to shadow an experienced consultant until you are confident you can personally deliver our programs in confidence. Our Managing Partner will act as your mentor and will assist you to develop your consulting skills. Our programs are clearly defined and we will guide you through the delivery process to your clients.*

Not involved in local business network e.g. recently returned from abroad:

Comment! *Our proven marketing strategies will generate leads and solidly establish your presence within your local business community. Of course, your personal credentials and interpersonal skills are essential for you to succeed. Having international business experience is very often an advantage as many companies are looking for advice and direction to help expand their business abroad.*

In conclusion...

As you can see, these normal start-up disadvantages are **eliminated and reduced** significantly when working with **The Discovery Partnership**.

A **Consulting Partner** isn't expected to know how to run this business initially. They are just expected to be open, flexible and willing to learn how to operate the business and then use their own initiative to grow it.

We have developed this business to allow **Consulting Partners** to have the full benefit of immediate access to our portfolio of development programs, comprehensive resource material, marketing strategies and proven systems to allow you get your business off the ground quickly.

You will be trained in the consultative selling process, how to win and retain clients, deliver programs and solutions and apply our unique tools and methodologies for the benefit of your clients...essentially everything you need to deliver a totally professional service.

To learn more about **The Discovery Partnership**, please visit our website at:

www.thediscoverypartnership.com



○ The Discovery Partnership: History

The Discovery Partnership Limited was established in 2001 by **Billy O'Connor**, a Commerce Graduate from U.C.C. (University College, Cork) who qualified as a Chartered Accountant in the early 80's with KPMG in their regional office in Cork City, Republic of Ireland.

Following a career in banking and financial services to his own accountancy practice, training and management consulting firms, he recognised the need for a specialised business consultancy that took a no-nonsense and personalised approach in its dealings and interactions with clients.

Having identified a gap in the market between what larger consultancies and small/medium accountancy practices were offering, he developed his business to meet the organisational, team and individual development requirements of this SME sector.

He has seen the business grow and develop over the past number of years and has acquired some large corporate and multi-national clients as well as SME's. Clients such as Ulster Bank, Anglo Irish Bank, Kerry Bio-Science, Insurance Institute of Ireland, Tudor Tiles and Certified Public Accountants in Ireland, local Enterprise Boards and many others now form part of the ever-growing list.

The Discovery Partnership is very much a results-focused and action-oriented consultancy and Billy strongly believes that the combination of hard and soft skills key success factors. Since its inception in 2001, the business has developed an excellent reputation in the marketplace that has been built by forming strong relationships with decision-makers and their teams across a wide range of sectors and industries.

Working closely with clients, **The Discovery Partnership** understands the many challenges facing business today and, through partnering with them, helps to achieve improved results and positive benefits.

By sharing years of experience and knowledge, using simple models and methodologies and applying practical understanding of how individuals, teams and business organisations behave and operate, **The Discovery Partnership** makes a positive difference to client performance.

The key success ingredient is that our approach works for individuals, for teams and for companies as a whole and **The Discovery Partnership** role is to facilitate this developmental process.

Profile: Billy O' Connor – Managing Partner



- Billy O'Connor is a Commerce Graduate from U.C.C. (University College, Cork) and has worked in industry with over 25 years experience as a qualified Chartered Accountant (KPMG, Cork). He has had wide exposure to numerous business sectors including a variety of senior executive roles in Permanent TSB (banking/financial institution) in the early part of his career.
- In the mid-90's, he established his accountancy practice (W.A. O'Connor and Associates) and, in 2001, founded a specialist SME advisory consultancy (**The Discovery Partnership Limited**) focusing on facilitation of organisational and business development.
- Billy is an experienced businessman, facilitator and trainer specialising in partnering with owner-managers and management teams. He focuses primarily on achieving financial goals but also on the development of broader company strategies to achieve improved team, production and marketing goals.
- He is a long-standing and active member within the local Cork Society of Chartered Accountants including past chairman, treasurer and chair of the CPD (Continuing Professional Development/Training) sub-committee. He is a contributor of articles to a number of Irish accountancy publications and is a



regular speaker at conferences and seminars. He was co-opted to the National Council of ISME in 2008.

Apart from his role as Managing Partner, his responsibilities within **The Discovery Partnership** also include:-

- Business Development
- Program Research and Development
- Operational Support for Consulting Partners
- Brand and Marketing Strategy Development

IFMC Consulting Support Management Team:

The Discovery Partnership has teamed up with one of Ireland's leading business development consultants **IFMC** to assist Billy in developing the business and providing support management to grow the numbers of **Consulting Partners** over the coming years.

Business Partner - Tony Dignam



Tony Dignam is a Partner working as part of our network support team. His key role will be to help you to:

Succeed! Tony's primary role is to contribute to the success of all our Consulting Partners by working closely with you to make sure you have the exact level of support that will help you achieve the results we believe are possible.

Improve 'The System'! Tony will also be continually working with us to improve and streamline the network support system so we get the best possible results from everything we and you do together.



Background:

- Tony has a BComm from UCD and is qualified accountant – ACA in 1990 with PriceWaterhouseCoopers.
- General Manager of Zomax Call Centres with responsibility for approx 400 staff in 3 locations between Ireland and US.
- 20 years experience in senior finance and general management roles and worked with PriceWaterhouseCoopers and Compaq.
- Has been involved in consultancy in a number of different roles over the years including IT and franchising.
- Was part of a new technology business start up team, from inception to realisation, which is still going today.
- Tony is married to Katherine and has two girls, Jessica and Sarah.



The Package:

○ The Discovery Partnership Training Program

Once you agree to join our **Consulting Partner** network and we have signed off the necessary paperwork, the first stage of your new career will involve comprehensive training.

We have invested many years in developing our **Consulting Partner Training Program** and putting together our extensive training materials. We guarantee that we will deliver a 'world class' consultative selling and training program that will leave our **Consulting Partners** in no doubt that they've made the right decision.

Induction Training Program:

Our Induction Training Program will be hosted in Cork and training will run over 5 consecutive days during which you will be given **all tools, techniques, methodologies and knowledge** necessary to develop your skills as a **Consulting Partner**.

You will be introduced to our programs, their delivery and, in particular, key marketing ideas and strategies to develop your business. By the end of the final day, you will have sufficient knowledge and confidence to get your business up and running.

○ Your EXCLUSIVE Territory

Irish territories will be allocated and assigned on Electoral and County divisions, primarily because CSO statistics on population demographics are available on this basis.

Our approach will be to provide **Consulting Partners** with a territory large enough to allow them to grow a substantial business.

○ Launch Support

While we will provide you with the required training and systems to organise and effectively market your business in your exclusive territory, we will also provide you with a professional **Marketing and Launch Pack** to help your business get off to a speedy start.



We will cover this and lots more during our induction training days. During this time we will also work with you to develop a personalised marketing launch with the following:

Launch Pack

We will provide Consulting Partners with:-

Training/launch support:

- Licence to trade as The Discovery Partnership
- Use of Logos and Brand Image
- Exclusive Territory
- 5 days Induction training
- Additional minimum 3 days field support
- Shadow training support as required
- Help to develop your 3 month sales plan
- Help to identify your target businesses in your local territory
- Help to set up your first breakfast meeting
- Guidelines to prepare client proposals
- Show you how to cost programs and prepare quotations

Operations support:

- Comprehensive Operations Manual
- Access to Portfolio of 2143™ Development Programs
- Access to Portfolio of 2143™ Resource Material
- Access to Insights Discovery Psychometric profiling tools
- Provision of client contract/business templates
- Website personal profile
- Client website support
- Call Centre enquiry support

Marketing Materials:

- 500 TDP brochures and wallets
- 500 program inserts
- 100 program folders
- 500 Business Cards
- 500 Customised letterheads
- Access to national business directory

Our **launch pack** is designed to help you get started quickly and generate immediate client enquiries in your local area. We will visit there with you to help promote your service to key people and decision-makers.

We will also participate on your first client visits which will help you to become familiar with our processes and build your confidence to handle client visits on your own.



○ Ongoing Support

Even though your training and marketing materials will provide everything you need to start your business, we will continue to be involved to help you grow and support your business over the years.

Our business is a relatively simple one to operate but becomes simple only after you understand that there is complexity beforehand. In addition, with access to our central support functions, you will have all the benefits of a much larger organisation/support structure.

Ongoing support functions you will receive when you join us as a Consulting Partner are:-

Extranet access to key program material:

- Access to The Discovery Partnership's 2143™ Program Portfolio, including
 - Personal and Team Development
 - Business Development
 - Strategic Thinking and Planning
 - Performance Management
 - Online Surveys
- Access to The Discovery Partnerships 2143™ Resource support material
 - Business Briefings
 - Newsletters
 - Press and Magazine articles
 - MS PowerPoint presentations
 - Sales and Marketing material
- Access to Insights Discovery Psychometric profiling
- Access to HR consultative support programs

Ongoing Sales support:

- Call Centre Support to host all telephone/website enquiries
- Tailored program advice and support
- Quotation support and pricing guidelines
- Field support on client and prospect visits

Ongoing Marketing Support:

- Marketing/PR campaigns to build brand awareness
- Design of marketing materials, advertising and media scripts
- Development of marketing strategies and programs
- Publication of newsletters to all clients/prospective clients
- Access to national business directory data base



Ongoing Program Development Support:

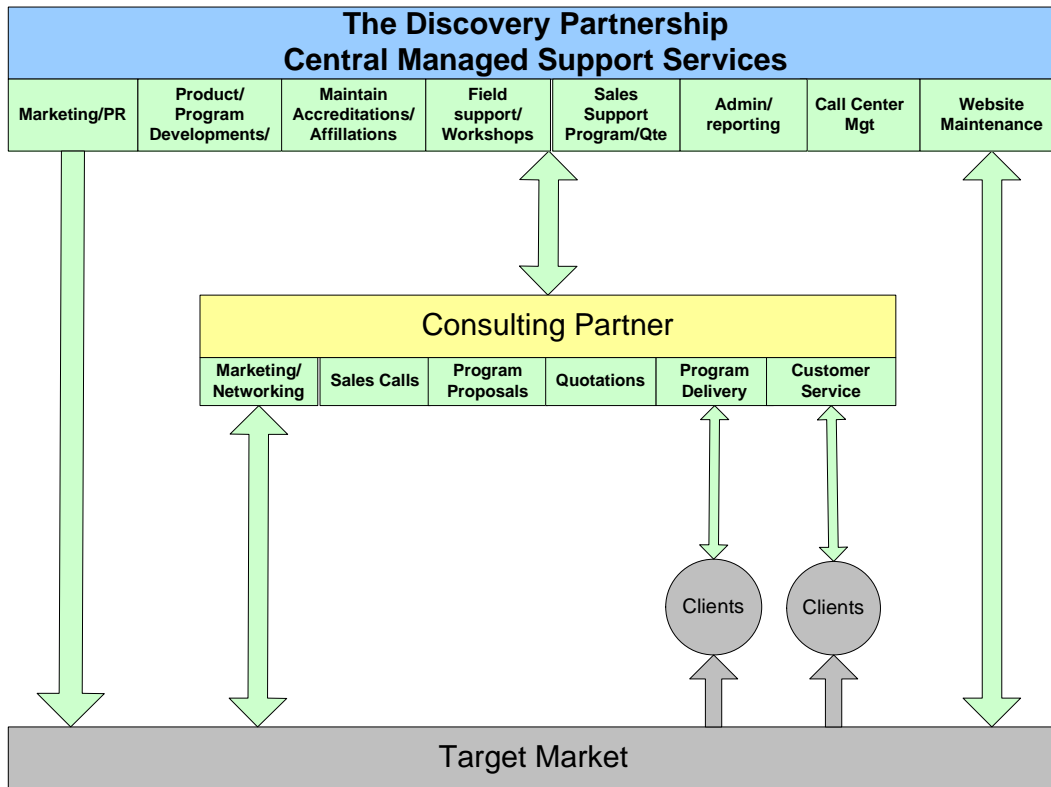
- Continual development of **The Discovery Partnership's** programs and support material.
- Research and development on new program material and new methodologies
- Regular workshops on best practice in management consultancy, new programs and techniques
- Accreditations and affiliations

IT Systems Support

- Webpage maintenance and updates
- Website profiles for Consulting Partners
- Email Domain/Address hosting
- Extranet to access resource support material
- Provision of Accounting Software package including simple performance reporting tool.



In summary, you will never be alone when you are part of **The Discovery Partnership Consulting Partner network**. The following diagram illustrates the functions supported by The Discovery Partnership and the Consulting Partner responsibilities:-



The following schematic is representative of The Discovery Partnership's support structure that will be available to Consulting Partners on their dedicated website.



Home	Operations Manual	2143 Resource Material	2143 Programmes & Services	Administration
<p>How 2043 works for you and your client</p> <p>News</p> <p>Conferences / Programme Diary / Seminars</p> <p>Our Team</p> <p>Forums</p> <p>Feedback</p> <p>Automatic 'Thank You' responses</p> <p>Contacts</p> <p>Tel/Fax / Email Call Centres</p> <p>Search</p> <p>Find / Advanced / Tips</p> <p>FAQs</p> <p>What Happens If...? C. Partners Question to BOC</p> <p>Discussion Board</p> <p>BOC to populate and get feedback from C. Partners</p> <p>Directorates</p> <p>Tel/Contact list of all C. Partners + Sharepoint Sites, essential TDP business contacts etc.</p> <p>Testimonials</p> <p>Client Testimonials Letters + PDFs for use by all C. Partners as Sales/Marketing tool.</p> <p>Accredited Bodies</p> <p>RAE, ICAL, ISO, Oak City Enterprise Board etc.</p>	<p>Ethos: 'What It Is' + 'How & Why We Do It'</p> <p>Section 1 General Information</p> <p>1.1 Introduction to our business concept 1.2 Our business arrangements and contract 1.3 Why our business consulting arrangements work 1.4 Potential 'drawbacks' and drawbacks 1.5 TDP's background, history and development 1.6 Our Consulting Market 1.7 Expected Costs and Return on Investment</p> <p>Section 2 Programmes and Services</p> <p>2.1 Methodology Summary 2.2 Programme Summary 2.3 Comprehensive Users Guide: Methodologies 2.3.1 Staff Survey 2.3.2 Client Survey 2.4 Comprehensive Users Guide: Programmes</p> <p>Section 3 Strategic Partners and Alliances</p> <p>3.1 Ran One 3.2 Insights Ireland</p> <p>Section 4 General Management and Administration</p> <p>4.1 Finance and financial reporting requirements 4.2 Protocols and activity reporting requirements 4.3 Communications within the TDP network 4.4 Performance appraisals and monitoring 4.5 Staff matters 4.6 Advertising and marketing activities 4.7 Confidentiality and NDA 4.8 Claims complaints and disputes 4.9 Professional Indemnity Insurance (PII) 4.10 Structure of our consulting arrangements</p> <p>Section 5 Consulting Partners' Induction Programme</p> <p>5.1 Who we are and what do</p>	<p>The Ran-One type Resource materials customised to TDP business model (TDP Tool Box)</p> <ul style="list-style-type: none"> Business Briefings - Getting Results Support Brochureware Newsletters Press & Magazine Articles Powerpoint Presentations Sales & Marketing Material Archive <p>Insights Ireland</p> <ul style="list-style-type: none"> Support Material <p>1-Stop HR</p> <ul style="list-style-type: none"> Support Material 	<p>2143 Programmes</p> <ul style="list-style-type: none"> Personal Development Business Development Strategic Thinking Performance Management Online Surveys 	<p>Business & Consulting Admin.</p> <ul style="list-style-type: none"> Client Proposals Email Request Helpdesk Print Ordering <p>Financial & Performance Reporting</p> <ul style="list-style-type: none"> Payment System Accounting System Monthly Activity Reports Auditing <p>CRM</p> <ul style="list-style-type: none"> Sales Force (Sales Tracking) Kompass (Database)



The Financials:

Clearly, this aspect requires a detailed and focused discussion, best done face to face with you. However, to give you a sense of what is involved, here are the top-line details:

o Initial Fee

The **Initial License Fee** grants the **Consulting Partner** the right to trade under the corporate identity of **The Discovery Partnership** for the duration of the contract and to enjoy continued access to our know-how and support.

The initial fee which we will help you finance over 12 months if required includes detailed training on **The Discovery Partnership Methodologies** including **how to attract clients** and how to develop long term mutually beneficial relationships. You will also be provided with ongoing support to ensure that your business is a success.

o Ongoing Fees

A monthly **Management Service Fee** (MSF) will be applied to all revenue generated by you and is payable to the Managing Partner to cover the costs of providing **The Discovery Partnership** support services to the Consulting Partner network. In effect, this is the sole fee income that is paid to the Managing Partner from the Consulting Partner network.

Current MSF fee of 15% is applied to all fee income generated by you and is fixed at 15% for the term of your contract.

It will be your responsibility to manage your cash flow in such a manner as to enable these monthly fees to be paid directly into Managing Partner's bank account, by the latest, 10 days after the month following the billing month.

Our business model ensures the Consulting Partner is not burdened with maintaining the following functions and providing the associated specialised resources:

- Development of ongoing Marketing Programs and Materials.
- Marketing support to develop and run advertising/PR campaigns
- National Call Centre to deal with all phone and web sales enquiries
- Program material
- Research and Development



Other outlay:

Apart from the "Initial Fee" and ongoing working capital requirements, you should be able to operate the business from a home or modest office without the need for high profile locations and administrative support.

Normal operating costs such as telephone, stationery, car expenses, insurance, postage and printing apply and you will incur some marketing costs associated with hosting occasional complimentary breakfast meetings.

Capital investment would be required for a PC (laptop), printer and overhead projector that you will use extensively during facilitation. The latter will save you and your clients having to rent such equipment from hotels and conference rooms where such cost can be significant.

Other outlay such as hotel room rental and subsistence should be paid by the client if an in-house programme is being facilitated off-site on their behalf. Otherwise, the costs should be factored into the cost of public programmes if that is the case.

You will be required to have access to working capital of €45,000 minimum and should have a net worth in excess of €100,000. We may require third party verification of this.

As you can appreciate, it has taken us many years to develop our business to this stage. We are certain that if you had to singularly develop and maintain our support functions in your own business, it would take significant time, specialised resources and cost, all of which would deflect from the core business function of sourcing and serving clients.

Our business is designed to make it easy for the **Consulting Partner** to start up their business and allow them focus on client lead generation and, more importantly, program and service delivery. It is designed to ensure that our **Consulting Partners** are equipped with the necessary tools and skills to earn a significant fee income and enjoy excellent work/life balance in the future.

o Projected Income

We can talk more about the projected income for you as this will be based on a number of factors. However, as we are only going to choose people who have the right experience and skills, we would expect that you would comfortably be able to generate **income in excess of €100,000 by year 2** provided that you are working full time on your business.



The Profile of a Typical Consulting Partner

As indicated earlier, our main priority is to recruit suitably qualified and committed people who share our enthusiasm for our business and are motivated to grow their own business with us.

This opportunity is ideal for mid-career people who have a desire to run their own business and maintain their status as an industry leader with in their region.

Individuals with 20+ years of senior management or director level/experience in industry are very suited to this business. People who have had full accountability for financial performance and who possesses a background in accountancy would also be well positioned here.

As referred to earlier, **Consulting Partners** will need to be comfortable dealing with and advising at senior company director level and presenting to groups of people at all levels in organisations. We are looking for self-starters, people who possess an outgoing personality, who exude confidence and are 100% committed to developing and taking responsibility for their own business.

We will also look carefully at people with commensurate skills and qualifications but it will be important that consultants have a firm understanding of finance, first and foremost. We will look at suitably experienced individuals from other disciplines and sectors and with other qualifications but our preference will be towards prospective **Consulting Partners** who understand finance and can challenge the business numbers.

For example, you may have run your own business and understand exactly what cash flow, balance sheets, profitability, margins and so on all mean. Formal qualifications may be irrelevant in this case so we will look at each applicant and make our selection based on merit and suitability.

If you have little or no consultative selling experience, this is a skill that we will teach you and work with you to improve on a constant basis. Of course, we hope that all our Consulting Partners will NOT be the same and that each will bring a unique mix to our growing network. We hope that $1+1+1=5!$

Above all we look for individuals with **attitude**. We are seeking individuals with passion, enthusiasm, drive, pro-activity and those who possess a self-managing, 'can-do', responsible and inspiring approach.

Your style and observable behaviour should be non-aggressive yet firm, motivational yet realistic, listener rather than talker. To assist us here, we may carry out psychometric testing to assess how you come across and what you may need to work on and adapt in order to maximise your potential in the business.



In summary, we look for the following:

Skills/Attributes:-

- Strong interpersonal communicator
- Intuitive with ability to ask the right questions
- Good listener
- Natural leader
- High in energy, dynamic and driven
- Empathetic in approach
- Engaging personality
- Strong presenter and speaker with ability to add some “showmanship” to presentations
- Authoritative presence
- Forceful when needed, fair but tough negotiator
- Ability to build rapport and relationships
- Pro-active and natural networker
- Strong in sales and marketing

Experience:

- High achiever and solid track record
- Business leader/director level
- Degree/MBA qualifications
- 20+ years senior management experience
- Finance background an advantage
- Recognised reputation in industry sectors an advantage

Sectors

- All sectors

Aspirations/motivation:

- People who want to serve others
- Those willing to share their experience and help others succeed
- People with the desire for flexibility and work/ life balance
- Individuals who wants to be in control and run their own business
- People who enjoy the status of being a recognised business leader
- Individuals who want to associate with other business leaders

○ **What activities would a typical month involve?**

Each month will vary quite significantly and at different times of the year you will find clients and prospects more open to alternative training and development programme offerings. Traditionally, the summer has been considered “silly season” with little client activity, however this is less so in today’s business environment.



Why? Clients continue to trade and lots of people take multiple breaks now so running programmes throughout the summer is more appropriate than in the past.

December and the lead into year-end still present challenges in terms of getting clients to focus so it is best if you use this time to plan and organise your own business and to spend to encourage clients to commit to programmes and sessions for the following year.

Typically you could be doing any or all of the following in the course of a week or month:

- Email-shots from database and follow-up
- Appointment setting, meeting prospects or new clients and follow up letters and proposals
- Progress meetings with clients
- Facilitating public or in-house training programmes
- One-on-one mentoring sessions with clients
- Facilitating strategic planning sessions with clients
- Breakfast briefings, seeking referrals, networking
- Planning new marketing campaigns
- Personal development, reading and training of self
- Researching new business opportunities
- Administration including invoicing and cash collection



Next Steps

We hope you like what you read so far and are keen to pursue the opportunity. If you believe you have what it takes and possess the necessary skills, knowledge and attitude to run your own business and secure your future income and wealth, then please contact us at:

By Email: recruitment@thediscoverypartnership.ie

By Phone: + 0818 332 007

We will arrange a FREE, no-obligation meeting and take it from there.

We have a limited number of territories available so we would encourage you to act at the earliest to secure your favoured territory.



Testimonials from some of our clients

Extracts from feedback from some of our satisfied clients:

*"**The Discovery Partnership** helped us to quickly identify our firm's key strengths and weaknesses and by doing so enabled us to adapt and change internal aspects of our business which allowed us to capitalise on what we were doing well. I would certainly recommend **The Discovery Partnership** as facilitators to any business that wishes to effect change and re-think what it is doing"*

Norman Coleman, Managing Director, Cola Design and Print

*"We engaged **The Discovery Partnership** to facilitate a think-tank and development programme for our management team. The results were immediate with Billy's enthusiastic style ideal for what we required. The team were thrilled with the process which resulted in a clear and concise plan for the group and also created a real sense of team going forward".*

John Wilkins, General Manager/Director, C.A.B. Motor Group

*"Since my first meeting with **The Discovery Partnership**, I have personally improved as a manager and have also felt incredibly supported by them in managing my team. The team, in turn, have taken on board the 80/20 idea and have benefitted from the energy that **The Discovery Partnership** instilled into the customised training programme. All the team have realised that they are fully accountable and unless they take the "no blame" culture on board, the job is not for them. Billy (the consultant from The Discovery Partnership) has helped not only myself, with advice and sometimes by holding a mirror up to me, but has aided the team no end. The process has helped us move from an organisation which was drifting along to an organisation which is now 100% focused and accountable. I hope to continue availing of the services of **The Discovery Partnership** well into the future".*

Celine O'Donovan, Coordinator, Workstart West Cork

*"I have worked with Billy and **The Discovery Partnership** for the past 2 years. In this time we have found the advice to be very proactive, focused and positive in helping run our business. We feel more empowered to move forward and focus on growing our business here in Cork".*



Christine Hardy, Associate Director, Financial Engineering

"I found there was a great structure to the programme. The group sessions and follow-on one-on-one sessions were very useful in that they provided continued support that was specific to my business. The group sessions allowed us to build up genuine camaraderie amongst the delegates...you felt you were not alone in this business journey. The programme content was both interesting and thought-provoking and we were constantly challenged in a good way".

Con Keane, Bantry Glass and Glazing, Bantry, Co.Cork

"We learned a great deal about the whole psychology of personal and business success including how concepts such as the 80:20 Rule apply to our management of time and personal lives. We became very aware of our communications style using the Insights Discovery Profiles and it helped highlight our "blind-spots".

The group and one-on-one support sessions combined very well and helped kick us into action by providing focus and concentration on what we needed to do".

Dominic Collins, Callatrim Foods, Dunmanway, Co. Cork

Other detailed testimonials available from:

- **Ms. Chris Winning, MD, Corporate Care, Cork**
- **Sean Dalton, MD, O'Dwyer Steel Limited, Tipperary**
- **Adrienne Rogers, Deputy CEO, Cork City Enterprise Board**
- **Barry Harte, MD, Harte Holdings, Cork**

