

2009 INTERNATIONAL LICENSEES OVERVIEW



BPG Worldwide

Unlock Learning. Unleash performance. Globally.

We seek licensees to represent our brand across the globe. We welcome to our network businesses for which the business of training is results, long-term relationships, integrity, and professionalism.

A BPG Licensee obtains such benefits as:

- Certification direct from Robert W. Pike, CSP, CPAE, International Speakers Hall of Fame and the man ASTD terms, “The Trainer’s Trainer”
- Exclusive rights to distribute the Train-the-Trainer Boot Camp in your territory
- 50% discount on Bob’s annual conference
- 20% discount on all product...and more!

We are the industry leader in developing exceptional trainers to dramatically improve training results.

Contact Keith Baudin at kbaudin@bobpikegroup.com or 952.829.2653 to learn more about joining our network.

Dynamic Human Capital

JAPAN

Dynamic Human Capital: www.d-hc.com



SINGAPORE

OTI Consulting: www.oticonsulting.com

KOREA

Korea Leadership Center: www.eklc.co.kr/



AUSTRALIA

CTT Group: www.creativetraining.com.au

Thank you for your interest in becoming a licensee of The Bob Pike Group and distributor of **Bob Pike's Train-the-Trainer Boot Camp**, the most respected train-the-trainer program in the world! We are excited about the opportunities to expand into your region.

Why partner with Bob Pike?

Robert W. Pike, CSP, CPAE, International Speaker Hall of Fame, founded The Bob Pike Group in 1979. Bob is the pioneer of the Participant-Centered training method. More than 125,000 people have gone through his Train-the-Trainer Boot Camp and more than 200,000 copies of his Creative Training Techniques® Handbook have been sold.

There is simply no one in the training industry as well known and respected. ASTD has termed Bob "The Trainer's Trainer" – he has been a featured speaker at their international conference since 1977. In 2007, the Instructional Systems Association voted Bob one of the 20 most influential training professionals and he received ISA's prestigious Thought Leader Award. Bob is one of only 47 people worldwide to hold both the Certified Speaking Professional and the Council of Peers Award of Excellence from the National Speakers Association.

Bob's company, The Bob Pike Group is the **industry leader** in designing effective training solutions and developing exceptional trainers. Clients dramatically improve training efficiency and effectiveness.

"Our staff has applied the ideas they've learned from Bob and his consultants to make the training we offer our clients more effective. Hundreds of other organizations do the same thing."

Ken Blanchard – author of bestselling, "One Minute Manager"

Criteria for Success

Our successful licensees share many of these characteristics:

- A roster of clients who could immediately benefit from the instructor-led, participant-centered training model
- At least 3 years in business as a training company
- 1-2 staff who can be dedicated to launching a successful partnership
- Significant amount of time to dedicate to successful launch
- Adequate capitalization
- No pre-existing competitive relationships

Licensee Benefits

- Trainer Certification from Robert W. Pike, CSP, CPAE, International Speakers Hall of Fame
- Exclusive distribution rights to Robert W. Pike's **Train-the-Trainer Boot Camp** in your territory
- Opportunity to become certified in Bob Pike's **Instructional Design for Participant-Centered Training** and **Presentation Skills for Subject Matter Experts and New Trainers** programs
- Rights to use of trademarks, trade names, service marks, copyrights, and logos of The Bob Pike Group
- Updated collateral and marketing templates
- BPG Web Site announcement and partnership presence
- Updates and revisions to seminar workbook
- Quality control reviews by BPG consultant
- 50% discount registrations to the annual Training and Performance Improvement Conference for all Licensee associates
- Access to periodic articles and newsletters developed by BPG
- Ongoing 20% discount for all in stock catalog product orders
- Master Franchisee rights are available

Licensing Process

- Candidate completes introductory survey
- Candidate completes business plan survey
- BPG presents candidate with an International License Agreement for review
- Candidate signs the agreement and returns to BPG
- BPG signs and returns a fully executed copy to the licensee
- Certification of licensee trainers begins and includes:
 - Licensee trainer candidates participate in Bob Pike's Train-the-Trainer Boot Camp at any location in the United States
 - Bob Pike delivers a Boot Camp in licensee's territory which trainer candidates observe and map out the flow of the course (this also serves as a marketing event to launch the program in licensees' territory)
 - Bob Pike observes the trainer candidates as they facilitate a Boot Camp in the licensee's territory
 - Trainer candidates complete additional training if necessary (as determined by Bob Pike)
- Licensee begins to implement the Boot Camp as a public seminar or on-site training workshop for its clients (licensee is not certified to certify others to deliver the Boot Camp)