



WHY BECOME A LEADERSHIP THINKTANK

FOUNDATION PARTNER?

LEADERSHIP THINKTANK IS EFFECTIVE, TIME POSITIVE AND OUTSTANDING VALUE FOR MONEY

BUILDING YOUR BUSINESS TOGETHER

Attracting New Customers

We believe that the key to new client acquisition is to develop ongoing relationships with as many organisations from your target market as possible. This is what creates the best opportunity for you to be the relevant provider at the relevant time to those prospects. The idea that your connection with a prospective client at a single moment in time, also coincides with that client's needs for your services at that same time, seems hopeful at best. The solution is to undertake a long term engagement.

You can achieve this whilst delivering significant value to those prospective customers, providing them with a service beyond their expectations. Our experience over the last 20 years has shown that this can be delivered through structured peer advisory groups that we have called **Leadership Thinktanks**.

The Thinktanks are monthly meetings of groups of up to 16 Managing Directors/CEOs/Business Owners and Leaders, from non-competing organisations who discuss and advise on each other's business opportunities and issues. These meetings are moderated by an experienced ex-CEO or business leader, who can structure the meeting and guide & facilitate the learnings of each member.

A foundation Thinktank group will initially be established by a Foundation Partner, bringing together members from their current client base. We are bringing together four Foundation Partners from the Banking, Accounting, Legal and Recruitment industries.



New business opportunities come to you in several ways:

Each Partner will host their founded Thinktank group meeting at their own premises, three times per year.

This allows you to maintain close contact with your current client base, and strengthen your existing relationships.

These clients will also become advocates for you to their trusted network, who they know are in the market for the services that you provide.

Each Partner will also host the other Partner groups 3 times per year.

At each group meeting that you host, you have the opportunity to deliver a 30 minute 'Best Practice' briefing to all the members, demonstrating your corporate expertise.

Each Partner has the opportunity to have a senior manager or nominated leader from your own business, join each group to develop ongoing relationships with the members.

LEADERSHIP
ThinkTank

THE SEARCH FOR NEW CLIENTS BECOMES MUCH EASIER AS A LEADERSHIP THINKTANK PARTNER.

Our experience tells us that after the initial establishment of groups, new members are brought in mainly via referrals from those current members who perceive significant value.

These new members become new potential clients for you.

After the establishment of the initial groups, new groups will be formed upon demand.

That demand will come from the Partner client base, prospective Partner clients, referrals from members and referrals from the Chairs of the groups.

We will also run an external campaign to appropriate prospective member targets when required.

For further details, contact:

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Partner Benefits

New Business Opportunities

- From the outset, foundation groups will deliver up to 50 potential clients with which to start building relationships, through the formation of the 3 other Foundation Partner's groups
- Once groups are up and running, based on our experience we forecast that 30-40% of new members will join as a result of referrals from current members, further increasing the opportunities for new business development
- Each Partner can place a key colleague in each group to benefit from best practice strategies as well as representing the business by hosting meetings, connecting and building relationships with each member.
- As the number of groups grow, so do the number of potential new clients. We believe that with each Partner's proactive commitment, plus Leadership Thinktank's marketing campaigns, the opportunity for multiple groups in a short period of time is considerable
- Based on our experience, members will stay in the groups for an average of 4.5 years. During this time, it is reasonable to expect that all businesses will be in need of some new or additional professional service requirements.

Consolidating Existing Clients

- Deepening the existing relationships with your current clients, delivers a higher penetration rate of your product offerings
- Partners seen to be sponsoring their key clients in this venture, and making executive peer advisory groups accessible, will further build the trust & commitment between each party.
- Helping to facilitate stronger and healthier client businesses, can lead to more business from those clients and reduces business risk for both parties

Brand Positioning

- Foundation Partners are positioned as the industry leader in the SME marketplace
- The perceived investment in your clients will strongly contribute to their advocacy of your business in the marketplace, further broadening the appeal of your offerings
- Partners will be able to demonstrate a clear differentiation from competitors and added value proposition to the SME market

Developing your People

- Leadership Thinktank provides structured leadership development for your senior team and emerging high potential executives
- This is a proven talent retention tool and shown to be more effective for both the Senior Executive member and their business, than standard training courses and incentive schemes

All of these benefits can be delivered with no financial outlay from the Foundation Partner's organisation.

Note: This is a working document and we are committed to working alongside our Partners to ensure the most effective model for all stakeholders is put in place.