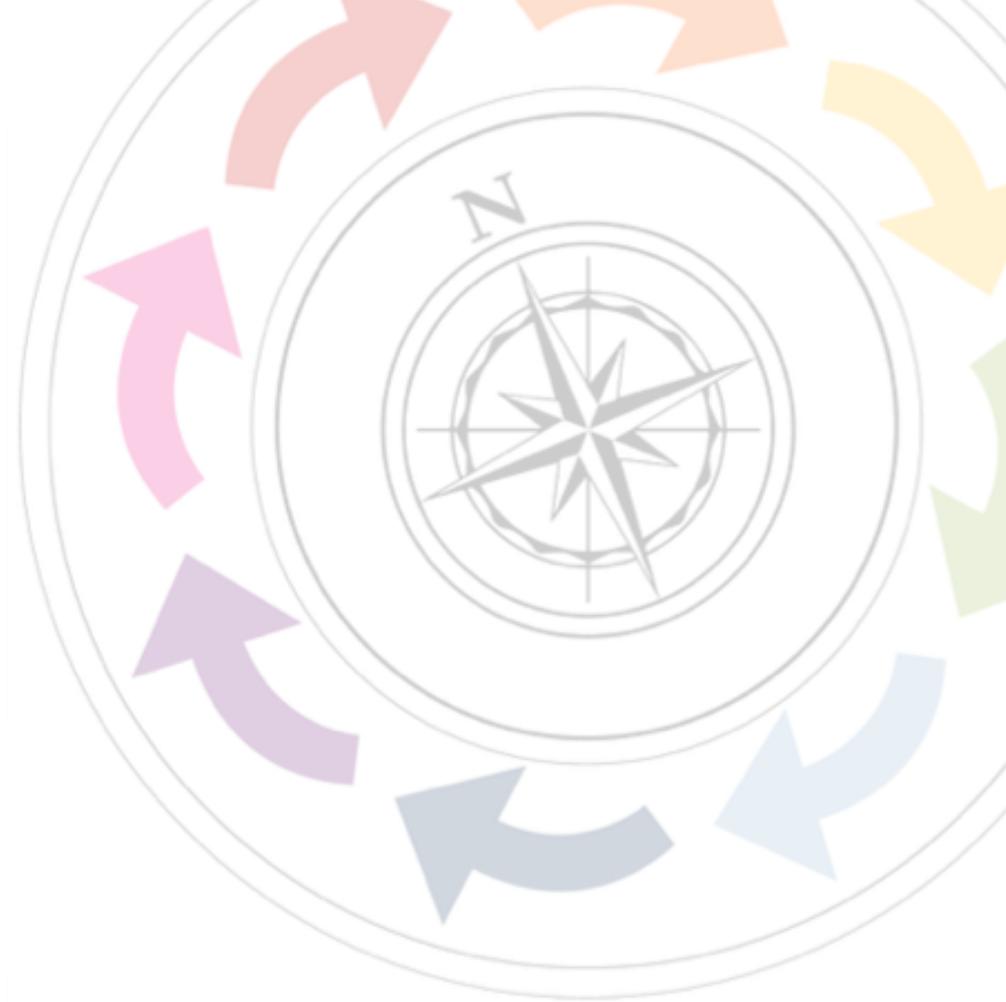




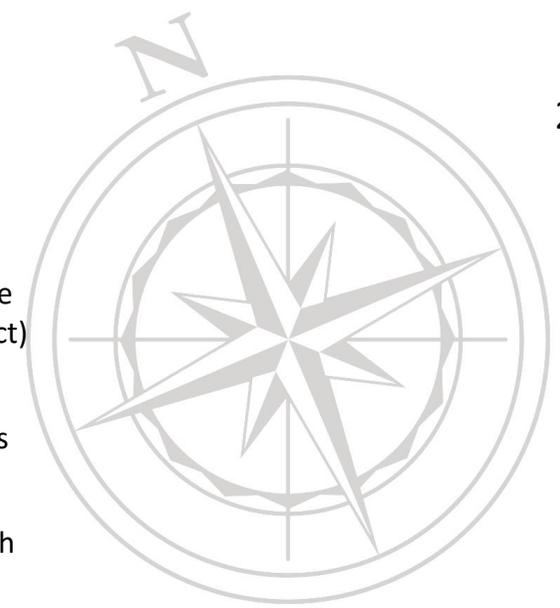
The UK's Leading Ethical Coaching Company

Helping Business Owners to achieve their Success Summit™



My TrueNORTH – Case Study

Training Provider



I was first introduced to Nick during the lunch break to the Suicide Prevention First Aider Course I was attending! I was the business mentor to the trainer of the course, and he knew of my ongoing commitment to support for the Armed Forces Charity COMBAT STRESS, and so had gifted me a place on the first commercial course (of this subject) he was to deliver.

Because it was the first, he was to be observed by the SPFA authority through which he had been trained, and was rather nervous to find the CEO had arrived to conduct the assessment!

We only had a few minutes to talk, but I quickly learnt of Nick's plans to roll this course out to being delivered both Nationally and Internationally.

The training is exceptional, and REALLY makes a big difference to those who may be feeling this could be their only way out, and so it is VITAL this training is available internationally without delay. So I was keen to learn more of his roll out plans and timeframe.

By Nick's own admission, prior to this his experience has been gained through employment working with numerous organisations on welfare, wellbeing and safe guarding. But not necessarily within his own business.

He doesn't lack ambition, or drive or willingness to put in the hours and do the work. What Nick lacked was a clear defined plan as to HOW to roll this out quickly, effectively and without delay.

I've spent time really getting to know Nick, his background, his ambition, his interest and knowledge of the subject and WHY this is SO important to get out there. From this we both agreed his current roll out plan was far too long, lacked the speed it really does require and a concise plan as to exactly HOW this was going to happen (at least without him working himself into an early grave!).

We set about looking at alternative business models to determine the best one to adopt in order for his dream for this to become an international business become a reality. Nick recognised he would need a "small army" to deliver this if he was to do it himself, and so accepted the option to partner with another, far larger than his organisation which had both the resource and capability to deliver the content, just currently lacked the skill and ability.

We have identified several potential partners with whom could be willing and able to deliver this. Put together a most compelling business case and opportunity and presented this to the potential partners. We are now at HEADS OF TERMS with one of those partners, and likely to be signing agreement within the next few weeks.

Interestingly during the Heads of Terms process, I have also been able to identify flaws within the partners financials, and offered guidance on how they can amend their business model sufficiently to save almost £250K a year even before through this partnership they generate any further revenue!

Nick shall retain ownership of the IP whilst licensing through the partnership access for their staff to deliver the content. He shall work within the project for the next 6 months providing Train the Trainer training to their staff, and then remain as Head of Quality Assurance managing the spot check inspections HIS team shall conduct to maintain standards throughout the duration of the partnership contract.

Furthermore, he shall retain ownership of his existing clients, AND have the time and availability to take this to the US which is his next target market.

