



Making the whole world *people-smart* and *DISC-literacy* the common language!

# License Overview

**A Business Opportunity from PeopleSmart Enterprises**

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# Introduction

Welcome to a unique Licensing opportunity provided by an internationally known team led by **DISC Master, Carol Dysart, M.Sc. Counseling of San Diego, CA USA**, and her **facilitation, learning design and business systems consultant Managing Partner, Sandra Davis**, of Auckland, New Zealand.

**PeopleSmart Enterprises (PSE)** was founded in 2000 by two female professionals - an experienced DISC Master Consultant since 1980, Carol Dysart, and Sandra Davis, an expert Facilitator, Curriculum Designer, and Licensing consultant, who were both interested in raising awareness and interpersonal appreciation and communication. Each had a Vision of a world populated with people-literate, socially conscious and responsible, compassionate, and productive individuals. They now have: PeopleSmart Enterprises LLC (USA) and PeopleSmart Enterprises NZ Ltd, along with PeopleSmart World the training division for their organisation.

Their Mission required they create their own as well as gather proven assessment systems, books, and training for people literacy, so they could share these with other like-minded people who were also passionate about the difference they could make, when applying these resources to their own markets and communities.

Their packages for products and training are now available through their global network of Private Label Associates (PLA) and Licensees - Visionary Leaders in their own businesses, communities and countries who value the extensive library of tools and resources made available on their training site at PeopleSmartWorld.com. Any individual committed to the vision can apply for contracts with PeopleSmart Enterprises, as a Reseller or PLA (PeopleSmart Enterprises LLC), or a Licensee (PeopleSmart Enterprises NZ Ltd).

They chose as their core tools the best *DISC* and *Values (Motivators)* instruments in the assessments market from Dr. Tony Alessandra's company, and use these tools in Certifications in their **PeopleSmart Method™**.

Their Master License with Dr. Tony allows them to set up customized Private Label Associates (PLA) assessment administration sites plus they have added their own books, certifications and curriculum,

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now listed on their PeopleSmartWorld.com site. The license is for those who value and want to help make People-Literacy a standard throughout the world. The extensive experience and insights of co-founder, Carol Dysart, DISC Master, is what has been used to develop the *PeopleSmart DISC Interpretation Method*™.

Ideal licensees are those who will delight in their ability to bring affordable tools and training in people-literacy to people committed to creating and enjoying productive relationships, better communications and collaboration. These individuals are also looking to leverage their business offer through the ability to white label the PeopleSmart Enterprises' Intellectual Property that Carol and Sandra have applied and are continuing to develop, as specialists in the field of human development.

Business leaders, managers, teachers, and trainers will be celebrated by their organizations because a licensee was able to make the DISC instrument economically available to their members. Affordable personal and professional growth to meet both specific and general needs of any population is a key component of this world-wide, self-and-other-understanding license offer!

Carol and Sandra started out by developing their own training manual and then further customized the basic DISC report to guide each person completing their report through the interpretation process. Urged to teach others what they learned and mastered from their experience, they can now provide a flat fee license for unlimited numbers of DISC instruments. Each license is especially designed and allows anyone who works with business or personal life-style coaches, parents, teachers, administrators, business owners, sales managers, hiring managers, and customer service leaders to apply it in their daily interactions.

Through the success of our licensees, and thanks to the generosity of our Assessments provider, Dr. Tony Alessandra, of Assessments 24x7, we can now help our clients, Associates and Licensees benefit from the PeopleSmart Enterprises team's first-hand experience and industry knowledge. The team enjoys writing and designing training systems, programs, services and products to meet the needs of a growing global economy, now made infinitely easier to access and impact, thanks to Internet technology and our mobile profiling application.

A PeopleSmart Enterprises License, gives you, as a Corporate or Independent Trainer, HR professional, Educator, Coach or qualified Consultant access to your own easy-to-

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use, customized profile administration site. It also includes all the training materials and resources in the **PeopleSmart DISC Interpretation Method™** listed in the package outlined herein.

The benefit of Licensing is that it allows everyone involved to join together in a successful organization while still enjoying the freedom of owning one's own business.

Carol Dysart and Sandra Davis look forward to working with qualified applicants who see that this PeopleSmart Enterprises license is an opportunity they don't want to miss!

## The Business - What we do

**PeopleSmartWorld.com is the source for the training and product distribution arm of PeopleSmart Enterprises, LLC. and PeopleSmart Enterprises NZ Ltd.** Its products include branded and customized assessment reports, books and training materials that support the proper administration and interpretation of the DISC Assessments. These are offered to and through a world-wide network of Certified Consultants, Coaches, Trainers, and now qualified Licensees who take these products and services to their global client corporations, schools, businesses, individuals, and families.

**Our customized programs include: DISC Q&A webinars** held on-line regularly to support and answer questions following any group use of a DISC report; the ***DISCovering Me™ for Youth*** which includes an interactive workbook within the report, ***DISC Foundations*** on-line training manual for parents, teachers and business managers who want to properly administer and interpret a DISC graph and report, and the ***PeopleSmart DISC Interpretation Method™ Certification*** for their own public or in-house trainings. As well as a ***PeopleSmart Method™ Mastery Level Train-the-Trainer*** program for those who want to train and certify others.

**In our Master Distributor License with Assessments24x7**, we can provide white label sites to our Licensees, Resellers and Certified Consultants with access to DISC Training and consulting support resources as well. *Assessments24x7* is owned and was developed by Carol's long-time colleague, friend, and DISC consulting client, Dr. Tony Alessandra, and we also provide his on line DISC Virtual Training, other Assessment Training Webinars, Books, and professional marketing materials available to our Private Label Associates and Licensees.

Throughout the development of his Assessment Research and Distribution business, Tony and his CEO/Programming partner, Brandon Parker, have appreciated and invited Carol's feedback and interpretation notes for their DISC reports and provide her team access to adding or customizing pages within their standard reporting formats.

This relationship and experience sets us apart by the fact that as one of their top Master Distributors, we can make assessments available at a wholesale rate and on a Licensing basis, to our Certified Trainers and Consultants. This allows PeopleSmart Enterprises' Licensees to provide DISC and our *DISCovering Me™* programs and assessments to schools and non-profit organizations at a very low

cost while serving students, teachers and home-schooling parents.

Customized assessments by other subject matter experts can also be developed and branded as needed. With Dr. Tony's programming team, marketing tools, and our proven training systems, we can create paradigm shifts in interpersonal relationships and communication strategies in any type of business – any industry – because people are people everywhere you go.

## OUR VISION AND MISSION

### Communities thriving in a PeopleSmart World

"PeopleSmart Enterprises" is a leading provider of tools and training that results in a win/win world. PeopleSmart-trained licensees and consultants use DISC-related assessments (personal profiles) and training as a foundation for making people more people-literate - a positive experience that provides better answers to the questions of, "Who Am I?", and "Why Am I Here?"

**A PeopleSmart World encourages people to know their own strengths**, to appreciate the differences in others, and to be responsible for helping each other maximize their strengths.

Regardless of their native culture, everyone learns how to create collaborative family environments, which make raising happy, self-confident children much easier.

Communities thrive by being people-literate...

- Schools whose teachers and staff are also *people-literate* understand each child's DISC and LEARNING styles.
- Business managers select, hire, and maximize the special talents and interests of each new employee coming in to join a team.
- Top candidates and new hires get their own profile so they can share them with their teams in group debriefs - orientation.
- Everyone knows how to ask for what they need (because if they don't tell others how to treat them, who will?)

Years later, looking back, it becomes clear that crime and unemployment completely disappeared about the same time a *Master PeopleSmart DISC Interpretation Method™* licensed expert arrived and began training everyone. Once the "*It's all about the ME + YOU*" New Paradigm model arrived, the old

*"It's all about ME"* paradigm that everyone had endured for years disappeared completely! As DISC Literacy became the norm, *people-reading* was easy and everyone did it. Once mastered, everyone knew how to apply DISC to improving their SALES, LEADERSHIP, INDIVIDUAL RELATIONSHIPS, COACHING, and CUSTOMER SERVICE. A foundation of TRUST was established and interruptive, dysfunctional, time and energy wasting behaviors vanished!

**As a PeopleSmart DISC Method™ becomes world-wide, providing proven-successful systems and methods, it brings with it a language everyone can speak, apply, and understand.** Other Visionary Leaders prioritize "People-Smart" \* skills before finance, IT, data, or the accumulation of real estate. They commit to positively impacting their employee's self-concept, relationships, and ultimately the quality of their everyday life!

**\*People-smart:** understanding the needs, emotions, fears and motivations that drive observable behavior; the ability to adapt to any situation or individual without judgment or compromise.

## OUR VALUES

At PeopleSmart Enterprises we care about:

- Being open and honest in all our dealings with everyone we meet.
- Meeting and exceeding licensee and other strategic alliance partnership expectations.
- The individual as a person and their contribution to the team.
- Being innovative and resourceful.
- Open communication and a willingness to speak the truth without invalidation.
- Focusing on what works and thinking creatively for solutions.

## **OUR RULES OF THE GAME**

*(FULLY INTEGRATED INTO OUR BUSINESS AND ADAPTED FROM EXCELLERATED BUSINESS SCHOOL FOR ENTREPRENEURS' THE MONEY & YOU PROGRAM.)*

1. Be willing to support our purpose, values, rules and goals.
2. Speak with good purpose.
3. Acknowledge whatever is being communicated as true for the speaker at that moment. If you disagree or do not understand, ask clarifying questions.
4. Complete your agreements:
  - a. Make only agreements that you are willing and intend to keep.
  - b. Communicate any potential broken agreement at the first appropriate time.
  - c. Clear up any broken agreement at the first appropriate opportunity.
5. When something is not working, look to the system for corrections and propose a system-based solution to the person who can do something about it.
6. Each individual is responsible for continuously improving the organization's system.
7. Be effective and efficient (optimize every event ... more with less).
8. Have the willingness to win and to allow others to win (win/win).
9. Focus on what works and be responsible – no lay blame or justification.



# The License Opportunity

PeopleSmart Enterprises seeks prospective Licensees who have a background in training, teaching, consulting or marketing industries such as, trainers, seminar providers, educators or consultants who believe in the PeopleSmart Enterprises business concept, agree to the *Rules of the Game*, and, more importantly, connect in heart to the PeopleSmart Enterprises' vision and mission. Above all, we value a proactive attitude and a willingness to learn our business and develop the skills necessary to succeed. Full training and on-going support is provided, ensuring that Licensees deliver the PeopleSmart Enterprises' tools and services in an effective way.

## LICENSEE ATTITUDE AND CHARACTER VIRTUES

Our Licensees represent our brand and are expected to:

- Work with clients in a positive, professional manner;
- Demonstrate a passion and commitment for the PeopleSmart Enterprises concept;
- Show their experience in building and developing a successful business; and
- Use outstanding communication skills that reflect both on their business and PeopleSmart Enterprises as a whole.

### Character Virtues we value in our team culture:

- *Honesty* - Being truthful, sincere, open, and genuine with the confidence to be ourselves.
- *Commitment* - Caring deeply about a person, a goal or a belief. Willingness to give our all and keep our agreements.
- *Cooperation* - Working together for a common goal, calling on the different gifts each of us has to offer.
- *Responsibility* - The willingness to be accountable for our choices and also for our mistakes. Taking on what is ours to do with strength and reliability.
- *Respect* - An attitude of honouring oneself and others through our words and actions. Treating every person with dignity and courtesy.
- *Unity* - Inclusiveness. Finding common ground in our diversity. Seeking peace in all circumstances.

## About the Licensors

### CAROL DYSART

Her clients and students know **Carol Dysart**, Masters of Science in Counselling and resident of San Diego, CA, as their *DISC Master*. Her mastery in the “art and science of understanding people” comes from teaching high school for 15 years before opening her first business venture using DISC. Since then she has introduced thousands of students of the many seminar and coaching companies around the world that she has been serving and supporting with DISC. (i.e. Money & You has been her client using DISC since 1980 – over 37 years – world-wide!)

Carol brings a passion for people and decades of experience in both teaching and business development from years of owning her own companies. She believes that DISC is the best tool to introduce any new people to each other and always brings it into every CEO coaching or training job she agrees to take on. Knowing how to get the most out of people by being able to “read” them is an easy and learnable “art” that anyone can learn.

### SANDRA DAVIS

**Sandra Davis**, an expert facilitator, coach, instructional design curriculum developer, and franchising consultant teamed up with Carol during the four years she lived with her in New Zealand. Prior to this, and for over 15 years, Sandra has used her creative business planning skills, with a combination of facilitation processes, coaching interventions and mentoring, working in New Zealand, Australia, Malaysia, and Brazil enhancing team dynamics and developing operational processes and organizational culture. She is highly skilled at developing and documenting business and people processes, articulating them into “user friendly” business plans, training manuals, handbooks & templates. Sandra has also worked in the franchise industry documenting operational feasibility studies, processes, policies and procedures.

Carol and Sandra have combined their skills to design and create the **PeopleSmart Method™** and model as well as the **DISCovering Me™** youth program.

# The Business of the Licensee

The operation of PeopleSmart Enterprises is straightforward, with clearly defined objectives, daily functions and responsibilities.

## LICENSOR OBJECTIVES

- In the first year our goal is to have at least 10 Individual Licensees from anywhere in the Asia Pacific, Singapore, New Zealand, Australia, North America, Mexico and Europe – countries we already have clients in.
- Our goal for Year 2 is to sell one Master (Country or Large Region) License, *using the Local License model as a basis*.
- Over the next 5 years our research into global trends in the training and education markets will fine tune our direction.
- Centrally controlled branding standards, training and marketing processes will be in place.
- We will offer a professional, cost effective and high quality range of online training packages, tools and resources.
- PeopleSmart Enterprises will provide leads as we get them in your areas with timely and effective support to all licensees.

# On-going Support

PeopleSmart Enterprises offers on-going support to Licensees to help them in the long-term development of their business.

## Support services include:

- **Training Delivery and Assessment**

PeopleSmart Enterprises answers all your training questions and carries out regular training analysis of Licensee training delivery as required through licensee surveys along with participant feedback and evaluation.

- **Marketing and Advertising**

While Licensees are responsible for advertising, to find their own leads or referrals in their defined area of operation, your PeopleSmart Enterprises team will provide experience, advice and resource materials to support the promotion of your services.

- **Clarification**

Carol and Sandra and other Master Consultants certified previously are always on hand to clarify and explain any aspect of the training curriculum and manuals, assessment interpretation, materials and resources.

- **Updates**

PeopleSmart Enterprises' commitment to innovation and development means we are constantly developing new ideas and products to keep us competitive. Carol and Sandra oversee the revision and updating of all training manuals, materials and resources ensuring all Licensees are informed and up-to-date.

We also highly recommend Licensees plan to attend the Annual DISC Conference that is held every year in October in San Diego, CA, USA.

# Private Label Associate Site (PLA)

## WHAT IS A PLA?

A **Private Label Associate** account is one that operates on our PeopleSmart Enterprises' Master Administration web site. PeopleSmart qualifies, trains, and sets up each private label account for both professionals and licensees who want to provide their own branded and customized assessment reports. The PLA's client's complete assessments from their PLA account at retail. The PLA is invoiced for those assessments they use at an attractive wholesale cost. These PLA's are the visionary leaders who often choose to become a Licensee in order to enjoy the PeopleSmart World's unique and unlimited access License business model.

## WHO QUALIFIES?

Corporate and independent trainers, coaches, HR professionals and consultants, who know that the proper application of assessments can add value to workplace harmony, productivity, and profitability, are welcome to apply for a Private Label Associate account (PLA) with PeopleSmart Enterprises LLC. These people will find this opportunity naturally appealing and easy to integrate into their own work with no other license required. Also those who are marketing experts and business development managers who see the need and the opportunity for what our **PeopleSmart Method™** provides can apply for a PeopleSmart License and purchase our Certification at wholesale to train their own training teams.

## INVESTMENT?

For a PLA, the initial set up fee is \$250, plus \$99 being the first year's annual maintenance fee. These fees are included in the initial license fee. Your PLA Account enables you to customize the reports with your own logo on the front page and footers with contact information on each page. For a small extra charge, you can also add pages to your reports with your own related content, brochure, or training points.

The PeopleSmart **DISCOVERING Me** reports also include pages that teach how understanding Virtues can enhance style recognition – a feature making it even easier to adapt one's style.

Only YOUR logo and contact information appear on the reports and assessment site – not PeopleSmart's. We are here to ensure YOUR success with our products. We celebrate timely, responsive, customer service, both live and online and will partner with you until all your questions are thoroughly answered.

#### Commonly asked questions...

***Are there restrictions on how and where I can advertise my branded assessments?*** We do NOT control how you do business with our tools. You can freely market our assessments, without constraints.

***Is there a high quantity of purchased assessments required before I get a decent price?*** You qualify for our quantity discounts at lower volumes and lower prices than our competitors.

***Do you provide DISC resources and marketing materials?*** We provide FREE, high-quality training materials to you at no charge, including videos, MP3s, eBooks, PowerPoint slides, exercises, handouts, leader guides, A/V files, and marketing one sheets for assessments.

***How Would My PLA Admin Account Work?*** Begin by customizing the site and reports with your logo, branding, headers, footers, etc. Design services to customize pages of the reports you choose for your site starts at just \$75 per page from our Assessment Support team. Purchase assessments as needed online via credit card or receive an invoice for assessments sold and used the month prior, with payment being required by the 10<sup>th</sup> of every month along with your license fees.

Assessments can immediately appear in your Admin Account for instant access. You can send emails to end users containing a unique link which authorizes those users to take one or more assessments from their account.

End users click on the link in your email, which directs them to a web page where they fill in their name and email address, and complete the assessment(s). Track your Admin Account status to see how many assessments have been used, how many are left, who has completed (or not yet started) their

assessments, etc. You can then send reminders to those who have not yet completed their assessments.

You, as the Administrator, control the viewing access of the assessment reports. If you plan on discussing the end user results and report during a seminar or coaching session, you're able to block end user access to the report until after your seminar or coaching session. Conversely, you can elect to have your end users view their reports immediately after completing their assessments. The choice is yours.

View reports of any/all of your end users' activities from within your Admin Account. Print the collective results of a group of end users for team building and group coaching. This feature is extremely useful when you're working with a group and want to see at a glance how everyone scores in relation to one another.

Set up sub-accounts/groups which allow alternate access levels for clients or additional trainers. Their specified level of access will allow them to manage only a designated set of end users.

#### **BENEFITS**

- **Site Branding** - Allows you to add a design header and footer to the web page to match your company design.
- **Report Branding and Customization** - Allows you to customize the report output for any assessment. This includes logos, text edits or overall formatting at no extra charge.
- **Assessment Links** - Allows you to create links which give access to your assessments.
- **Support** - Allows you to choose between using our online support resources or designating your email address as the first help desk responder.
- **Secure SSL Capabilities** - Allows you to run your assessments via https or http environments. If https security is desired, this is made available for an extra charge of approx. \$99.00 per year.

- **Usage Reports** - Allows you to generate usage reports for web screen viewing or Excel download. These reports display totals and individual assessment usage over any given date-range search.
- **Group and Team Reporting** - Allows you to run composite reports based on groups or assessment access links. These reports include all selected end users and combine them into one report. The ability to customize these reports is also available at an extra charge.
- **Sub-Accounts** - Allows you to grant assessment access to individual companies, trainers or coaches.

## ASSESSMENTS

Many of the world's top coaches and Fortune 500s rely on our assessments to ensure positive outcomes in the areas of *employee selection, leadership development, sales & customer service training, team-building, communication & collaboration training, conflict resolution* and *succession planning*.

Assessments work by introducing scientific measurements to someone's critical thinking skills, motivations, potential skill proficiencies, work styles, behavioral characteristics and personal values. You can think of our assessments as "MRI tests" constructed to evaluate and reveal someone's complete cognitive makeup. Simply put, modern online assessments reduce risk and take the guess work out of the greatest business variable of them all: human capital.

**CORE ASSESSMENTS:** Each of our five Core Assessments measures a different — but equally important — aspect of human behavior or cognition.

In essence, each addresses one the five “core” aspects of the human personality. There are no right or wrong answers, but different “styles” that define an individual’s characteristics in each of these five categories. The five Core Assessments are:

- **DISC:** measures behavioral styles
- **Motivators:** measures motivational styles
- **Hartman Value Profile:** measures thinking styles
- **EIQ:** measures emotional intelligence styles

- **Learning Styles:** measures learning styles

**COMBINED ASSESSMENTS:** Our Combined Reports pair two of our Core Assessments together back-to-back, into a single cost savings report. Our current Combined Reports include:

- **DISC & Motivators:** measures behavioral and motivational styles
- **DISC & Learning Styles:** measures behavioral and learning styles

**SPECIALTY REPORTS:** Our catalog includes a number of extraordinarily unique and highly specialized assessment instruments that are difficult to find anywhere else. Sometimes these instruments are so unlike any of our others, they demand unique recognition.

Our Specialty Reports include:

- **Sales IQ Plus:** a sales skills test developed by three of the world's top sales minds.
- **DISC Collaboration:** a DISC-based report that compares side-by-side the behavioral characteristics and tendencies of two individuals.

**360° BEHAVIORAL PROFILES:** The following are the only profiles you can send out to others to get the enhanced 360° view of yourself.

Having the ability to process the collective perceptions of how others see you allows you to compare and contrast your own self-assessment with the observer's feedback and there is no limit to how many inputs you ask for from colleagues or employees.

The 360° Behavioral Profiles include:

- **Social Styles:** Our most popular 360° Behavioral Profile evaluates the user's place among four different behavioral styles in addition to his/her adaptability score. This report comes in two versions: Social Styles (self emphasis with supporting observer data) **OR** Social Styles Plus (observer emphasis with supporting self data.)

- **The Platinum Rule:** This award-winning assessment is based on Assessments 24x7 founder Dr. Tony Alessandra's book by the same name. This behavioral assessment is very similar to DISC, except with 360°-like functionality and unique terminology.

**HIRING AND SELECTION REPORTS:** Organizations can improve employee performance while reducing turnover by integrating performance-predicting assessments into their hiring & selection processes. As employee costs continue to dwarf other organizational expenses, companies of all sizes have discovered that hiring & selection assessments are worth their weight in gold.

Our hiring & selection reports include:

- **Work Ethic Screen:** This simple, low-cost screening report was designed to be used at the early stages of an employee selection process.
- **Executive Summary:** This performance-predicting report integrates three of our Core Assessments, (DISC, Motivators and Hartman Value Profile,) to provide employers with specific performance-predicting answers, along with hiring & on-boarding recommendations.
- **DISC Fitness Benchmarking & Comparison System:** This on-screen system and PDF report allows employers to compare new applicants to desirable job performance benchmarks by industry. Employers can also compare job applicants to the assessment results of current employees, thereby enabling them to create an employee composite of ideal scores.

## DISC APPLICATIONS

Because the principles of DISC are simple, easy to apply, and easy to understand, there are a number of applications for this behavioral tool. At the most basic level, DISC personality reports can be used for personal development, to better understand yourself, your motivations, and why you repeatedly do the things you do. Once one can understand themselves as well as the tendencies and communication styles of others, increased communication and understanding between individuals ensues.

This can be applied to conflict resolution, team building, and increasing communication in personal or corporate culture. When applied to specific areas, such as hiring, leadership development, stress

management, sales training, education, or ministry, these tools can be applied in very specific ways to achieve a goal.

### **Talent Management**

Recruiting, interviewing, training, and placing staff can be tricky. Your account platform gives you the ability as a PLA, to offer a wide variety of talent management solutions to help business owners hire the right people, and put them in roles that make the most of their talents.

Our talent management solutions are customized to meet a company's specific needs:

- Recruit and filter potential hires
- Create and implement performance benchmarks
- Foster employee leadership and management skills
- Build strong and productive teams
- Boost productivity and efficiency
- Improve employee engagement and morale
- Minimize interoffice conflict
- Increase employee retention

### **Hiring with DISC**

The process of finding talented employees and bringing them into an organization doesn't have to be time consuming and stressful. Our hiring tools provide a fast, easy, and reliable way to find the right candidate for the job. Our technology allows you to:

- Measure candidates against pre-loaded industry-specific benchmarks
- Create your own benchmarks based on your specific work environment and requirements
- Automatically rank and sort candidates based on their compatibility with the position
- Ask the right interview questions based on their personality style

- Access detailed information about the candidate's communication style, job strengths and weaknesses, patterns of behavior, team thinking style, and workplace values

### **Team Building**

Using the DISC system of behavioral analysis allows you to build stronger and more productive teams by:

- Strengthening communication
- Minimizing conflict
- Maximizing productivity
- Increasing effectiveness
- Improving morale

### **Leadership Development**

Leaders are found at every level of an organization. The challenge is to develop their talents and make them more effective. Leaders have the power to choose alternative ways of thinking, acting, and behaving in the leadership activities for which they are responsible.

These tools provide leaders with personal insights, a model to increase their flexibility in leadership behaviors, and resources to which they can return as they gain more experiences and become more multidimensional leaders.

### **Training and Development**

DISC can be used with everyone in an organization, regardless of title or role, to improve the quality of the workplace. With DISC-tinctions individuals understand and appreciate the styles of the people they work with. The result is more effective and productive working relationships.

DISC remains the most trusted and widely used learning instrument in the professional training industry. It has proven its reliability over the last 30 years with over 40 million users worldwide utilizing DISC for expert professional training.

# Assessments, Materials and Resources

The license and a PLA admin site includes the following assessments, materials and resources:

## **DISC Assessments:**

- DISC for Self
- DISC for Sales
- DISC for Leadership
- DISC for Coaching
- DISC for Customer Service
- DISC and Learning Style
- DISC and Motivators
- DISC Leadership and Motivators
- DISC Sales and Motivators
- DISC Service and Motivators
- DISC Sales and Learning Styles
- DISC Coaching and Motivators

## **Training Materials and Resources:**

- DISC Foundations Manual
- DISC Certification Manual
- Team Building exercises for Trainers
- DISC Facilitator Guide
- DISC debrief resources
- Recorded Webinars, Audio and Video interviews
- DISC background materials
- DISC presentation Audio/Video files
- DISC 52-week email series
- Virtual Training videos and debrief guides
- DISC behavioral interview guide
- Evaluation Forms
- Training design examples
- Prospective client email examples
- Proposal for DISC training examples
- DISC assessments marketing “one sheets”

And there's more....

***DISCovering Me*<sup>™</sup> Program – Resources and Materials**

- DISCovering Me – DISC for Self Report with Guide
- Enrolment Form – public events
- Curriculum Overview
- Student Workbooks
- Lesson Plans
- DISCovering Me program Outline
- 50 Ways for DISCovering Friends Booklet
- Teacher Guidelines Manual
- Student Survey
- Student Assessment
- DISCovering Me for Youth Teaching PowerPoint with notes
- DISCovering Me marketing Flyer
- DISCovering Me parent introduction letter
- Homework sheets
- Developing human values (qualities) in the classroom

**PowerPoints**

- The Basics of DISC
- Irresistible Leadership
- Sales made Easy
- Parenting that works
- Benefits of DISC
- Platinum Rule
- Basics of Behavior 101
- DISC - Train-the-Trainer
- Irresistible Influence for Coaches
- Developing Virtues in Self and Others

**Books**

- Excuse Me, Your Personality is Showing
- 50 Ways to Have Magnificent Relationships
- You, Me and Them
- Parenting that Works
- Money-Making Systems
- 50 Ways to Effectively Deal with Conflict

#### Articles

- Navigate the social media people mine field
- Building DISC teams that work
- Leadership and Virtues
- To fall in love with anyone do this...
- I liked you from the moment we met!
- Millionaires hook and what it takes

#### Blog posts

- How to read people like a book
- Six games of the ego

#### Case Studies

- The Executive Summary Report
- Virtues in the classroom

#### Resources – facilitation, coaching and consulting

- Resolving breakdowns process
- The four types of feedback
- Tips for effectively managing conflict
- “What I feel like saying” process for clearing
- Mining the gold process
- Guidelines for communicating assertively
- Feedback and clearing withholds process
- Evaluations Forms
- Consulting templates
- Training design guidelines

Customization support – 4 hours monthly – assessments and curriculum.

Q&A monthly call – for both Licensees and their DISC clients/customers.

# Working as a Licensee

## YOUR BUSINESS

Each Licensee licenses the right to use PeopleSmart Enterprises' Assessment Access and its intellectual property. You are not a partner, employee or shareholder in the Licensor's business. While the Licensor is not responsible for you achieving a given level of profit or return on your business, PeopleSmart Enterprises offers you all possible support, advice and mentoring to help you succeed. Ultimately, however, Licensees must be diligent, committed and dedicated to growing their own businesses and to ask for help or advice when needed.

Under the terms of the License Agreement, Licensees are obligated to use the business systems – Training Manuals, Assessments, materials and other resources developed by PeopleSmart Enterprises and Dr Tony Alessandra's training resources online in your Administrative Site.

## OUR LICENSE SYSTEM

The health and prosperity of each licensee's business strengthens the PeopleSmart Enterprises' brand. A growing number of successful Licensees means greater marketing and advertising power, more brand awareness and market penetration, new and improved systems, and more team members to share knowledge, ideas and strategies.

## Ten Reasons for Becoming a Licensee

1	Licensees have a greater success rate than independent small businesses.
3	Licensor offers an established brand name and market presence.
5	Licenses are safer in uncertain economic times.
6	Licensor has a stake in the Licensee's success.
7	Licensor provides on-going training and support.
8	Licenses offer pre-researched information relating to specific markets.
9	Licensor ensures that each Licensee has a clearly defined area of operation.
10	Licensor and Licensees are working towards common goals.

## The Financial Details

The PeopleSmart Enterprises distribution license **Initial Fee of \$14,000 includes:**

1. DISC Certification training for one person.
2. DISC Foundations training for 1 staff member.
3. The setup of a Private Label Associate (PLA) admin site for generating all Licensee branded assessments.
4. Annual administration and maintenance fee of \$99.
5. All prices are quoted in US dollars.

### **Wholesale discounts for selling to retail customers**

A PeopleSmart Enterprises Licensee also receives a further 20% discount off of their assessment wholesale prices as a Private Label Associate, when they sell to their retail markets.

### **Monthly Fees**

The Licensee pays on a monthly basis for all PeopleSmart services and products they sell - training programs and consulting, materials, resources and assessments. These monthly fee amounts are agreed upon by both PeopleSmart Enterprises and the prospective Licensee prior to the signing of the License Agreement, and will depend on the Licensee's target markets – Corporate, Education, Non-profit, SMB. Included in the flat monthly fee is ongoing access to all I.P. listed on pages 23-25, along with Customization support – 4 hours monthly – assessments and curriculum, and Q&A monthly call – for both Licensees and their DISC clients/customers.

**For further information about becoming a PeopleSmart Enterprises Licensee**

**contact us at [info@PeopleSmartEnterprises.com](mailto:info@PeopleSmartEnterprises.com)**