COMPARE OUR PARTNER PROGRAMS
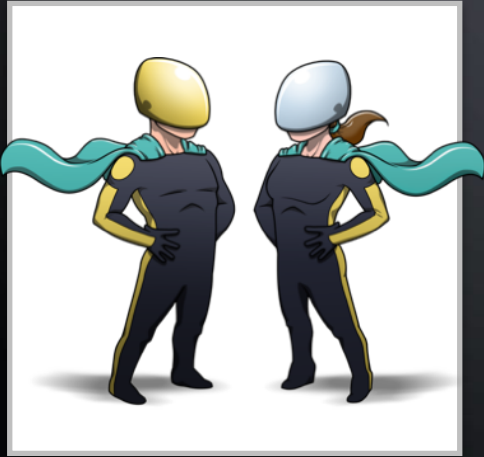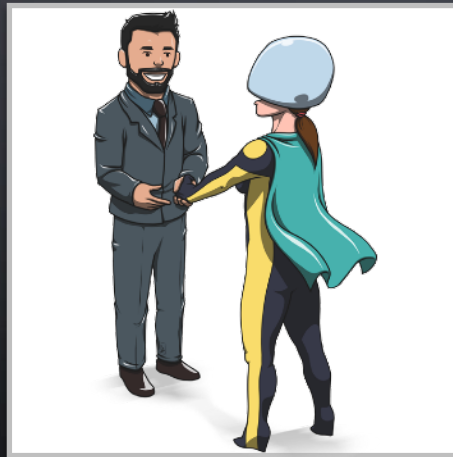
PITCH   **CONSULT**   **EDUCATE**

LET'S WIN TOGETHER!

	PITCH *Propulsion	CONSULT *Propulsion Pro	EDUCATE *Propulsion Advanced
Propulsion Member Only Access	✔	✔	✔
Ionology IP - Framework Access	✔	✔	✔
Unique Ionology Framework Downloads + How to Guides	✔	✔	✔
Online Training Video for Propulsion	✔	✔	✔
Client Presentation Template	✔	✔	✔
Quote Template	✔	✔	✔
Membership Support Forum	✔	✔	✔
The 7 Principles of Digital Strategy PDF	✔	✔	✔
Access to Real-World Case Studies	✔	✔	✔
The '7 Principles of Digital Business Strategy' Book		✔	✔
Complete Dx Course Training - 40 Hours		✔	✔
Digital Transformation Exam		✔	✔
Digital Transformation Certification		✔	✔
Ionology Licence to Consult		✔	✔
Advanced Client Presentation Template		✔	✔
*Opportunity Collaboration		✔	✔
Marketing Materials		✔	✔

	PITCH *Propulsion	CONSULT *Propulsion Pro	EDUCATE *Propulsion Advanced
*Co-Branding Opportunities		✔	✔
*Sales/Consultant Support Clinic		✔	✔
*F2F Training - 1 Week per Course (T-T-T)			✔
T-T-T Dx Exam			✔
T-T-T Dx Certification			✔
Ionology Licence to Educate			✔
Complete Slide Deck for Open Classroom Training			✔
Complete Slide Deck for Corporate Training			✔
Course Content & Slide Deck Updates			✔
Training Materials - Open Classroom			✔
Training Materials - Corporate			✔
Candidate Materials			✔
Interactive Quiz Access			✔
Training Platform Software			✔
Marketing Materials - Open Classroom			✔
Marketing Materials - Corporate Training			✔
*Additional Courses for Education Partners			✔

1. Propulsion Member Only Access
Muliple* Member only access to Ionology's unique software platform

2. Ionology IP - Framework Access
Unlimited and perpetual access to use Ionology's intellectual property - The Ionology Digital Transformation Framework (The 7 Principles of Digital Business Strategy), The Ionology Digital Transformation Strategy Quadrant and Ionology's AI Framework – Inside Out, Outside In.

3. Unique Ionology Framework Downloads + How to Guides
Practical downloads plus guides on how to navigate the Ionology Frameworks to help build your pitch and guide your sales call. Practice using these downloadable documents to refine your pitch and win that client.

4. Online Training Video for Propulsion
Tutorial showing how to use Propulsion to build your client pitch. We'll show you how to navigate this unique software platform, produce the insights and get that client pitch secured.

5. Client Presentation Template
A professional yet simple, tried and tested template you can use to present your new found insights. Present your Propulsion insights and prep your Framework tools to knock the socks off that client!

6. Quote Template
You'll need a quote to secure that client. We'll show you how to build your quote and costings.

7. Membership Support Forum
Gain access to Ionology's bespoke forum where you can ask and answer questions in an environment with other Ionology partners. Help and guide each other to win new business.

8. The 7 Principles of Digital Transformation PDF
A condensed version of Ionology's Digital Transformation Book. Giving you access to some of the most useful revelations.

9. Access to Real-World Case Studies
Access to Ionology's case studies as we've lived and breathed them with our clients. Use our references to bring your pitch to life.

CONSULT - WHATS INCLUDED

10. The 7 Principles of Digital Transformation Book
Receive a copy of Ionology's 7 Principles Book. Use as your go-to Digital Transformation 'bible' and bolster your Digital Transformation knowledge and sales technique.

11. Complete Digital Transformation Course Training - 40 Hours
Access 40 Hours of online tutorials on how to use the Ionology frameworks and methodologies to differentiate your own offering and add value. The course will be presented by Ionology CEO Professor Niall McKeown. The course will prepare you for the Digital Transformation Exam and on passing you will receive your Digital Transformation Consulting Certification.

12. Digital Transformation Exam
On Completion of the online Digital Transformation course. You will be given access to Ionology's Digital Transformation certified exam. On passing the exam – you will receive the Ionology Digital Transformation Consulting Certificate.

13. Digital Transformation Certification
After successfully passing the Ionology Digital Transformation Consulting exam – you will receive an 'E'-Certificate which you can share with your prospective clients and update your online communities.

14. Ionology Licence to Consult
Once certified, your monthly membership allows you the perpetual licence to use Ionology IP and content to consult.

15. Advanced Client Presentation Template
Ad advancement from the Pitch Template, we will provide you with a complete client presentation template that you can use and adapt for pitching and consulting.

16. *Opportunity Collaboration

We're Partners and we mean it. An opportunity may present itself and it may be just too big to 'go it alone'. A golden opportunity where you'll consider a collaborative pitch/delivery with us. If you want us involved, we are happy to discuss this in the first instance and ascertain the level of support needed.

17. Marketing Materials

We'll supply you with a template of our In-House Corporate Catalogue/Brochure which can be edited (except Ionology IP only). This will provide a professional overview of your digital transformation offering.

18. *Co-Branding Opportunities

Whilst all Ionology IP – Frameworks etc. will always need to be referenced, the opportunity to brand your consultancy delivery on your terms is possible.

19. *Sales/Consultant Support Clinic

We understand there'll be questions, customers and situations that will pose challenges along the way. As part of your Consult package, we'll provide ongoing sales support to help you get that client and close that deal.

EDUCATE - WHATS INCLUDED

20. *F2F Training - 1 Week per Course (T-T-T)

On completion of the online Digital Transformation course, passing your exam, as part of the Educate package you will have the opportunity to come to our headquarters and complete our 5 day Train the Trainer Program.

21. T-T-T Digital Transformation Exam

On completion of your T-T-T program, to become a certified Ionology Digital Transformation Trainer, you will take the respective T-T-T exam.

22. T-T-T Digital Transformation Certification

Once you have successfully passed the Train-The Trainer exam – you will receive your Ionology Digital Transformation Certified Trainer Certificate.

23. Ionology Licence to Educate

Once trainer certified, your membership allows the perpetual licensing of Ionology IP and content to be used in an educational setting.

24. Complete Slide Deck for Open Classroom

As part of your Educate package, you will receive the complete slide deck, with Trainer notes. The course will be yours to teach, ready to go.

25. Complete Slide Deck for Corporate Training

As part of your Educate package, you will receive the complete slide deck, with Trainer notes. The course will be yours to teach, ready to go.

26. Course Content & Slide Deck Updates

When we update our content – you'll get the same updates and upgraded case studies as we live them.

27. Training Materials – Open Classroom

We'll provide you with all the training materials you'll need for your course. Downloadable Frameworks...strategy guides....

28. Training Materials – Corporate

In addition to the training materials you'll receive for then open classroom, we will provide you industry specific case study scenarios that you can incorporate into your sessions.

29. Candidate Materials

We'll provide all the necessary materials your course attendees will need to support their learning. Framework guides, strategy guides and all supporting documents that bring your education to life.

30. Interactive Quiz Access

Our course is structured with interactive, online quiz functions built in. We provide all the technical support and how-to guides you'll need to include this exciting function as part of your teaching.

31. Training Platform Software

Provide real-time evaluation and progress reports for your attendees/respective employers. We'll provide you with best platforms that integrate with our Education platform.

32. Marketing Materials - Open Classroom

We'll provide an insightful 'how to guide' to help market your open classroom events. We'll supply you a Template of our In-House catalogue which you can co-brand to support your activity and help pitch and win new business.

33. Marketing Materials - Corporate Training
We'll provide you with a Template of our In-House corporate brochure, which you can brand (whilst referencing Ionology IP) and use to illustrate your offering.

34.* Additional Courses for Education Partners available on request.

FOOTNOTES

1* Multiple Member Only Access – are we differentiating?

14 *Opportunity Collaboration
- Opportunity requires validation
- Travel expenses the responsibility of the Partner
- Commercial agreements defined ahead of Partner/Client Collaboration

18 *Co-Branding Opportunities
- Take from current guidelines, available on request.

19 *Sales/Consultant Support Clinic
- 1 x 30 min sales clinic call p/p p/m
- Partner to submit query/advice sought ahead of call (min 48hours before scheduled call). Query format will be provided.

20 *F2F Training - 1 Week per Course (T-T-T)
- Training takes place 4 times per year, training partner can choose from one of these 4 options per year.

34 *Additional Courses for Education Partners on request and at an additional cost:
- Artificial Intelligence
- Data-Driven Decision Making
- Innovation and Design Thinking