Strategic Play

Are you ready to take your creative consultancy to the next level?

Great, because we are building a fantastic team of highly skilled and engaged trainers!

www.strategicplay.ca 2131 Lake Placid Road, Whistler, BC, V0N 1B2 Tel: 1-888-238-2608 hello@strategicplay.com

Who are we looking for?

You demonstrate a **keen interest** LEGO® SERIOUS PLAY® methodologies along with understanding the underlying theories.

You have **access to new territories & markets**. You know the language & culture and you can **translate documents** accurately.

You have a proven track record of **happy clients** with an established client base and market presence in your region.

You are committed to **growth and expansion** along with a long-term relationship with Strategic Play Group Ltd.

Our **values are aligned** (see last page in this document), allowing us the ability to form a trusting relationship with you as we invest in our team.

You can make a commitment to minimum **gross revenue** to be agreed upon based on your territory and sales forecasts.

You are committed to life-long learning and **personal growth** along with being a part of our community of partners.

You will positively support our brand and follow the **brand rules** set including those from the LEGO® Systems Group.

Does this sound like you? We hope so…

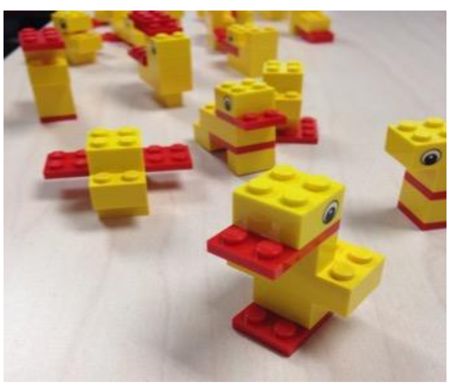
Just a few easy steps!

1. Introduction

Once you let us know that you are interested in joining our training team we can chat to see if you meet the criteria. We usually do this by speaking with you and reviewing any background information like your website and CV and references. If everything checks out – on to step

2. Contract and Structure

Next we will send you a copy of our contract for your review. Yes, those lawyers do have a lot to say. This step will ensure that we are all on the same page so that we have clarity and comfort to move forward with few if any ‘bumps’. Contract is signed here as soon as you are comfortable. Prior to signing your contract, please direct all questions to the founder: jacquie@strategicplay.com and we will set up a time to discuss. We also encourage you to speak with a lawyer to gain a deeper understanding on the contract prior to signing. Your lawyer is working for you and is the best partner to help you understand the agreement – of course we think it’s perfectly fair, but you should too. Once y0ur contract is signed you will be given the Policy and Procedures Manual to review and sign. This manual along with your contract form your agreement.



3. Your Training Program

We want to ensure you have everything including manuals & road maps, agenda’s, PowerPoints, equipment lists, and all printed materials (if you do need to translate materials, we require that you send these back to us for our records as this is a requirement of our insurance). We will set up a drop box where all this information is stored for easy access for both you and our administration team. It’s likely you will require additional training in Teams and Groups and Playing with Strategy, which you will take before you begin to train others.

Let’s go!

4. Your Training Strategy

This is the most exciting part. Now we will work with you to plan your strategy and your year. You will identify the areas where you want to offer the training and also your targets.

5. Marketing

Next we will put your bio on our training page, you will get an email address at Strategic Play® and we will print and deliver your first set of business cards. You will get the pdf LOGO, and once approved by us, you can add this to your LSP training marketing materials. We will also create pages on our site with your training dates and locations so you can market to people in your language and area, making it easier for people to find you on the internet and social media. We are getting approximately 5,000 visits a week worldwide so take advantage of this tool. We will also coach you through your first marketing launch so that you are successful at your first event. Let’s start with a positive blast that keeps going.

7. Launch

Finally, the moment you have been waiting for, your first training session. Your training dates will now appear on our website. We will also post your training on multiple other sites (we fish where the fish are). We will announce our association with you in our newsletter and social media. We will be as excited as you to see this plan all come together!

We will attend your first and second training session to ensure quality. Once you are working alone, we will continue to come into your training room by Skype to welcome your participants and let them know that there is a bigger system behind you. We may also join you for the debrief session – all this will depend upon a number of factors that we will discuss prior to your launch.

All Set!

8. Registrations

As people register online, we collect the funds in our online system. We ask that you do not cancel any trainings that you set up. Cancelling is bad for the collective brand that we are all promoting as people worry that they may book travel and take time off to attend training, only to then find out that it has been cancelled. The best way to avoid needing to cancel is to ensure that prior to setting the first event, you have waiting lists of people interested. This means that you will need to raise awareness in your network via meetups and demonstrations.

When people register in our online system they:

1. Agree to the terms of use for the training
2. Agree or not agree to having their name and information registered with the LEGO® Systems Group
3. Write their name the way they want it to appear on their certificate
4. Pay for their training and receive their receipt

This is where all information is collected and stored in a secure system to ensure compliance.

Our online facilitator network and registration system will give your attendees added training and networking opportunities.

9. Pre -Training Day

You will know in advance how many people are attending your event as we will be keeping track and keep you informed via the registration system. This will give you time to prepare all the materials needed days before the training. Certificates are issued by Strategic Play and will be emailed via link to each participant so they can download their certificate and add a badge to Linked in and other social media. Each name will be given a unique number by the system, which will be the participants registration number with the LEGO® Systems Group. The certificates will be signed by the Master Trainer and the Registrar. Each person's information will be collected as they register.

Payment: Money is an important factor. A few days before your training, you will be asked to confirm numbers with us. Once your training is complete, you will send us an invoice on your letter head or invoice statements. The invoice will be a formula where fees and royalties will be subtracted. We will then issue a bank transfer so that the funds will go directly into your account and will be there within days after your training ends.

10. Training day(s)

At the training, follow the agenda and make sure your participants have fun. Answer any questions that are specifically of interest to the group and take lots of time for breaks and incubation. It's not only your job to share your knowledge, but to also make each person feel that you care about them and their learning experience. People may not remember all the details of the training, but they will always remember how you made them feel. This memory is what they will share with their friends and others when they consider recommending you to others. Encourage them to take photos and post on social media during the training breaks (and tag you). Repost and tag us and the system will generate interest. You might also consider using your phone to record a spontaneous testimonial from the participants which you can then share on social.

11. Training Follow Up

We expect that you will set up a complementary coaching session with each person after their training. We suggest 20-30 minutes per person to get the participants up and running. During this time you can offer to help them with their first road map and or review their marketing materials to ensure that they are not misusing the LEGO® logo, our logo, or violating any rules set out by LEGO®. After this coaching session, you will discover that most people will want to call you again or set up another session. This is a great way to make additional income, by selling coaching programs, or encouraging them to attend another training session either a 50% off refresher course or an advanced class.

After the training, each person will be invited electronically (this is an automatic system), to go to the online system where they will customize their profile with information that will be searchable by other facilitators. They will want to upload a photo of themselves and add their industry specialization. Here they will also have access to materials like support videos and download documents (the duck sheets), and PowerPoint templates along with research articles. Right now this program is offered for free of charge, in 2022 we may change this program to a fee for service at a low monthly fee.

As part of our training team, you are required to provide after care to those you train. The easiest way is to add content to the community site and be active in that community. Once a week for 15-30 minutes is all that is usually required.

Remember: Everyone who begins offering LEGO® SERIOUS PLAY® methods workshops to their own clients, is actually helping you sell more trainings. Every time they do a good job on their workshop, they generate interest in the training and leads for you. This is how the entire program has been built – with positive workshops, positive training experiences, and excellent customer service.

Build Your Practice!

Now that you are off to a great start, you will also want to build your practices and expertise to ensure excellent revenue streams and to ‘future proof’ and help you grow your business.

Monthly Support Calls:

To keep our training community on their game, you can set up monthly individual calls. Our coaching team is here to help as we want to see you become successful and happy in your role as licensed trainer.

Specialized Training:

All trainers are encouraged to take advanced training to build their skills to offer workshops and prepare to offer advanced courses to their clients. You will be encouraged to identify the courses you are interested in taking so that we can help facilitate this continual learning program.

Unconferences and Trainers Meeting Days:

Each year we offer an annual unconference in conjunction with our trainers. These conferences rotate to different regions. Prior to the yearly conference, we design meeting days (Trainers Boot Camps) for the trainers only to attend a face to face. These meetings support all trainers to share information, communicate new trends, and share business and marketing news. We include the newest tools and techniques and showcase any new trainings that have been developed. We know that to be successful we must do two things simultaneously:

1. Exploit what we already have – a leading innovation training program with advanced courses and
2. Continually innovate, develop, create, prototype, test, and improve to ensure we implement our blue ocean strategy

We Train Globally:

Canada, USA, Panama, Mexico, Argentina, Peru, Chile, Colombia, Bolivia, Brazil, Spain, Germany, UK, Nigeria, Hong Kong, Macau, China, Australia and online, adding new locations all the time. We train in English, French, Spanish, German, Portuguese, and Cantonese.

In House Team:

Here is a list of all the people on our Admin team:

1. Jacqueline Lloyd Smith: jacquie@strategicplay.com - Founder and Master Trainer
2. Stephen James Walling: stephenjames@strategicplay.com - Lead Coach, Product Designer and Lead Trainer
3. Douglas L.A. Smith: douglas@strategicplay.com - Risk Management, Strategy, & Key Accounts
4. Danielle Henson: dani@strategicplay.com - Accounting
5. Andrea Brittain: Andrea@strategicplay.com - Document Oversight, Proposals, and Social Media Marketing
6. Maxine King: hello@strategicplay.com – Curriculum Designer
7. Mike Walling: mike@strategicplay.com – Email and Website Support

External Team Members Supporting Us:

1. Graphic Artist and Marketing Support
2. Professional Photographer
3. Accountant
4. Intellectual Property and Corporate Lawyer
5. Legal Advisor
6. Global Strategist

Final Note:

We are continuing to build and improve the licensed training program. It's from your feedback and support that new ideas are developed an included in the program. We are excited to work with you and look forward to connecting, building, playing, learning and sharing!

Our Values

Our corporate policy framework introduces high standards that reflect our core values. We are committed to doing business with integrity and in adherence to anti-bribery and anti-corruption laws. As a company, and as individuals, we must never compromise our compliance to high ethical standards.

Our Ethical Principles Are:

HONESTY: We will not say things that are false. We will never deliberately mislead. We will be as candid as possible, openly and freely sharing information, as appropriate to the relationship.

PROMISE-KEEPING: We will go to great lengths to keep our commitments. We will not make promises that cannot be kept and we will not make promises on behalf of the Strategic Play Group Ltd., unless we have the authority to do so.

FAIRNESS: We will create and follow a process and achieve outcomes that a reasonable and prudent person would call just and evenhanded. Doing the right thing is of critical importance to the Strategic Play Group. We want to continuously raise the bar for ethical business conduct and ways of working. Our conduct builds on integrity and respect for human rights and care for our employees, subcontractors, trainers, and our suppliers.

RESPECT: We will be open and direct in our communication, and receptive to influence. We will honor and value the abilities and contributions of others, embracing the responsibility and accountability for our actions. We will treat each other, our clients, our employees, our suppliers, and our competition with mutual respect while respecting our corporate values and brand promise.

COMPASSION: We will maintain an awareness of the needs of others and act to meet those needs whenever possible. We will also minimize harm whenever possible as we work to be socially responsible.

INTEGRITY: We will live up to the Strategic Play ethical principles, even when confronted by personal, professional, and social risks, as well as economic pressures. We will strive to always Play Fair and Play Well.

QUALITY: While working with an agile, flexible, and adaptive mindset, we will work hard to provide the best quality products and services, continually improving our offerings and responding to market and consumer feedback within a sustainable business framework.

CREATIVITY: We will continue to lead with innovative and best practices, while growing our service and product offerings globally within a framework that is well managed to ensure a sustainable business model for the current and next generation.