



LeaderPoint Association Partnerships

LeaderPoint offers the 3 1/2-day **Leadership Experience** course in partnership with selected associations, as a membership benefit and non-dues revenue stream for the association.

The Leadership Experience benefits professionals at all levels of management - from managers who run functional areas, projects or departments to specialists who manage people or projects in dynamic or changing environments. The course helps participants build cooperation, and achieve greater results through others. They learn to manage more effectively.

Benefits to the Association

- Provides a unique, valuable service to association members
- Creates a non-dues revenue stream for the association
- Advances leadership in the profession
- Develops leadership ranks among association members
- Adds tangible value to an association membership

LeaderPoint's Role

LeaderPoint can manage all aspects of enrollment and course delivery, allowing the association to generate non-dues revenue without increasing staff resources or requiring an outlay of funds.

For the association's Leadership Experience, LeaderPoint can manage:

- Session enrollment
- Fee collection
- Materials preparation
- Session delivery and logistics, including travel, lodging and meeting room logistics

The Association's Role

- Promoting the Leadership Experience sessions to the association membership, according to a mutually agreeable timetable

LeaderPoint can provide suggested promotional strategies, promotional copy, content for newsletters, graphic design support and a customized website to assist with this process. Almost all promotion can be done through the association website and email.

Revenue Sharing

The association will receive a percentage of net proceeds from each association Leadership Experience session. LeaderPoint will provide documentation of all expenses.

Association Staff Development

If the association agrees to conduct a minimum of two sessions per year, two association staff members can attend any association Leadership Experience session at no charge.

Referral Business

If a participant in a session returns to their company and arranges to bring the session "in-house," the association will receive a portion of the revenue generated, even though it is an in-house session.

For more information about Leaderpoint, please visit www.leaderpoint.biz or contact us at 913-384-3212.

Competitive Advantage through People®

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