



**THE PERTH CERTIFIED CONSULTANT TRAINING AND
CERTIFICATION PROGRAM**

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Certification Program Summary

The Perth Leadership Outcome Model (PLOM) is a groundbreaking new model of leadership. PLOM is the basis for the Perth Leadership System (PLS) a sophisticated methodology that predicts the company financial performance and valuation based upon the leader's personality profile and financial signature™ and shows executives how to improve their potential to impact enterprise valuation in a more positive way.

The Perth Leadership Institute (PLI) depends on its Certified Consultants to deliver its programs.

The Benefits

PLOM Certification offers numerous significant benefits to a Perth Certified Consultant (PCC):

1. A new set of clients for them offering a new source of revenues.
2. A new way of selling and penetrating new accounts.
3. A way to penetrate top leadership levels.
4. A way to retain clients on an active program for extended periods.
5. High revenues and billing that expands with the size of the client.
6. A proprietary approach that has no competition.
7. A significant upgrading of their own professional skills and capabilities.

Objectives of Session

1. Participants know how to assess the business acumen and innovation potential of managers and leaders using formal assessment instruments.
2. They understand how to implement individual and group feedback sessions to improve their alignment with the organization's financial performance, innovation and market value goals.
3. They can design training and development programs to improve the financial performance and innovation impact of managers and leaders.
4. They can implement business transformation programs based on business acumen assessment and development approaches.
5. They understand how to integrate this approach into other system-wide human capital development approaches.
6. They understand how to relate the approach to professional and personal activities: it will show managers how to improve their own professional and

personal performance from a financial as well as from the perspective of interpersonal and professional non-financial competencies.

Consultant Knowledge Following Certification

Perth expects its consultants to be familiar with the following after certification:

1. Full knowledge of the PLOM system.
2. Understanding of the various products and services based on PLOM.
3. Understanding of the various assessments, their usage, administration and interpretation.
4. A comprehensive understanding of how they are used in a business environment.
5. How this can be applied for the purpose of individual executive performance improvement.
6. How this can be applied for the purpose of team and company performance improvement.
7. Intervention strategies and their implementation.
8. How to sell, market and deliver these services from a commercial perspective.

Perth Certified Consultant Qualifications

To maintain the highest standards of quality, PLI selects only those with the right background and qualities to become a PCC. Some of what we look for in potential candidates is strong experience in business and leadership and preferably with some management consulting combined with a good background and understanding of financial management and reporting in order to be able to successfully complete this training.

These candidates will undergo several levels of training to become a PCC. This training consists of intense classroom studies and practical fieldwork at paid client engagements. Each PCC is expected to re-certify on an annual basis to ensure they are up to date on the latest PLOM methods.

The Program

The PCC program requires formal training and on-the-job training. Key highlights of the program are:

1. A total of three training levels or tiers.
2. Each successive level allows the PCC to offer services at a higher level of sophistication and value.
3. Annual recertification.
4. Completion of Perth assessments by the PCC to demonstrate the value and usage of the system.
5. Extensive use of work groups to increase training effectiveness.

Perth Certified Consultant Obligations

To protect the Perth Certified Consultants and our brand we ask each of our selected candidates to agree to a Certified Consultant Agreement. To highlight the terms of this Agreement:

- The PCC can use the PLOM services with any of its clients or prospects.
- PLI will contract with Certified Consultants on appropriate client engagements to deliver PLOM services to PLI clients.
- Once PLI disengages from a customer the Certified Consultant is free to sell other services to that client.
- The Agreement makes provision for consultants to receive sales commissions and to be the contract principal in the case of clients that the consultant attracted as a result of their own efforts including pre-existing customers.
- PLI maintains all ownership and rights to all Intellectual Property and the Certified Consultant commits not to infringe on these intellectual property rights, nor to assist others to do so.
- Consultant commits not to use the knowledge gained as a result of this training as a basis for developing a competitive system.