

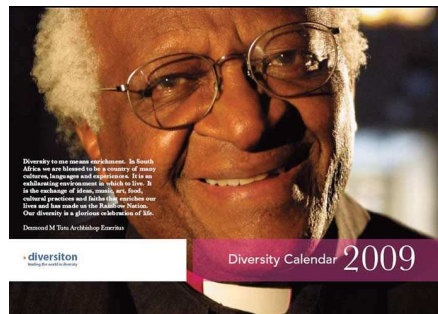
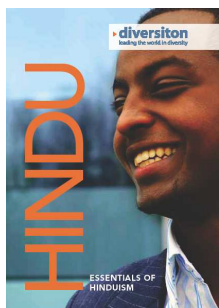
# Diversiton Management Training Business Joint Venture Opportunities

Diversiton Coaching Skills --Diversiton Problem Solving --  
Diversiton Team Building -- Diversiton Customer Care --  
Diversiton Interviewing Skills -- Diversiton Positive Management --  
Diversiton Instruction Skills -- Diversiton Communication and  
Meeting Skills -- Diversiton Presentation Skills -- Diversiton  
Dealing with Difficult Situations -- Diversiton Stress Management -  
- Diversiton Time Management.

**Would you like to manage our new Management Training  
business in your area on a Joint Venture basis?**

## Overview

With Diversiton's large client base and popular website (attracting around 1,500 visitors every day) it is not surprising that we are asked to provide training in other topics not directly linked to our core business of diversity and equality. Requests include topics such as problem solving, team building, presentation skills, etc. Could you help us to provide any of these?



Over the last two years we have responded to these requests and built up an impressive portfolio of professional training programmes and materials. We've tested each of these across a range of clients and received excellent feedback. We are now ready to offer each of these programmes nationally.

Our aim is to work with professional and ambitious individuals and organisations and to establish Diversiton Management Training as a market leader within the next three years

You will have full responsibility for developing this business in your area on an exclusive basis. You can choose as many programmes as you wish and numerous areas to maximise your local coverage.



## Business delivery options

As a Joint Venture Partner you will be able to do all of the following:

- Deliver Diversiton's courses
- Design new programmes with us under the Diversiton brand
- Plug your current courses into Diversiton's marketing machine
- Create new courses for your business with our extensive library of management training materials

## An additional income stream...

Many organisations and individuals are looking for an additional revenue stream for 2009. Diversiton's programmes can be easily added on to your current activity. Our aim is that you can gain a competitive advantage in the marketplace with our latest business, generate extra high margin income and build your whole business. Please note that as a Joint Venture Partner you keep 100% of all income generated. This is to ensure you are established as quickly as possible.



Des McCabe,  
Chief Executive of Diversiton  
at the British Diversity Awards

## The Diversiton Joint Venture package

The Diversiton package includes the following...

- ✓ A **one year license** to deliver Diversiton management training programmes in your chosen locations.
- ✓ **Exclusive defined territory**. Exclusivity means that you are the only training organisation that can deliver Diversiton management training courses in your area.
- ✓ **Training materials** – A full library of training material online ready for you to use or to create your own courses. This will continually grow.
- ✓ One day Joint Venture Partner **induction programme**.
- ✓ **Marketing assistance** – a dedicated area on the Diversiton website to promote your courses and programmes – maintained by us.
- ✓ **Monthly support and networking meetings** – designed to help you build your business quickly.
- ✓ You will also benefit from your link to the **Diversiton brand** with usage of the Diversiton logo.
- ✓ Monthly **email marketing support** from Diversiton to our 12,000 mailing list.
- ✓ Freedom to recruit additional Trainers or use **Associates** to free up your time.
- ✓ **Referrals** from the Diversiton website and other Partners from clients in your area.



## How much money can Joint Venture Partners make delivering Diversiton Management Training courses?

Our proposed fees are based on cost effective daily rates for clients at an average of just £800 per day. (We will discuss this more at the induction workshop.)

The table below shows what you would earn for training from just one day per week - up to two and a half days per week. Clearly with Associates this can increase further.

Amount per day	1 day per week	1.5 days per week	2 days per week	2.5 days per week
£800	£40,000	£60,000	£80,000	£100,000

Note: There is no minimum requirement or maximum limit on your delivery. It's totally up to what suits **your needs**. Some of our other licensees work one day per week and others employ trainers to deliver for them.

## And here's what our earlier Religion and Belief Licensees say...

*" Diversiton offers a good backbone on which to build a business. Diversiton really is like a 'business in a box'! "*

*" I have benefited from my fellow licensees and the meeting last week in Birmingham was very good. I am also working closely with two new license holders and the three of us are keen to hold local meetings. "*

*"The initial training for trainers was very good. I intend to rehearse several times before my first delivery!"*

*"...the addition of the 'Ageism' course will definitely give licence holders a lot more opportunities to develop their business."*

*" Speaking personally, I have a business and products which will be successful, and I am pleased to be able to be self employed. I welcome and appreciate very much all the help I am getting from Diversiton HQ and colleagues. "*

*" Course materials are excellent!" Having other licensees gives encouragement, marketing ideas, presentation ideas and just the opportunity to share enthusiasm for the products and business. "*

*" Diversiton has been proactive in providing marketing support and helping to keep me moving forward. "*

*" Hey, I'm working for myself. How fantastic is that?!! It is a wonderful feeling to be building my own business and actually making progress. "*



*" Delivering the presentation has helped sharpen my presentational skills and influenced other parts of my business. "*

*"The Diversiton license really has helped me - not just because of sales and income but with building my overall business."*

Let me share an email I received just before Christmas from one of Diversiton's **former Licensees** who after a couple of years decided to branch off with his own training company. We continue to work with him and coach him - just a few hours a month...

Dec 2008

Hi Des

Just to let you know that I will finish 2008 invoicing £180,000!

For 2009 I already have approximately 70 days consultancy and training booked and confirmed between January and April. Next year's turnover is currently at £90,000 and this is still December!

However, the last few weeks have meant that I have been very busy and I need to make sure that I 'calm' my workload down a bit otherwise I'll be ill. So I will have to make sure that I allocate some work to secure my sanity AND allow me to be free to deal with the enquiries, etc.

The work for 2009, above, does not yet include the work with X University, a couple of invitations to tender that are due in the new year and a further £26,000 of work for my client Y which will start with managers in their Scottish branches etc.

I can't do all this stuff if I'm training so will have to make use of the associates before taking on further employees as we had planned.

Many thanks!

## So, which area(s) would you like to manage on an **exclusive** basis?

Here are the areas to choose from...

Area Number	Principal Towns	Postcodes Included
1	<b>Aberdeen</b>	HS. IV. KW. AB. ZE
2	<b>Dundee &amp; Perth</b>	DD. PH. KY. FK
3	<b>Edinburgh</b>	EH. TD



<b>4</b>	<b>Glasgow</b>	G1,2,3,31-34,4,40-46, 5,51,52,53,58,71-79
<b>5</b>	<b>Paisley</b>	PA; & G11,12,13,14,15,20, 21,22,23,60,61,62,63,64,65, 66,67,68,69,81,82,83,84
<b>6</b>	<b>Kilmarnock</b>	KA. DG.ML
<b>7</b>	<b>Newcastle</b>	NE1,12,13,17-19,2,20,22-29, 3,30,4,40-49,5,6,61-69,7,70,71, 8,82,88,99
<b>8</b>	<b>Durham &amp; Sunderland</b>	SR. DH;NE9,10,11,15,16, 21,31-39
<b>9</b>	<b>Darlington &amp; Middlesborough</b>	TS. DL
<b>10</b>	<b>York &amp; Hull</b>	YO. HU
<b>11</b>	<b>Leeds</b>	LS.
<b>12</b>	<b>Harrogate, Bradford &amp; Halifax</b>	HG. BD. HX
<b>13</b>	<b>Huddersfield &amp; Wakefield</b>	HD. WF
<b>14</b>	<b>Doncaster</b>	DN
<b>15</b>	<b>Sheffield</b>	S
<b>16</b>	<b>Lancaster, Carlisle, Isle of Man</b>	LA. CA. IM
<b>17</b>	<b>Blackpool, Preston</b>	FY PR BB1 2 6 7 94
<b>18</b>	<b>Manchester N, Oldham, Bolton, Blackburn</b>	BL; OL; BB 18 8-12 3 4 5 & M 1-9 11 43 35 40 24-30 38 45 46
<b>19</b>	<b>Manchester S, Stockport, Warrington E.</b>	SK; WA 1-7 12-16 55; M12-23,31-34 41 44 50 60 90
<b>20</b>	<b>Liverpool, Wigham</b>	L; WN
<b>21</b>	<b>Crewe, Warrington W, Chester E.</b>	CW; WA 8 9 10 11; CH 1-4 41-45 5 6 62 63 7 8 88 99;
<b>22</b>	<b>llandudno, Chester W</b>	LL; CH 46-49 60 61 64 65 66



<b>23</b>	<b>Stoke, Stafford, Walsall</b>	ST. WS
<b>24</b>	<b>Telford, Wolverhampton, Shrewsbury</b>	TF. WV. SY
<b>25</b>	<b>Birmingham N,</b>	B 64-79 46 43 44 42 33-36 23 24 6 7 8 9 1 2 4 16 18 19 20 21
<b>26</b>	<b>Birmingham S,</b>	B 10-15 17 25-29 3 30 31 32 37 38 40 45 47- 50 5 60 61 62 63 80 90-98
<b>27</b>	<b>Dudley, Worcester, Hereford</b>	DY. WR. HR
<b>28</b>	<b>Coventry</b>	CV.
<b>29</b>	<b>Gloucester, Oxford</b>	GL OX
<b>30</b>	<b>Derby</b>	DE
<b>31</b>	<b>Nottingham</b>	NG
<b>32</b>	<b>Peterborough, Lincoln</b>	PE. LN
<b>33</b>	<b>Leicester</b>	LE
<b>34</b>	<b>Northamptonshire</b>	NN
<b>35</b>	<b>Milton Keynes, Luton</b>	MK. LU
<b>36</b>	<b>St Albans, Hemel, Watford</b>	AL HP. WD
<b>37</b>	<b>Norwich</b>	NR
<b>38</b>	<b>Ipswich, Colchester</b>	IP. CO
<b>39</b>	<b>Southend, Chelmsford</b>	SS CM
<b>40</b>	<b>Romford, Ilford, Enfield</b>	EN. IG RM
<b>41</b>	<b>Stevenage, Cambridge</b>	SG. CB
<b>42</b>	<b>London</b>	E & N
<b>43</b>	<b>London South East &amp; Bromley</b>	SE. BR
<b>44</b>	<b>London South West</b>	SW
<b>45</b>	<b>London North West</b>	NW. HA. UB
<b>46</b>	<b>London West</b>	W
<b>47</b>	<b>London City</b>	EC. WC
<b>48</b>	<b>Croydon</b>	SM. KT. CR
<b>49</b>	<b>Tonbridge, Canterbury</b>	TN. CT



<b>50</b>	<b>Maidstone, Dartford</b>	ME. DA
<b>51</b>	<b>Brighton</b>	BN & PO 10 11 18-22 30-39 40 41
<b>52</b>	<b>Gatwick, Reigate</b>	RH
<b>53</b>	<b>Slough, Twickenham</b>	SL. TW
<b>54</b>	<b>Southampton</b>	SO & PO 1-9, 12 - 17
<b>55</b>	<b>Reading</b>	RG
<b>56</b>	<b>Guilford</b>	GU
<b>57</b>	<b>Swindon, Sailsbury</b>	SN SP
<b>58</b>	<b>Bath, Taunton</b>	BA. TA
<b>59</b>	<b>Bristol</b>	BS
<b>60</b>	<b>Bournemouth</b>	BH. DT
<b>61</b>	<b>Exeter, Torquay</b>	EX. TQ. GY
<b>62</b>	<b>Plymouth</b>	PL TR. JE
<b>63</b>	<b>Cardiff, Newport</b>	CF. NP
<b>64</b>	<b>Swansea</b>	SA; SY; LD
<b>65</b>	<b>N. Ireland</b>	Counts as two areas
<b>66</b>	<b>Republic of Ireland</b>	Counts as three areas

## **Joint Venture Partner Induction Workshop**

**Diversiton provides a special one day induction workshop where Joint Venture Partners can meet each other and start to build links and share ideas.**

### **Key points**

**The Diversiton Management Training Business**

**Training programmes and delivery**

**The Diversiton on-line resource library**

**Creating a range of specialised programmes**

**Marketing the programmes locally**

**Priority target audiences**

**Email marketing strategies and approaches**

**Business planning – sales projections, cost management and profitability**



**Individual business planning sessions**  
**Marketing and sales literature**  
**Course organisation, administration, invoicing, payment, etc.**  
**Creating consultancy opportunities**  
**New product development**  
**Generating income from your Areas**  
**Monthly support and networking sessions**  
**Individual discussions**

**The Joint Venture Partner Induction workshop takes place in Birmingham on Tuesday 24th March 2009 from 10.00am (Registration from 9.30am) to 5.30pm**

# FAQ's

FREQUENTLY ASKED QUESTIONS

**After our initial series of meetings a number of questions have arisen a few times. Hopefully the answers below will help others.**

## **Can I choose my own area?**

Yes. You choose which geographical areas that you wish to manage on an exclusive basis and pay a monthly fee.

You can choose **2 areas** for only £400 per month

You can choose **3 areas** for only £500 per month

You can choose **4 areas** for only £575 per month

You can choose **5 areas** for only £625 per month

You can choose **6 areas** for only £650 per month

## **Can we 'pick-n-mix' areas across the UK?**

Yes. A few organisations have indicated that they wish to have regional coverage that matches their current set up. There is no difficulty with a 'pick-n-mix' approach to requesting a range of areas.

## **What is the cost of the training workshop in Birmingham?**

The cost of the training workshop is £125 for the first person. Should you wish to bring a second person then the cost is just £99 for this person (and any others).

## **What if I decide not to proceed after the workshop?**

That's fine. We say good bye and wish you well in you other activities. We understand that this opportunity may not be right for everyone. The only real way is know is to come along, ask questions, put forward your ideas and meet the others on the workshop.

## **What happens if two organisations request the same area?**

When we receive your Application Form we will reserve the areas you have specified for you. Areas are allocated on a first come – first reserved basis.



**Do we pay additional fees if we want to have two or three trainers in our areas?**

No. You only pay one monthly fee irrespective of the number of trainers that you have delivering the programmes.

**When do I pay my first monthly fee?**

You only start to pay when we are all happy to proceed at the end of the workshop.

**What happens if I need to cancel our arrangement in the future?**

The initial agreement is for just 12 months and then renewable. However, should you need to leave at any stage before that then you can simply cancel your agreement. If this is within the first 6 months there is a three months notice period to enable us to find a replacement organisation to support your area and clients.

**How many Joint Venture Partners will there be?**

Just as many as required to ensure there is full coverage of the whole of the UK and Ireland.

**Any more questions?**

Please feel free to email any queries to Des McCabe at [info@diversiton.com](mailto:info@diversiton.com) or contact 028 417 54777.



## **Building the Joint Venture Partner Team - the process**

1. **An application form** is submitted specifying the areas to be managed on an exclusive basis and requesting a place on the induction workshop.
2. The Joint Venture Partner **Induction workshop** takes place in Birmingham on Tuesday 24<sup>th</sup> March
3. Here you will meet other Joint Venture Partners, clarify your business plan and agree areas and initial range of courses. An overall marketing plan will be agreed to support this.
4. At the end of the **Induction workshop** we decide with each organisation or individual if we should go ahead. If we are both happy then we sign an agreement and **start immediately**.
5. **Monthly support meetings** commence in April.



# **Diversiton – your 10 point success plan for 2009**

- a national network to support you ✓**
- exclusive territories ✓**
- marketing support for your courses ✓**
- superb training materials ✓**
- a proven and ethical business partner ✓**
- monthly support meetings ✓**
- create your own programmes with Diversiton ✓**
- a professional website to promote you ✓**
- a Head Office to back you ✓**
- advice from fellow Joint Venture Partners ✓**

**DEDICATED TO HELPING YOU TO BUILD YOUR BUSINESS**

## **A few of our Clients .....**

.....DHL / National Pen / Coughlin Logistics / Motherwell College / Alchemy Digital / BBC / Causeway HSS Trust / CRUSE / Dept of Education / Homefirst Community Trust / Court Service / CIPD / London City YMCA / Astron / BPS / Barking & Dagenham Primary Care Trust / Bedfordshire County Council / British Council / Chartered Institute of Personnel and Development / Chartered Institute of Public Finance and Accountancy / Copeland Borough Council / Council for the Central Laboratory of the Research Councils / Crewe & Nantwich Borough Council / Dementia Care Trust. / Lancashire County Council / Lancashire Police / Manchester City Council / Merseyside Police / Newsquest Ltd / Public Records Office / RNID Typetalk / Scout Enterprises Southwark College / Telford & Wrekin Youth Offending Service / University of Manchester / Vale Royal Borough Council / West Herts College / NSH Techlogistics Limited / TNT Logistics UK Ltd / CCMS / Department of Health, Social Services & Public Safety / Equality Commission / Integrated Education Fund / Sports Council / Western Equality Schemes Forum / Department for International Development / Londonwide Local Medical Committees / Pret A Manger / Travelodge / Central Services Agency / Department of Culture, Arts & Leisure / Fire Authority / Labour Relations Agency / N. Ireland Police Service / Police Ombudsman / Staff Commission for Education & Library Boards / United Hospitals / Barking & Dagenham Primary Care Trust / Department of Health / Pricewaterhouse Coopers / Turner Powertrain Systems Ltd / Association of N. Ireland Colleges / Freedom Finance / Church of Ireland Dublin / Dept for Social Development / Garnerville Training College / GMAC-RFC Ltd / Groundwork Wigan & Chorley. / Helena Housing / Public Records Office / Viridian Group plc / CCLRC / GMAC-RFC Limited / Newsquest (Bradford) Ltd / Shropshire, Telford & Wrekin Youth Offending Service / Dept of Agriculture & Rural Development / General Consumer Council / Prison Service College / Ambulance Service / Respect / Land Registry / North Bradford Primary Care Trust / South African Airways.....



# Diversiton Management Training Business Joint Venture Opportunities

## Application Form

**Your Name**.....

**Job Title**.....

**Organisation**.....

**Address**.....

.....

**telephone** ..... **e-mail**.....

### Choice of Areas

How many areas do you wish to manage?

Please state (in order of priority) the areas that you wish to manage on an exclusive basis.

Area Number	Principal Towns		Area Number	Principal Towns

### Training Workshop places

Please reserve \_\_\_\_\_ places at the training workshop on the 24<sup>th</sup> March 2009. (£125 for first person, then £99 for others)

<b>Delegate Name(s) (please print)</b>

I enclose a cheque for £ \_\_\_\_\_ (payable to Diversiton) for the workshop.

**Signed by Applicant** ..... **Date**.....

**Please print name**.....

Please return this form to Celine White, Diversiton Management Training, 8 Osborne Promenade, Warrenpoint, Co Down. N.Ireland. BT34 3NQ. **email** – [info@diversiton.com](mailto:info@diversiton.com) **Tel 02841 754777**  
**Fax 028417 54539**

