


CRG

Joint Venture Partnership Opportunity

A photograph of a business meeting. In the foreground, a man in a dark suit is shaking hands with an older man in a dark suit. To the left, a woman with long dark hair is smiling. In the background, another man in a dark suit is looking at a whiteboard with a bar chart. The whiteboard has a bar chart with five bars of increasing height from left to right. The scene is set in a bright, modern office environment.

CRG (Consulting Resource Group International, Inc.) seeks to establish mutually beneficial relationships with Joint Venture (JV) Marketing Partners.



Why Become a CRG JV Partner?

CRG seeks to establish mutually beneficial relationships with Joint Venture (JV) Marketing Partners.

The purpose of this relationship is to leverage the content and expertise of CRG into the network and contacts of the **JV Partner** for the mutual benefit of all, including the **JV**, **CRG**, and the **JV's** constituents.

TESTIMONIALS

"CRG's Assessment Systems Certification workshop was an exceptional and impactful program that will help us deliver results with confidence! Ken is brilliant."

**Dr. Mitch Javidi, President
International Academy of Public Safety**

"CRG's training services, consulting, and coaching expertise, and your ability to communicate effectively, exceeded our expectations. Thank you very much for your participation and leadership in our business process redesign project."

**Steve J. Landry
Regional Manager, Chrysler**

"I came to understand a suite of tools to use with clients to develop their people and business—over these three intense and highly enjoyable days I learned so much about myself and others that means I leave in a better place to serve others."

**Bob Hayward
Be More Effective**

"I have been searching for a program and assessment tools that touch individuals as a whole person, attached to their "mission" in life (purpose). I found it here at the CRG Assessment Systems Certification Workshop."

**Diana Karnani
PT Tunas Tuju Asa/Nett Academy,
Indonesia**



Profile of CRG JV Partners:

A **CRG JV Partner** is a professional association, organization, or business (either for-profit or non-profit) in one or more of the fields of career and workforce development, Human Resources (HR), coaching, learning, education, consulting, training and development, sales, marketing, personnel, placement, education, business, counseling or professional development.

Qualities of CRG JV Partners:

- A **JV Partner (JVP)** (association, group, or business) has a large network (platform) of constituents, clients, or members who can benefit from CRG resources, assessments, and/or services.
- A **JVP** has significant capabilities and capacity (circle of influence within their market segment) a positive image and operates at the highest level of integrity.
- **JVPs** embrace the concept of affiliate relationships and see the benefits of leveraging relationships for the mutual benefit of everyone—this includes themselves, their constituents, and CRG.
- **JVPs** are easy to work with and embrace a cooperative partnership mindset.

Why Partner with CRG?

• Track Record

Since CRG's inception in 1979, we have successfully helped people enrich their lives and assisted individuals, teams, and organizations realize their potential. We have improved the lives of millions of people by giving them the tools and support they need to live, lead, and work **On Purpose**. CRG has invested significant resources into technology systems and implementation tools to help our valued partners—such as your organization—achieve a personal touch and delivery of our proven solutions with as little effort as possible.

• Quality of Products and Services

CRG has a longstanding track record of an 80% "switch rate" from other models to CRG assessments once the professionals understand our unique and proprietary models/design/process.

CRG has been acknowledged as the number-one Business Service Provider by The Chamber of Commerce Business Excellence Awards as well as being selected as one of the top three leadership development and training experts globally (surpassing others like Disney University and Ken Blanchard Training) via the LEAD (Leadership Excellence) 500 Awards hosted by HR.com.

• Depth and Breadth of Offers

CRG has developed a holistic set of assessments and content to grow the **whole person**, allowing CRG to provide its JV Partners (**JVPs**) with diverse options to meet their constituents' various needs.



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Canada
PO Box 418 Main
Abbotsford, BC V2T 6Z7

USA
PO Box 8000 PMB 386
Sumas, WA 98295-8000

CONTACT
Phone: 604 852-0566
Fax: 604 850-3003

www.crgleader.com
info@crgleader.com

Benefits of Becoming a CRG JV Partner:

- Leverage your current contacts and relationships into expanded revenue with little effort or investment.
- Our partnership model equally rewards referrals as consumption, so we acknowledge that our **JVPs** have introduced CRG to new clients with ongoing revenue.
- Many of these relationships can turn into long-term passive (“evergreen”) income for our **JVPs**. Once your referred contact is connected to CRG, you receive referral fees—forever!
- CRG adds value and credibility to your constituents through our high-quality offerings, while also creating positive, lasting change for your connections.
- CRG’s business mindset is one of abundance and partnership, so we help our partners grow with expanded possibilities.

CRG’s Expertise:

With more than four million words of written and published content, CRG has demonstrated a wide range of expertise with a holistic model of development, engaging formats from live events online or mobile learning as well as virtual “evergreen” eLearning!

- Behavioral Assessments (including 360° [both print and online, with some in multiple languages])
 - Leadership
 - Sales
 - Communications
 - Personality
 - Team Development
 - Values Clarification
 - HR Hiring Processes
 - Talent Management
 - Health and Wellness
 - Life Purpose
 - Employee Engagement
 - Entrepreneurship
 - Learning and Instructional Styles
 - Confidence and Self-Worth
 - Decision Making
 - Job-Fit

CRG Assessments (print/online) to Serve Your Network:

Personal Style Indicator (PSI)

This assessment will help you and your clients discover your natural preferences toward time, people, tasks, and situations. Participants identify their specific **PSI** style pattern(s), which assists them to instantly understand their strengths and potential challenges.



Values Preferences Indicator (VPI)

This is an outstanding tool for helping you move forward in your career, employee engagement, and performance. The **VPI** is useful for team building and management to improve employee retention.



Sales Style Indicator (SSI)

This assessment will help you and your clients learn to identify your primary selling style. Through this process, you can discover how to identify a client’s buying style and ways to “style-shift” for improved sales and customer-service effectiveness.



Leadership Skills Inventory - Self (LSI-S)

The **LSI-S** provides the “leader” with a tool for assessing his/her effectiveness as a leader. To produce maximum results, **LSI-S** helps identify your competency in 60 specific leadership skills areas for the development of behavioral change.



Leadership Skills Inventory - 360° (LSI-360)

The **360°** version of the **Leadership Skills Inventory** was designed so you can receive feedback from up to 10 others (online only). Built so that feedback is confidential and those who are allowed access to the completed report is predetermined.



Entrepreneurial Style and Success Indicator (ESSI)

The **ESSI** is an exceptional tool for identifying your entrepreneurial attitudes and the potential for success. Also see what you have in common with high-achieving entrepreneurs and their 28 Success Factors.



Self-Worth Inventory (SWI)

Research has shown that many “problem” behaviors in the workplace, team environment, and/or with relationships relate to self-worth levels. This assessment is designed to help you identify and take ownership of your level of self-worth, make proactive decisions, and design a plan of action for change.



Stress Indicator and Health Planner (SIHP)

Stress is costing individuals and organizations thousands of dollars every year in health-related issues. This assessment provides an excellent summary of your stress level in five specific areas in life. This is an exceptional tool for individuals and/or organizations wanting to benchmark and then improve health and wellness levels.



Learning Style Indicator (LSI)

Never before in history has learning been more important and more challenging. The high demand for performance requires all of us to increase learning. The **LSI** addresses the way you learn and can assist you, as a learner, to develop learning style flexibility and to proactively seek the additional help you will need to ensure success.



Instructional Style Indicator (ISI)

If you are an instructor, teacher, or lecturer in some capacity, consider taking the **ISI** to understand how your preferred teaching style is affecting and influencing others. You will also learn to ensure all students/participants get the most from your sessions, regardless of their learning style.



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Job Style Indicator (JSI)

The *Job Style Indicator (JSI)* helps you measure the work style requirements of a specific job, role, or responsibility. The *JSI* has an additional work behavioral grid that helps you establish the preferred working behaviors for both tasks and interpersonal skills.



Manager's Job Style Indicator (M-JSI)

How can you hire the right person, if the hiring committee does not agree who is the best type of person for the position? Avoid this challenge by using the *Online Manager's JSI*, where up to 5 individuals can complete a *Job Style Indicator* on a single position—allowing you to review feedback from several decision-makers about the position.



Job Style Compatibility (JSI-C)

Job fulfillment and productivity are highly influenced by the compatibility between the job style that the position requires and the Personal Style of the individual who will best fill that role. Unless the nature of the work matches the nature of the person, the individual's engagement in that role is simply not sustainable. People must play to their strengths! Professionals and career centers use this process for hiring, placement, recruiting, and career development. Leaders use it for team-building, promotion, and succession planning.



PERSONAL
STYLE INDICATOR



ENTREPRENEURIAL
STYLE & SUCCESS INDICATOR



LEARNING
STYLE INDICATOR



INSTRUCTIONAL
STYLE INDICATOR



SALES STYLE
INDICATOR



LEADERSHIP SKILLS
INVENTORY-SELF



LSI 360°



VALUES
PREFERENCE INDICATOR



STRESS INDICATOR
AND HEALTH PLANNER



JOB STYLE
INDICATOR



MANAGER'S
JOB STYLE INDICATOR



JOB STYLE INDICATOR
COMPATIBILITY REPORT



SELF-WORTH
INVENTORY

The JV Partnership – Expectations for Both Parties:

To qualify to become a *CRG Joint Venture (JV) Marketing Partner*, you are agreeing to promote *CRG* resources or solutions. This commitment includes recommending, endorsing, and proactively communicating the benefits and opportunity to engage *CRG* assessments, services, and learning resources (e.g., via teleseminars, webinars, online learning, live events, email articles, etc.). The specific offers will be mutually determined by the *JV* and *CRG*.

Both parties will also outline an action and expectation list for the first year of this agreement.



Canada: PO Box 418 Main
Abbotsford, BC V2T 6Z7

USA: PO Box 8000 PMB #386
Sumas, WA 98295-8000

Phone: 604.852.0566
Fax: 604.850.3003
Website: www.crgleader.com
email: info@crgleader.com

Take advantage of this exciting opportunity now,
and immediately grow your organization while serving your constituents!

Get started by booking a discovery call with
CRG to see how you and your constituents can
benefit with a **JV** relationship with CRG!

