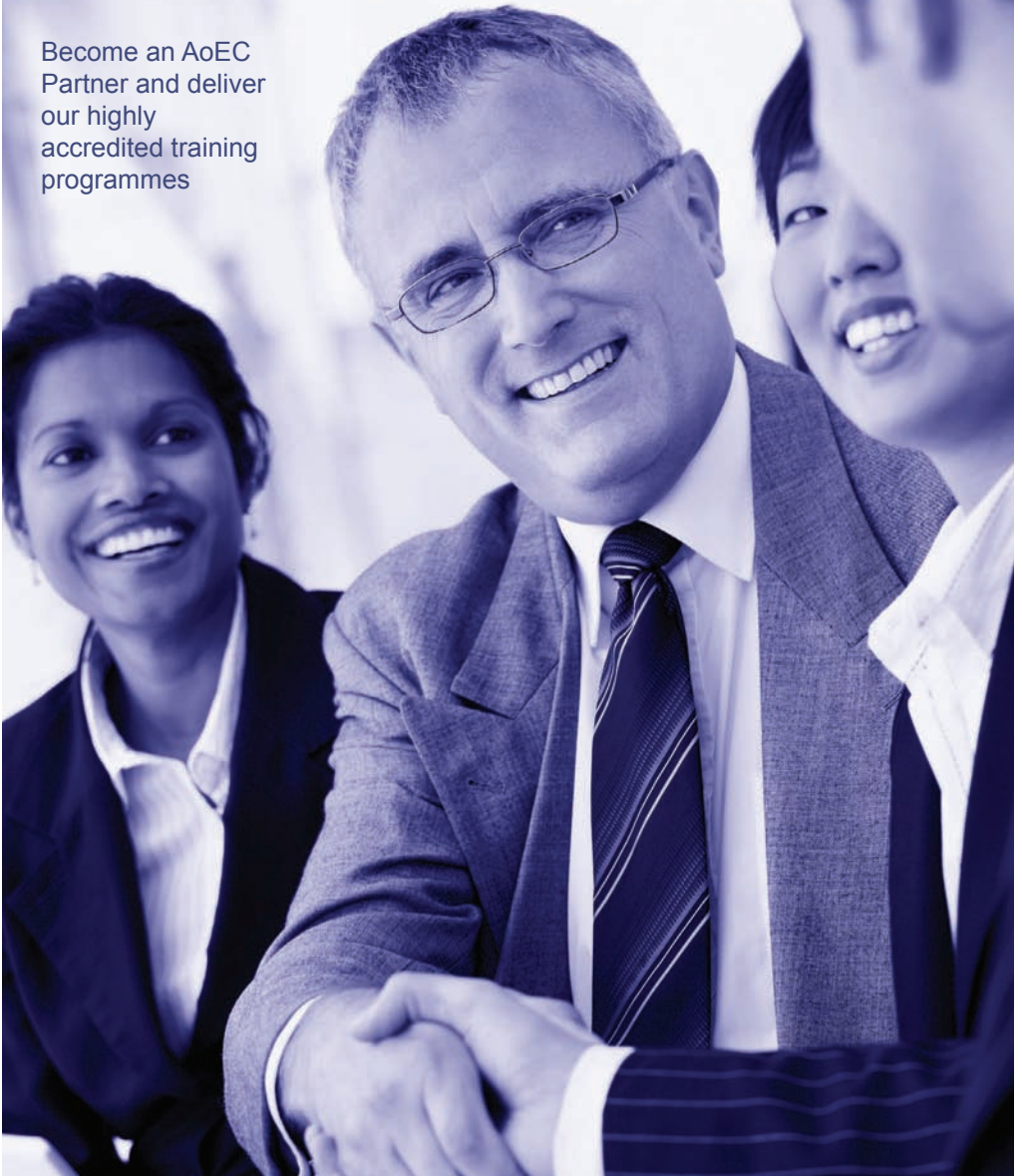


Partnership Opportunities

Become an AoEC
Partner and deliver
our highly
accredited training
programmes



Partnership Opportunities

In today's competitive environment, businesses must change faster and respond quicker to new market forces to overcome significant challenges. This is where coaching plays a critical role and new business opportunities develop.

The AoEC has a wide and growing international presence. We present unique business partnership opportunities to individuals and organisations internationally, representing high quality and internationally accredited coaching programmes, added value and true excellence.



We offer effective and highly accredited coach training at all levels; whether individuals are completely new to coaching, or wish to deepen and broaden their skills to an advanced or master practitioner level.

The AoEC

All our coach development programmes are grounded in psychological theory supported by business experience. Our learning approach is primarily experiential, supported by observation of practice and individual attention in coaching tutorials.

With AoEC programmes participants:

- Experience transformative development.
- Are stretched and challenged to achieve their full potential.
- Attain highly respected qualifications.

We support learning with online resources, a mentoring scheme, supervision and the opportunity to connect with the wider AoEC coaching community through our Alumni Association.

Internationally recognised accreditation

As the UK's most highly accredited coach training organisation, participants can be assured of both academic rigour and internationally recognised qualifications.

Business Partnership Opportunities

The AoEC offers business partnership opportunities to individuals or organisations that wish to deliver the highly accredited programmes.

The key partnership factors are as follows:

- We agree a specific territory where you will represent the AoEC confirmed in a licence agreement.
- We train up your faculty through our intensive training process, backed up and supported by our faculty and training director.
- We create, based on your view of the potential, a plan for the number and type of programmes to be run annually within the territory.
- We provide all of the marketing collateral including a local website, initially delivered in English and then supported in the local language based on your translations.



The AoEC Licence

The AoEC offers a 5-year licensing agreement that authorises an individual or an organisation (licensor) to represent and deliver the AoEC programmes. There is also an automatic renewal for another 5 years if the initial business plan criteria has been successful.

Following the initial selection criteria, the AoEC signs a non-disclosure agreement with the licensor and requests an initial deposit. Once the initial deposit is received, the AoEC then releases the business plan and the licence agreement to the licensor. This realistic business plan supports the licensor in gathering all the facts, figures and forecasts about the revenue, programme delivery costs, marketing and sales costs, operations breakdown, overheads and profits over a 5 year period.

The Licence period

The AoEC provides training materials, including all updates, use of our booking systems for course participants, course listings on the website, support to train the faculty, support through access to our faculty plus guidance on finding participants and suitable venues, marketing support and accreditation for participants at assessments.

All graduates are offered membership of the AoEC alumni and the opportunity to attend the annual AoEC conference. We also require our partners to undergo regular training to guarantee consistent high standards of programme delivery.

Licensor

The licensor is responsible for identifying and sourcing participants within the local market, finding and booking suitable venues, running the local administration for the course, marketing the programmes, delivery of training materials and carrying-out local language translations where necessary.

Investment

There is a one-off upfront investment in the licence which covers the initial training for two local faculty members, all the marketing materials, collateral and initial support by way of advice and access to the AoEC team whilst the licensor gets the business up and running.

The total licence fee has two components: a training fee for the two faculty (a reduction may be calculated for those who have recently completed the Practitioner Diploma) and a fee based on the GDP and population of the territory.

After this, the licensor pays a royalty of 15% of the locally agreed market rate per participant.

Next steps:

- Contact us.
- Sign a non-disclosure Agreement.
- Pay an initial deposit.
- Develop a business plan.
- Agree the licence fee.
- Sign the licence agreement.

Interested?



Partnership Opportunities

For further information on Partnership Opportunities please contact: **Ildeniz Yagcioglu** Business Development Manager

Tel: + 44 (0)1727 864 806

Mob: + 44 (0)7703 714 727

Email: ildeniz.yagcioglu@aoc.com

“Starting a business is never easy, particularly in a foreign country. However, with the AoEC’s support, particularly on our website, information management and the quality of its courses, it enabled us to get up to speed and operating - quickly and efficiently.”

Stephen Murphy and Jon Echanove, AoEC China

“Career Connections and the AoEC formed a partnership in 2009 to introduce the Certificate, Executive Coaching Certificate for Managers and Leaders and Practitioner Diploma Programmes into East Africa. Working closely with Moira Halliday and the rest of the team at AoEC, the programmes have been a resounding success with over nine Certificate, nine Executive Coaching Certificate for Managers and Leaders and three Practitioner Diploma programmes in just over two years.

The AoEC’s support and guidance during this partnership has been excellent. From the launch of the programme, marketing the courses, hosting graduation events and specialised workshops, the AoEC has worked closely with us to ensure the success of the programmes as well growing the profession of coaching in the region. The organisation’s commitment to standards and quality control has ensured that the programmes maintain the high standards expected of the AoEC.

We look forward to forging an even closer relationship with the AoEC in the coming years through the introduction of the Advanced Programme as well as closer ties with the EA Alumni.”

Zia Manji, AoEC Kenya

Upholding the highest standards in partnership with:



For more information on the AoEC programmes

tel: +44 (0)1727 864806

email: info@aoc.com www.aoc.com