

Smart Shift Simulator Consultant Licensing FAQ

Speak For Business Impact

1. What is the Smart Shift Simulator™?

Smart Shift Simulator™ is a facilitated leadership decision-making simulation that places executives inside realistic workplace shifts involving engagement, culture, operations, and AI adoption. Leaders must make decisions under pressure, defend their choices, and see downstream impact—followed by structured debrief using The New Engagement Equation™ and 4C Framework.

2. Who is Smart Shift Simulator™ licensing designed for?

Licensing is designed for:

- Independent consultants and boutique firms
- Leadership, engagement, and transformation specialists
- Consultants facilitating executive teams and offsites
- Advisors working with organizational change, culture, or AI adoption

It is not designed for mass trainers, resellers, or slide-only delivery models.

3. What does a Smart Shift™ license allow me to do?

A license grants the right to:

- Facilitate Smart Shift Simulator™ workshops with your clients
- Use licensed scenario content and frameworks during live delivery
- Integrate Smart Shift™ into your consulting engagements
- Position Smart Shift™ as part of your leadership solutions

The license does not transfer ownership of IP.



4. Can I brand Smart Shift Simulator™ as my own?

Smart Shift Simulator™ remains a branded simulation.

Licensed consultants present it as:

“Smart Shift Simulator™ – delivered by [Your Firm Name].”

This protects consistency, credibility, and intellectual property.

5. What industries are available?

Industry-specific simulations are available for:

- Manufacturing Operations
- Healthcare & Clinical Environments
- Airport Operations
- Energy & Utilities
- Life Sciences
- IT & Cybersecurity
- General Workplace

Licensing scope determines which industries you may deliver.

6. What formats can I deliver?

Smart Shift™ can be delivered as:

- Executive briefings
- Half-day or full-day workshops
- Leadership offsites
- Front-end accelerators to consulting engagements

Delivery flexibility is built into the licensing model.



7. How is pricing structured?

Pricing is not published and is determined during a licensing conversation.

Fees are aligned to:

- Facilitator usage
- Industry access
- Deployment frequency
- Support and enablement level
- Annual or multi-year scope

This ensures alignment with your practice model.

8. Do I receive facilitator training?

Yes. Licensing includes:

- Facilitator orientation
- Delivery guidance and flow
- Decision framing and debrief structure
- Best practices for executive-level facilitation

This ensures consistency and confidence in delivery.

9. Is Smart Shift™ exclusive in my market?

Limited exclusivity may be available by:

- Geography
- Industry
- Practice focus

Availability is discussed during licensing conversations.



10. How do I get started?

The process is simple:

1. Request licensing details
2. Schedule a discovery conversation
3. Confirm fit, scope, and deployment
4. Complete licensing agreement
5. Begin delivering Smart Shift™ with clients

👉 Request Smart Shift Simulator™ Licensing Information

