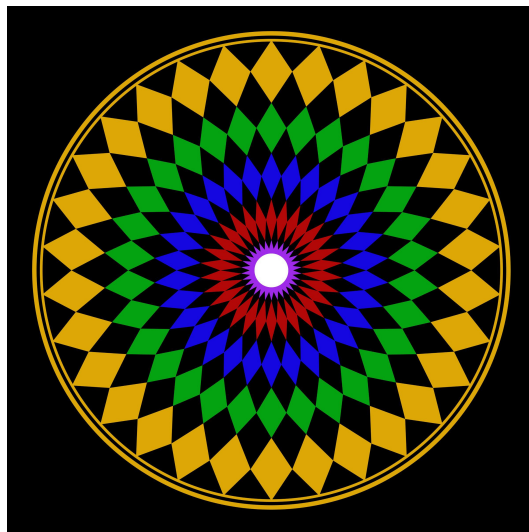


# **The Balanced Paradigm Professional Certification Program**



Would you like to increase your inbound leads?

Would you like to have more prospects?

Do you need to learn new techniques to help your clients answer these questions:

- What do I do to address the long-term impact of COVID-19?
- How will climate change affect my business and what do I do to ameliorate it?
- How will societal change affect my business and what must I do to continue our growth?
- How can I improve my business performance in a more digital world?
- How does polarization affect my business outcomes and what do I do about it?



## New Balanced Stakeholder Model for Doing Business

The Wisdom Company's Balanced Paradigm Certification Program positions you at the cutting-edge of the transition into the stakeholder model of capitalism and provides an opportunity to move your consultancy to a higher level by helping owners build a more integrative stakeholder model for doing business in the Balanced Business Paradigm.

The Wisdom Company's Program provides training in the wisdom-based scientifically proven Balanced Business Paradigm, positioning you at the leading edge of the post-pandemic paradigm shift to the inclusive Age of Equitable Stakeholder Capitalism.

The training provides cutting-edge initiatives for your clients to experience sustained growth in the new post-pandemic business reality.

## **Deliver empirical wisdom that enables clients to be successful**

The wisdom-based Paradigm Professional Certification Program trains you in making empirical wisdom operational in your clients' companies. With over 25 years of transition experience, The Wisdom Company's cutting-edge training in how business is going to be done in the future is based on both empirical and academic research by applying the three characteristics of wisdom that provide the framework for you to coach your clients in how to develop the art and skill of creating a rewarding wisdom-based business.

The Certification Program will equip you to guide your client in their shift to become a more sustainably and equitably inclusive company. The sustainable profitability through all their stakeholder relationships – employees, customers, suppliers, distributors, shareholders, and other stakeholders ( e.g. family, non-voting shareholders, etc.)

### **Annuity Coaching Revenue**

Being certified as a wisdom-based paradigm professional generates long-term "annuity revenue" solves one of the biggest problems many business advisors, consultants and coaches face: the "feast or famine" business model which occurs when business consultants are busy working and don't have time to market, and when client engagement is over, they insufficient client workload.

In The Certification Program, you will be trained in how to create internal and external stakeholder' ecosystems provide months-long coaching engagements.

The program's modular coaching format provides you with specific coaching opportunities to meet clients' needs. The modular format provides flexibility for you to offer programs to each of the five segments in a company's organization.



Experience ongoing coaching revenue by delivering coaching sessions in a systemic implementation of the 7 principles of the Balanced Business Paradigm initiative.

## New Sources of Revenue

The Certification Program opens new income streams through:

1. Client coaching
2. Online Programs
3. Workshops
4. Ongoing support groups



Additional opportunities for training in business succession and personal transition planning programs are also available from The Wisdom Company.

## Cutting-Edge Coaching Platform

As a wisdom-based Certified Balanced Paradigm Professional (CBPP), you will have access to The Wisdom Company's platform courses for your clients. For you to deliver your other coaching/training courses, you will have access to a premiere coaching platform under an alliance agreement with a built-in marketing option plus access to personal dashboard and analytics.



## Access to Additional Sources

The coaching platform also provides you with access to qualified companies who have paid to access coaching services to enhance their company's leadership and transform their organizations. The Wisdom Company's certification program trains you in subject areas that these companies have requested:

Company's Stated Issues:	Corresponding Wisdom Company's Coaching Programs
Decision-Making:	Enhancing Your Ability to Make Robust, Wise Decisions
Leadership:	Authenticity-Based Transcendent Leadership
Collaboration:	Create Workplace Consensus Through Mutual Respect
Retirement Coaching:	Create a New Life Filled with Meaning and Purpose after Leaving a Company



# Marketing Advantages of the Certified Wisdom-Balanced Business Paradigm's Professional Program

## Grow Your Business While Helping Your Clients Succeed

The certification program, based on scientifically-backed principles and wisdom-based methodology:

- Augments your skills as a wisdom-based advisor/consultant/coach
- Re-positions your advisory at the cutting-edge with owners and leaders
- Enables you to offer new services to enhance your current offerings
- Provides you with a marketing differentiator
- Opens up new opportunities for you to brand (or re-brand) yourself



The advantages that are included in the certification training:

- Create sustainably long-lasting income and profitability for your company
- Provide a competitive edge by distinguishing you from your competitors
- Develop more “touch points” for you to work with clients
- Deliver support that other advisors are not able to provide
- Create enlightened value by establishing a different image of your services from your competitors

## Coaching Confidence

The Wisdom Company provides the confidence in knowing that you are presenting programs that are robustly based on the latest scientific information and that all of the program's references have been vetted by people with degrees from MIT.

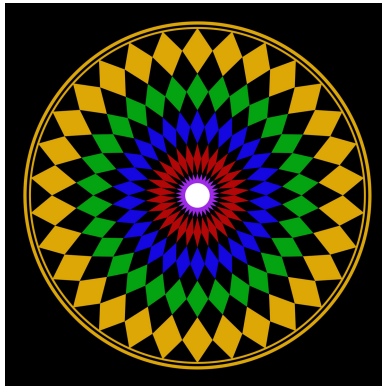


You also have confidence in the coaching offerings by knowing that they are designed to assure owners and leaders that the programs:

- Will help them achieve success in the post-pandemic era;
- Will teach them how to manage the changes that the stakeholder will demand of them;
- Are easy to schedule and to learn;
- Will be immediately applicable to their business and their personal success;
- Will have a beneficial effect on their bottom line as well as their personal outcomes;
- Are adaptable and functional within established project systems (e.g. Agile, Scrum, Kanban, etc.)

In the Certified Balanced Paradigm Professional Program, you will be trained to deliver 90 benefits to the 11 aspects of the balanced stakeholder model for doing business. They are:

- Business
- Decision-making
- Workplace
- Organization
- Depolarization
- Leadership
- Personal
- Professional
- Societal
- Environmental
- Business transition



# The Wisdom Company

Principles ♦ Values ♦ Adaptability

Email for more information:

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***People, Planet, Prosperity: Inclusively & Decisively ©***