

The Wisdom Company®

Principles ● Values ● Adaptability

Business Advisors/Consultants/Coaches

**GROW YOUR PRACTICE:
Help Your Clients Successfully Transition
To The Post-Pandemic Era!**

Wisdom-Based Professional Certification Program



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

Revitalize Your Practice Now:

Prepare for the Post-Pandemic World And Deliver Experiential Wisdom To Your Business Clients

Do you need 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?

Open Up New Sources Of Income

Gain A Competitive Edge

Deliver Empirical Wisdom Which Is Integral to Business Success In The “New Normal”

Take Advantage Of The Current Paradigm Shift Position Yourself At The Leading Edge Of The Post-Pandemic Paradigm Shift To The Inclusive Age Of Balanced Stakeholder Capitalism

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?

If you answered YES to any of these questions, you will find our certification program invaluable.

The advent of COVID-19 has dramatically expanded consultancy opportunities as owners are now looking for new advice to handle this “new normal.”

The Wisdom Company® has designed a professional certification program to help you take advantage of the current paradigm shift to a new normal for doing business. The TWC Program addresses the 5 pain points impacting businesses today: Long COVID-19, climate change, societal change for equitability and inclusivity, digitization of business operations and polarization of attitudes in business. They are pushing the paradigm shift at a faster rate than normal which is having a huge impact.



Owners are looking for new answers to the new business reality that they are facing.

As the parable states:
We need a new wine
skin for new wine.

The Wisdom Company's Program will certify you to help businesses with a new model for the post-pandemic stakeholder reality.

empirical

ADJECTIVE

based on, concerned with, or verifiable by observation or experience rather than theory or pure logic.

New Balanced Stakeholder Model For Doing Business

The 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

The Wisdom-Based Professional Certification Program trains you to become an advisory expert 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 how to develop the art and skill of creating a rewarding wisdom-based business. The program helps you improve your clients' sustainable profitability through all their stakeholder relationships — employees, customers, suppliers, distributors, shareholders, and other stakeholders (e.g., family, non-voting shareholders, etc.).

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Grow Your Business While Helping Your Clients Succeed

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

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

Environmental, Social, and Corporate Governance (ESG)

is an evaluation of a firm's collective conscientiousness for social and environmental factors. It is typically a score that is compiled from data collected surrounding specific metrics related to intangible assets within the enterprise.

transition

NOUN
the process or a period of changing from one state or condition to another.

Monetary And Marketing Value Of Your Being Trained

The following is a list of the monetary and marketing values of your training in the application of wisdom for company growth, making robust decisions for effective ESG implementation, and managing depolarization within businesses.

The programs 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 owners
- ✔ Raise you to the position of most trusted advisor status by providing personal support that other advisors are not able to provide
- ✔ Enhances your position with clients and prospects
- ✔ Allow you to gain a leading-edge advantage for yourself and your owners
- ✔ Provide confidence in knowing that you are presenting programs that are reputable and robustly based on the latest scientific information

New Sources Of Revenue

The certification program opens new income streams by your being able to conduct:

1. Client coaching
2. Online programs
3. Workshops
4. Ongoing support groups
5. Integrated Action Plan® which provides you with months-long engagement .

(Additional opportunities for training in **business succession** and **personal transition planning** are also available with the **Decide and Live Programs** from **The Wisdom Company**.)



Additional Benefits Of Being Trained In The Wisdom-Based Programs

1. Enhances Your Consulting Effectiveness

In the certification program, you will understand the “Head” and “Heart” issues of clients by having access to:

- ___ Decision-Making Questionnaires/Reports
- ___ Decision-Making Fear Questionnaires/Reports
- ___ Transition Fears Questionnaires/Reports

2. Enhances Your Selling Skills

In the training, you will receive the **How To Effectively Sell Your Services Guidebook** which shows you how to enhance your selling and communication skills by learning:

- ___ How to recognize the five decision-making styles of owners
- ___ The most effective ways to communicate and present to each style
- ___ The best words to use with each decision-making style

3. Enhances Your Clients' Effectiveness

Your clients will become aware of their:

- ✓ Style for making robust decisions
- ✓ Personality characteristics
- ✓ Behavioral tendencies and emotional concerns
- ✓ Techniques for improving communications with different styles
- ✓ Ability to reduce intra- and extra-company polarization

The Programs That You Will Be Trained In:

- ✓ Are success-oriented to help clients achieve their goals in the post-pandemic era
- ✓ Assure owners that they can learn how to manage the changes that the post-pandemic era will demand of them
- ✓ Are easy to schedule and learn
- ✓ Are immediately applicable to an owner's business
- ✓ Have a beneficial effect on your client's bottom line as well as their personal outcomes.
- ✓ Are adaptable and functional within established project management systems (e.g. Agile, Scrum, Kanban, etc.).

effectiveness

NOUN

the degree to which something is successful in producing a desired result; success.

resonate

VERB

evoke or suggest images, memories, and emotions.

Comprehensive Revenue Generating Programs

In the certification program, you will be trained in programs that provide owners with topics of interest: “How can I enhance my ability to more robustly make wise decisions?” “How can I grow my business in this new post-pandemic business world?” “What am I going to do with my business in the next few years?” and “How can I find new meaning and purpose after I leave my company?”

Flexible Modular Training Format

The Wisdom Company’s Certification Program incorporates the Power of Choice by having you choose which coaching programs most resonate with you and best fit into your practice.

7 Steps To Enhance Your Ability To More Robustly Make Wise Decisions

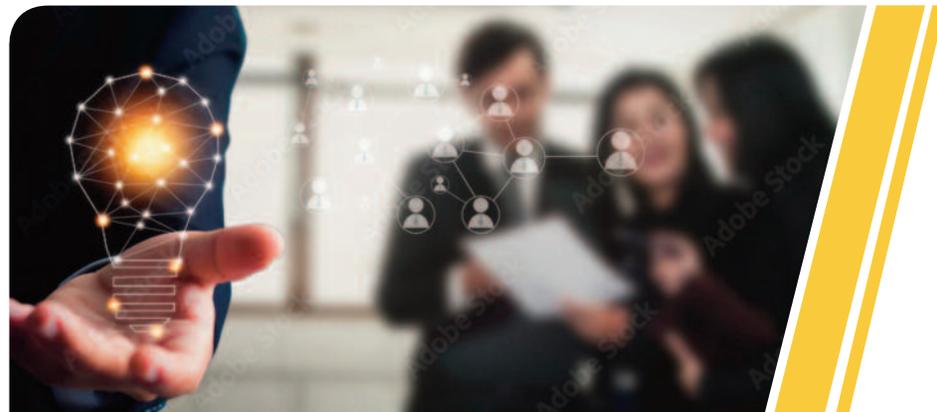
To be successful in the post-pandemic world, owners cannot rely on a zero-sum way of thinking. For businesses to be successful in the “new normal,” an expanded, wisdom-based way of thinking is needed. One mistake can doom a business in the best of times, which is why owners need to make robustly balanced wise decisions.

The Wisdom Company’s 7 Steps To Enhance Your Ability To More Robustly Make Wise Decisions Coaching Program applies behavioral psychology, personal investigation and a strategic perspective. The Wisdom Company’s 7 decision making steps show you how you can teach clients to apply a new logic system, a balanced way of thinking and a “Both-And” perspective that broadens and deepens their ability to make robust, high-stakes decisions.

The way owners think creates their business reality and is a key aspect to increasing their success. The 7-step wisdom-based methodology increases owners’ ROI by helping them avoid 10 cognitive biases that distort critical thinking and limit problem-solving abilities.

The program:

- ✔ Increases the effectiveness of your clients’ critical thinking
- ✔ Enhances their judgment to make more balanced decisions
- ✔ Enables them to develop robust choices



polarization

NOUN

division into two sharply contrasting groups or sets of opinions or beliefs.

Help Owners Transition Into A New Balanced Stakeholder Business Model

✔ The Wisdom of Business:

7 Principles of the Balanced Business Paradigm Coaching Program

This wisdom-based program for creating sustained growth in stakeholder capitalism shows owners how to be successful in the “new normal” for doing business. Our Program, based on 7 scientifically proven universal principles, provides the framework for Stakeholder Capitalism with a sustainable growth model and an effective ecosystem.

(Grow-Program)

✔ Create Workplace Consensus Through Mutual Respect Coaching Program

In the past five years, 1 in 5 Americans have left their jobs because of political conflict in the workplace, and 53% of workers limit social interactions with coworkers because of differing political beliefs. This comes at a cost of \$223 billion dollars to US companies.

Being trained in the 7 Steps for Depolarizing Thinking and Creating Harmonious Consensus Program enables you to teach the wisdom-based cognitive methodology that counterbalances polarization and establishes harmonious relationships among all stakeholders. **(Consensus Program)**

✔ Help Owners to Robustly Make Wise Decisions about “What to Do with My Business?”

This project management program is designed specifically for business owners who want to objectively decide on which 10 options are available for the future of their business.

(DECIDE Program)

✔ Help Owners Create New Lives Filled with Meaning and Purpose after They Have Left Their Companies

This personal strategic thinking program is designed specifically for business owners who want to decide on which direction or options they wish to evaluate before they leave their business to pursue a rewarding life afterwards. **(LIVE Program)**



transition

NOUN

the process or a period of changing from one state or condition to another.

Personal Transition Planning Training Programs

✔ Learn How to Guide People Through Change

As a trained **Personal Transition Planning Consultant**, you will be able to help late career executives and professionals explore their lives and shape their futures by providing a framework for them to navigate the murky waters of transitioning out of their current positions. **(Transition Program)**

The coaching program also helps you show people who are experiencing a major life transition such as retiring, going through a divorce or the loss of a loved one how to start a process for exploring new ideas and how to address their concerns about the next stage of their lives.

✔ Help Executives, Professionals and Employees Achieve Work-Life Balance

The **Balancing Life Your Way Workshop** gives participants 50+ the opportunity to create a personalized work-life plan for how they can experience balance in their lives today and prepare for the transition into a meaningful new life after they have left their full-time positions. **(Balance Program)**

✔ Freedom To Be Your True Self Online Workshop

The wisdom-based personal development program applies the self-directive dimension of wisdom and a comprehensive System of Self-Discovery that helps people refocus their awareness inwardly, re-identify with who they really are, help them go beyond old negative conditioning, fears, and critical self-talk, thus allowing them to live lives of authenticity. The program also provides the methodology for owners and executives to become authenticity-based and interact with all stakeholders from the transcendent motivation level. **(FREEDOM Program)**

Significance

Your participation in the certification program is extremely empowering by having you assume a new role, that of a co-creator of the post-pandemic business world. By becoming an active participant, you are helping the next stage of the evolutionary level of capitalism to emerge. The certification program also adds a new level of significance to your practice by providing the knowledge and skillset for you to be an advisor/coach of a new, smart, business strategy of **“Doing Well by Doing Good”** that increases companies’ profits while helping the environment and society.



FREE Win-Win Proposition

For a short introductory period, **The Wisdom Company®** is providing **FREE** wisdom-based certification training. In return, we ask that you provide client testimonials after they have experienced the program.

To Learn More about This New Opportunity For You In The Post-Pandemic Business World And How You Can Become A Wisdom-Based Expert To Your Clients:

Contact: **Wisdom-Based Professional
Certification Program
Jack Beauregard, CEO
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or call: 617-299-7353**

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