



# Blanchard Authorized Partner Program™ Guide

Partnering to bring inspired leadership to everyone

# Grow your business with Blanchard®

At Blanchard®, we believe leadership development should be available to everyone. We partner with industry leaders in consulting, education, and technology to realize this goal.

Through delivering our proven leadership development programs and licensing our content, partners expand their solutions and gain the validation of providing our research-backed programs to their customers.

Our partners gain access to our entire ready-to-scale library of programs, assessments, content, research-backed models, and facilitation kits. We also provide ongoing development opportunities, a dynamic peer community, sales enablement and marketing materials, competitive discounts and wholesale pricing, and more to support their success. The benefits of partnering with Blanchard include:

- Powerfully simple frameworks that work
- Learning programs that inspire application
- Engaging digital content that's both timeless and timely
- Leadership and industry experts who know adult learning

## Partnering Where You Need It Most

Our flexible partnership program allows us to collaborate with your organization in the way that best supports your goals.



### Facilitation Support

Our virtual and classroom-based programs include robust facilitation guides with scripts



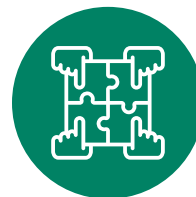
### Coaching and Consulting

Use our models and content to support your coaching clients and team engagements



### Digital Content Licensing

Embed our eLearning and digital assets into your existing technology platform



### Sales and Marketing Resources

Access premier sales and marketing support, content, and training to help grow your business

# Blanchard Authorized Partner Program™ Overview

## How Does The Program Work?

Individuals or organizations become Blanchard Authorized Partners and agree to usage requirements associated with reselling and delivering our program and content.

## Requirements

To offer Blanchard's world-class content and programs to your clients, you would work with us to become a Blanchard Authorized Partner. Here's how:

- 1 Speak to one of our Partner Success Managers to learn about the value and benefit of becoming a partner.
- 2 Sign an agreement that outlines the legal details, such as registering your customers, knowing who you can sell to, customizing and tailoring our programs, and aligning to expectations.
- 3 Purchase a joining package, which includes the content you need to get started and access to our materials.
- 4 Meet delivery qualification obligations for those Blanchard programs that require it, such as SLII®.
- 5 Pay an annual fee to maintain your status (although the fee is waived if you reach a certain tier).

## Benefits of Being a Blanchard Authorized Partner

- ✓ A dedicated Partner Success Team to help you onboard and determine which solutions will help you succeed fastest
- ✓ Connections with our sales teams to promote and support your growing business
- ✓ Dedicated partner portal for access to important resources and marketing tools designed to enhance your customer experience
- ✓ 24/7 facilitation resources to sharpen delivery skills whenever you need them
- ✓ An exclusive partner community where partners enjoy interactions with experts and their latest thought research
- ✓ Partner discounts on public programs, annual conferences, exclusive events, and more

## Levels Breakdown

Blanchard Authorized Partner Program Levels by Total Spend of Previous Year	Bronze	Silver	Gold	Diamond
	Up to \$14,999 USD	\$15,000-\$49,999	\$50,000-\$99,999	\$100,000+
Discount available on all Blanchard Participant and Facilitation Materials	30%	35%	40%	45%
Access to Blanchard Exchange, our best-in-class cohort delivery platform with analytics	✓	✓	✓	✓
Order participant kits online (US)	✓	✓	✓	✓
Print-on-demand services for easy printing and shipping of materials (US)	✓	✓	✓	✓
Marketing, sales enablement, and product information	✓	✓	✓	✓
Access to Authorized Partners private group in the Blanchard Community	✓	✓	✓	✓
Annual fee	✓	✓	Waived	Waived
Support offered by Blanchard	Exclusive Community	PLUS Small Group Coaching Sessions	PLUS Personalized Channel Advisor	PLUS Solutions Architect Support
Digital credential/badge to share with your network	✓	✓	✓	✓



# Joining Packages

## *Accelerate your success with a high-value, low-cost, quick-start bundle*

We've created a selection of joining packages to allow you to easily customize and quickly launch your Blanchard partnership. Pick the right bundle for your business needs and enjoy exclusive valuable additions on us!

### **SLII® Authorized Partner (Already SLII Qualified)**

USD \$4,895 CAD \$6,695 GBP £3,895 EURO €4,550

- Transfer your Training for Trainers qualification to your business entity
- Attend any SLII Public Workshop (virtual or classroom registration only, travel not included)
- Access all SLII ready-to-go designs: classroom, virtual, online, and blended options; and the newest SLII design
- Receive the SLII Facilitation Kit with access to all SLII digital assets, online programs, overviews, and microlearning courses
- Choose twenty SLII kits of any design, a value of up to \$8,700

### **SLII® Authorized Partner (Not already SLII Qualified)**

USD \$4,895 CAD \$6,695 GBP £3,895 EURO €4,550

- Attend an SLII two-day Public Workshop (virtual or classroom registration only, travel not included)
- Attend an SLII two-day Public Training for Trainers (virtual or classroom registration only, travel not included)
- Access all SLII ready-to-go designs: classroom, virtual, online, and blended options
- Receive the SLII Facilitation Kit with access to all SLII digital assets, online programs, overviews, and microlearning courses
- ADD ON twenty SLII kits of any design for \$4,895, a value of up to \$8,700

### **Core Blanchard Solutions**

USD \$2,895 CAD \$3,995 GBP £2,295 EURO €2,695

- Access the facilitation materials for the top Blanchard programs:
  - Self Leadership
  - Coaching Essentials®
  - Team Leadership
  - Blanchard Management Essentials®
  - Building Trust
- Attend exclusive sessions in the Community to support delivering each of these programs, including how to grow your business
- Choose up to twenty kits from any combination of the above programs
- A total value of more than \$8,000!

### **Change & Innovation Authorized Partner**

USD \$4,895 CAD \$6,695 GBP £3,895 EURO €4,550

- Access to the models and designs for the following programs:
  - Conversational Capacity®
  - Fearless Innovation™
  - Adapting to Change™
  - Leading People Through Change®
- Attend exclusive sessions in the Community to support delivering each of these programs, including how to grow your business
- Choose up to twenty kits from any combination of the above programs
- Schedule a one-to-one session with a Blanchard SME to support you as you embed these models in your business
- A total value of more than \$10,000!

# The Blanchard Advantage

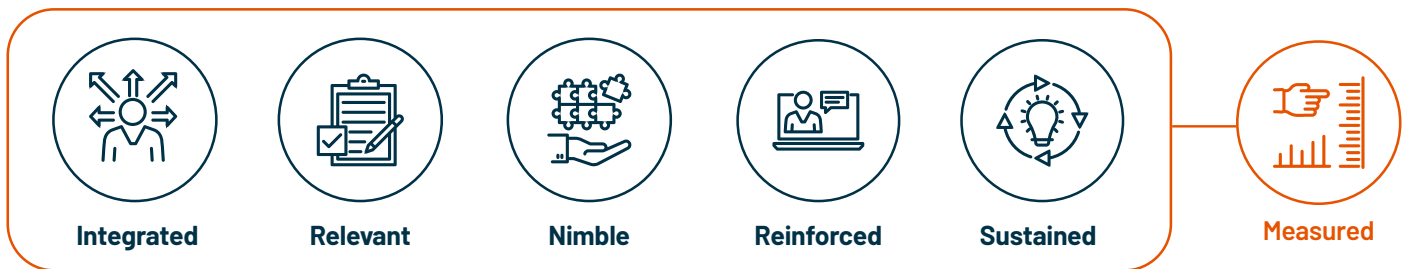
Blanchard starts at the heart of leadership, crafting dynamic, human-powered learning experiences that enable leaders at every level to engage as the ultimate agents of progress and transformation:

- Relevant, resonant, research-backed content
- Simple and powerful content
- Learning experiences that create engagement, connections, and outcomes
- Accessible and inclusive learning materials
- More than 40 years of worldwide leadership development experience
- Measurement strategies that show lasting results

## Dynamic Solutions for Leadership Development Challenges

We base our solutions on rigorous academic research, which is continuously applied, refined, and simplified to create models and experiences that are easy to learn, remember, and put into practice. This foundation gives leaders the tools to build a culture that transcends challenges, maximizing individual achievement and organizational performance.

**Dynamic and cohesive experiences that resonate with today's learners and leaders and equip them for what's next.**



## Leadership Development

### Bringing Impactful Leadership Development to Leaders at All Levels

We have the leadership development offerings that leaders at all levels need, in the modalities that work best for your clients' organizations and their goals.

- Leadership development programs for all levels of employees
- Coach tool kits
- Learning journeys
- Digital content
- Measurement templates
- Assessments



# SLII® Powering Inspired Leaders™

Our partners have full access to SLII®, the most widely used leadership training program in the world. It teaches leaders how to build meaningful connections with coworkers to create exponential impact. When this happens, employees are more productive and engaged. And their organizations excel.

## Introducing the SLII® One-day Learning Experience

SLII® One-day learning design teaches participants the SLII® Model quickly, gaining an in-depth understanding of how to set goals, diagnose development levels, and match their leadership style (the direction and support they give) to what their team members need.

- Includes an energizing combination of in-class activities, group discussions, new videos, peer coaching, and practice opportunities
- Features a three-step action plan and interactive AI-powered SLII Chatbot that helps leaders immediately apply what they have learned
- Includes printable materials, worksheets, videos, an assessment, SLII tools, and an updated SLII App

## Delivery Options to Meet Your Clients' Needs\*

SLII delivery designs include in-person, virtual, and online. Learners gain access to online learning assets through our learning portal to share valuable knowledge back on the job.

*\*Training for Trainers is required.*

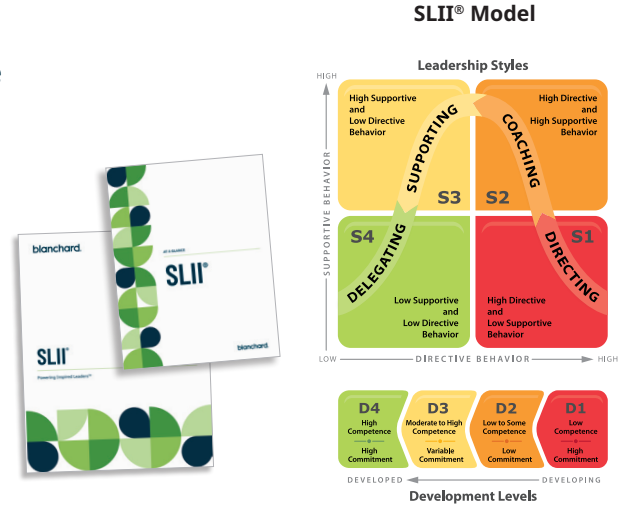
## Supporting Assessments

**Leader Behavior Analysis II® (LBAII®)**—measures leadership style flexibility and effectiveness

**Leader Action Profile II (LAPII)**—measures the leader's use of directive and supportive behaviors and employee's satisfaction with their leader

"The videos, the learning design, and the skill practices create a hunger for leaders to get out there and be more effective in those development conversations! World class!"

—Deborah Reeser McKinnon  
Sole Proprietor of  
McKinnon Consulting



Now available as a  
One-day program

Learn more  
about SLII



# Leadership Development Programs

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## SLII® ●●●

The most widely used leadership training program in the world, SLII® teaches leaders how to build meaningful connections with coworkers that create exponential impact.

## Adapting to Change ●

Helps people understand why they often resist change and how to mindfully marshal their courage, curiosity, and resilience to adapt to changes they face.

## Blanchard Management Essentials® ●●●

Building on the key concepts of the best-selling business book, *The New One Minute Manager*®, this course teaches managers the core skillset to achieve success quickly and build positive relationships with their teams.

## Building Trust ●●●

Teaches managers how to understand the impact of their behaviors on building or eroding trust so they can increase engagement, creativity, and commitment.

## Coaching Essentials® ●●●

Teaches your managers the coaching mindset, essential skills, and structured process they need to accelerate development and bring out the best in their people.

## Communication Essentials ●

Teaches your employees the skills to listen to others, ask thoughtful and open questions, stay positive, and helpfully share their truth with others.

## Conversational Capacity® ●●●

Teaches individuals how to engage in constructive, learning-focused dialogue when challenging topics or conflicts arise so they can make informed decisions and find the best solutions, even under high pressure.

## Courageous Inclusion™ ●●●

Teaches individuals a mindset that promotes diversity and inclusion and a proven process to help them become more knowledgeable and active proponents of inclusion in their workplace.

## Essential Motivators™ ●●●

Teaches managers a framework to help identify their pattern of core psychological needs, values, and talents so they can better understand themselves and others, be more effective, and appreciate different perspectives.

## **NEW** Fearless Innovation™ ●

Teaches managers and individuals how to become more innovative through a four-step innovation process that allows everyone to be more innovative in their role.

## Leadership Point of View™ ●●

Teaches leaders how to uncover their values, write their leadership story, and create trusting relationships with their people.

## Leading People Through Change® ●●●

Teaches leaders how to approach change as an opportunity for high-involvement, collaborative leadership that includes all parties and improves the success of change initiatives.

## Leading Virtually™ ●●

Teaches managers how to increase the effectiveness and productivity of their remote or hybrid teams.

## Legendary Service® ●●

Teaches your managers and front-line service providers how to consistently deliver exceptional service for internal and external customers alike.

## Self Leadership ●●●

Teaches individuals the mindset and skillset they need to become empowered, proactive self leaders who take control of their own success.



# Leadership Development Programs

Modalities Key: ● In Person ● Virtual ● Online

## Servant Leadership Essentials™ ●●

Teaches leaders how to build trust, listen, and give and receive feedback in ways that bring out the best in their people.

## Team Leadership ●●●

Teaches managers how to diagnose their team's development needs and apply the right leadership style to build and sustain high-performance teams.

## Teaming and Collaboration ●

Teaches learners how to diagnose their team's stage of development and act in a way that contributes to its performance.

Blanchard's 97% client retention rate is proof:

# Our Solutions Work



## Join the Blanchard Authorized Partner Hub on the Blanchard Community

The Blanchard Community is a global, moderated, online community that allows members to join rich discussion forums, connect with a diverse group of leaders and practitioners, and access free resources and virtual events. Partners gain access to an exclusive forum reserved for Partners and the Blanchard team.

Scan Here to Join



blanchard.  
community

# Levels of Leadership at a Glance

Blanchard Content Library	Individual Contributors	People Leaders	Senior Leaders	Executives
SLII®		✓	✓	✓
Adapting to Change	✓	✓		
Blanchard Management Essentials®		✓		
Building Trust	✓	✓	✓	✓
Coaching Essentials®		✓	✓	✓
Communication Essentials	✓	✓		
Conversational Capacity®	✓	✓	✓	✓
Courageous Inclusion™	✓	✓	✓	✓
Essential Motivators™	✓	✓		✓
Fearless Innovation™	✓	✓	✓	✓
Leadership Point of View™			✓	✓
Leading Hybrid Teams		✓	✓	
Leading People Through Change®		✓	✓	✓
Leading Virtually™		✓	✓	
Legendary Service®	✓	✓		✓
Self Leadership	✓			
Servant Leadership Essentials™		✓	✓	✓
Team Leadership		✓	✓	✓
Teaming and Collaboration	✓	✓		

# Let's bring inspired leadership to everyone, together

Enroll in the Blanchard Authorized Partner Program™ today to join us as we enable a new generation of leadership growth that can change the world.

## Blanchard Authorized Partner Quick-Start Plan:

1. Fill out the Partner Enrollment form
2. Schedule your welcome call with a Partner Success Team member
3. Purchase a joining package
4. Get started!



Learn more about how Blanchard solutions can help you serve your clients and meet your business goals.

**Call us at 760.233.6725**  
**or visit [blanchard.com/partners](https://blanchard.com/partners)**



# blanchard®

Connect with us:



blanchard.com  
760.233.6725