



## INSTITUTE FOR STRATEGIC LEADERSHIP

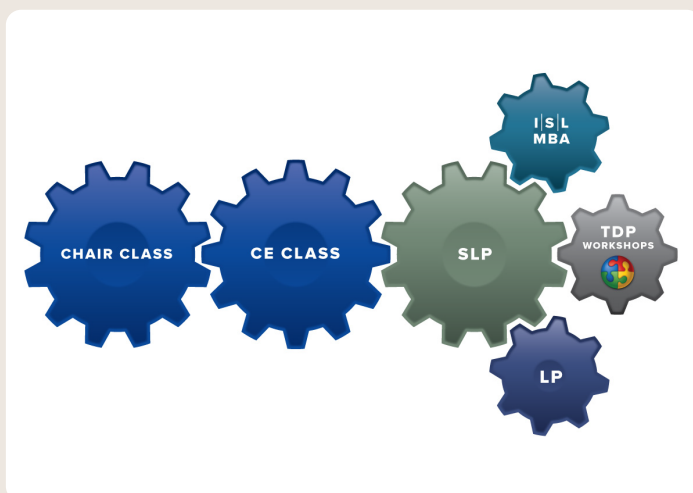
### ISL GLOBAL IP ACQUISITION OPPORTUNITY

The following information provides the highlights of the two opportunities relating to Institute for Strategic Leadership and Smart Leader Apps:



**Proven Products and Business Model** – the ISL business has been in operation for fifteen years and has established a respected C-suite leadership brand and reputation in the New Zealand and Australian markets. The Institute has built a suite of interconnected programmes that engage clients at the Chair, CEO, and senior leadership levels and create a waterwheel effect.

Chairs open the doors to CEOs who in turn sponsor executives attendance on the SLP, LP and ISL | MBA programmes.



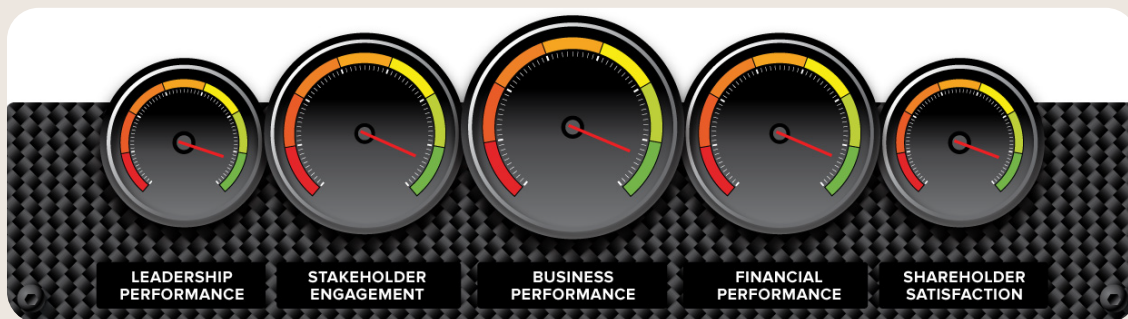
The Institute regularly gets feedback from clients and alumni indicating how the ISL Programmes have been life changing experiences. ISL has a number of distinguished alumni that include the New Zealand Governor General, the Deputy Prime Minister, three university Vice Chancellors, the Chief of Defence, Chief of Police, and a large number of chief executives in the commercial and not-for-profit sectors.



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**Digital Technology** – the business has built Next Generation digital technology that supports participants on each programme and back at work. This online technology integrates performance dynamics, diagnostics, and analytics in the form of:

- Personal Leadership Performance Dashboards
- Team Leadership Performance Dashboards – that integrate team members' dashboards
- Enterprise Performance Dashboards – that integrate teams' dashboards, providing a whole-of-organisation



A set of workshops have been developed that support CEOs and their senior executive teams to build business performance and financial outcomes. This opens up significant opportunity for consulting revenue within and across large organisations.

An online High Performance Organisation Academy portal was prepared for a New Zealand government department with 12,000 staff and provides a comprehensive template that can be used to pitch for similar large organisation transformation work.





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**Cross-culturally Relevant** – the programmes resonate with senior executives from a wide range of ethnic backgrounds. Video testimonials from European, American, Asian, and International executives endorse the value the programmes and technology delivers.



**Scalable** – a business model incorporating a set of training and accreditation processes has been developed that enable a global consulting firm to roll out the programmes and digital technology internationally.

ISL has a number of experienced faculty members who are prepared to support the acquirer build global training and administration teams.

Smart Leaders Apps is highly scalable and, in addition to income from Enterprise Performance consultancy, offers a significant opportunity to earn passive income from online surveys and apps.

**Barriers-to-Entry** – new entrants to the C-suite Executive Development, and Enterprise Performance markets face significant challenges building a reputation and brand in a space that is currently owned by Business Schools such as LBS, INSEAD, IMD, and Harvard.

With regards to the digital technology, the content is based on over 10,000 hours of specialist leadership expertise offered by this acquisition opportunity and would be difficult for new entrants to gain access to this market and get a first mover advantage without the significant level of specialist Executive Development and Strategic Leadership expertise.

The implications of this are that this ISL IP Acquisition Opportunity offers a global consulting firm the ability to jump start the digital space by accessing unique Next Generation integrated online technology supported by associated C-suite brand programmes and workshops, with the potential to rapidly becoming the next generation market leader in the expanding organisation performance and development markets.



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**Positioning** - the positioning of the ISL digital technology:

Performance focused and evidence based

The positioning of the C-Suite programmes:

Academically robust and commercially relevant

**Compliance** – ISL has developed and recorded training, processes, standards and documentation that enable effective monitoring and quality control to maximize client satisfaction and minimize brand risk.

All documents are stored online: ISL Administration; and ISL Coaches' Intranet

**Profitability** – the Institute's programmes and its overall business has been profitable for each of the 15 years of operation after paying the founder/director, staff and all other expenses. Fixed Assets are minimal and Working Capital requirements only represent ca. NZ \$200,000 as the Institute adopts a positive cash flow business model (cash is received from registrations in advance of programme delivery and payments for 'payables' paid 30 days after programme delivery). It follows that the business has the potential to generate high Return on Capital Employed, assuming the programmes are fully subscribed with 25 participants in each programme.

The Smart Leader Apps business offers an extraordinary revenue and profit opportunity if rolled-out by a well respected global consulting firm that has access to board chairs and CEOs.

**Time Frames** – Paul Taffinder, the Institute's representative in London is well informed and available for initial discussions with interested parties as from 1 September 2015. Geoff Lorigan, the founder / director, will be available for meetings in London in early January through until March 2016. In the meantime he will be accessible for videoconference meetings.

It is anticipated that 'due diligence' will be carried out early in 2016 with the aim of 'sale & purchase' being completed before 1st April 2016.

**Low 'Deal Complexity'** – Geoff Lorigan, the founder, owns 100% of the shares and intellectual property and is able to make prompt decisions and sign off without delay or bureaucracy. Geoff Lorigan will be supported in the 'purchase and sale' process by his UK legal and financial advisors as well as his advisory directors back in New Zealand.