

Introduction

ELEVATING YOUR LIFE



WELCOME TO THE FIRST DAY OF YOUR FUTURE

The Alpha Insight Group was founded by John Ballard in 2013. The Boston Martial Arts Center can benefit greatly from training & leadership development resources from a true ownership, employee & customer perspective. It includes a variety of partners & resources that allow the organization to maximize the customer's effectiveness.

This Leadership & development program is limited in space and requires

that the student spend at least one year in the Taijutsu program before applying. This program is geared for the serious student of martial arts, who would like to make the study of martial arts a life-long commitment. The program will offer comprehensive training in Togakure-Ryu Ninjutsu, monthly seminars, unlimited classes as well as full Bujinkan school training. In addition, students will be required to attend two weekly leadership classes.

WHAT ARE YOUR CHALLENGES?

1. - Would you like to get better results in your workplace & at home?
2. - Is proven "Return On Investments" important to you?
3. - Do you want a better quality of life for you & your loved ones?
5. - Does exploration of your idea of "Leadership" matter to you?
6. - How do your beliefs and the environments you operate in contribute to negative behaviors.
7. - Would you like to become a better a leader?

This is why the Boston Martial Arts Center is offering this exclusive Leadership program designed specifically for those individuals with these kinds of goals.

WHY CHOOSE US

What you get with this proposal is vision & partnerships that will extend far beyond just martial art arts training, these are executive coaching leadership friends that bring different perspectives from specialty industries & if you're looking to make a change & this sounds like something you want to build...Then this is where you can do it. This is where you get People from these leading industry leaders.

Executive Coaching

Leadership Development

Talent Management & Performance Enhancement

Sports Psychology

***"THIS IS WHERE YOU CAN BECOME THE BEST
YOU POSSIBLE..."***

Our Strategy

OUR STRATEGY



HOW WE'LL HELP YOU TO IMPROVE YOUR LIFE

1. CONCEPTUALLY UNDERSTAND LEADERSHIP & MANAGEMENT PRINCIPLES:

Objectives:

- *Reflect on leadership*
- *Consider leadership as partnership*
- *Review emotional intelligence and its impact*

2. SELF-ASSESS AND RECEIVE FEEDBACK ON ESSENTIAL SKILLS FOR LEADING:

Objectives:

- *Appreciate the need for developing skills in today's world*
- *Recognize personal strengths and areas for self-development Give and receive effective feedback*
- *Formulate strategies for self-development*

3. UNDERSTAND THE FUNDAMENTAL PRINCIPLES OF LEADING/MANAGING TO SUCCEED IN A COMPLEX WORLD:

Objectives:

- *Strategy development*
- *Delegation*
- *Achieving results*



Plan of Action

DEVELOPING YOUR PLAN OF ACTION



FINDING DIRECTION

Everyone has a different way of working and you're no different. You have probably developed your own way of helping a client get from A-B. How you break that down into chunks a prospect can understand is up to you.

One thing is for sure though, most people will have questions about what happens once they say YES to working with you. So answer it for them in your proposal so they don't have to ask you.

An example could be:

WEEK 1

Initial meeting and fact-finding. Basic discovery questions.

WEEK 2

Analyse where time can be saved in the area outlined herein and source suitable outsourced help if at all.

WEEK 3

Implement initial findings and fine tune them with you into a workable system. Choosing the Assessments, proper instruments from the following Caliper, TalenSmart, MBTI, DISC, At My Best, Action Learning, Coaching With ROI & other Material to support the curriculum.

WEEK 4

Support your goals and tweak where required for a final review to support the success of the program.



The Plan of Action Will Include The

following:

The course will utilize all of the following formats: mini-lectures, discussion groups, experiential training exercises, assessments, group learning projects and/or presentations, and resource readings. A re-evaluation leadership and its meanings are expected upon completion of the course.

The Modules will be developed into four parts during the year:

1. Leadership
2. Emotional Intelligence
3. Action Learning
4. Succession Planning

Case Study

PLEASE MEET

Dr. John Ballard & the Alpha Insight Group



**WE BACK UP WHAT WE SAY...CHECK THIS
CASE STUDY**

Harvard Business Review conducted a 2016 study of 195 leaders in 30 global organizations across 15 countries. Participants were asked to choose the 15 most important leadership behaviors from a list of 74, which were then grouped into five categories.

THE ANALYSIS

A total of 67 percent of leaders surveyed cited ethics ("has high ethical and moral standards") as the most important leadership competency (see Figure 1).¹



Source: Giles, S. (2016, March 15). The most important leadership competencies, according to leaders around the world. Harvard Business Review. Retrieved from <https://hbr.org/2016/03/the-most-important-leadership-competencies-according-to-leaders-around-the-world>

THE OUTCOME

This result demonstrates that leaders may have many leadership qualities or behaviors but that they may not be successful if they are dishonest and act unethically.

<https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/developingorganizationalleaders.aspx>

The above study demonstrates the various components of the leadership how important & challenging the subject can be in an organization. There are 10 listed attributes in the above example & each one carries a different level of influence on the concept of leadership. To build effective leadership programs they need to be comprehensive & integrated within an organization.

A FEW WORDS FROM THEM

I can recall a specific project where he and I had to learn complex modeling for analyses for a consulting company, conduct the analyses, and then report the results to leadership. He was able to take the important points of the analyses and boil them down into understandable, meaningful results that allowed the client to take action."

- Jeremy H, Ph.D. - Talent Management, Change Management, and HR Transformation Expert

"John of The Alpha Insight Group is a very intelligent and knowledgeable Psychologist particularly when it comes to Management Consulting, and he provided me with some valuable information and recommendations for my business while we worked together on his project. What strikes me most about John is the passion he has for the type of work he performs and the fact that he truly cares about people and relationships. This is something that is rare in today's culture. I'm sure John and I will continue to keep in touch and continue to foster the relationship we have developed in the years to come."

-David C - Microsoft Design & Deployment Engineer - Systems Integrator at It's About Solutions

"In the nearly twenty years that I have known Dr. John in various capacities, he has continuously exhibited the flexibility and acumen crucial for success and stability in rapidly changing business environments. If there were one person that I would like to have on my team to ensure a positive, go-getter mood, an ever present can-do attitude, and the skills to make them happen, it is John & The Alpha Insight Group."

- Mark M - Oracle Corporation

"The tools and techniques that Dr. John & The Alpha Insight Group utilizes help leaders make a difference in their organizations. It should be a required reading of any leader looking to motivate and inspire others. John teaches people to play to their strengths that are crucial for success and stability in rapidly changing business environments."

- Dr. Henry K - Organizational Psychologist in Private Practice

Your Investment

YOUR INVESTMENT



SO...HERE'S THE DEAL

\$1000 per month for 12 months.

That's it.

Don't think of this as "a grand a month". This is a \$12,000 decision and you need to be comfortable with that. In truth, it'll be more than that because with us around you'll be spending more money on traffic to your website, printing and various other things.

If you need to take a loan or remortgage your house to pay for this then then you probably don't want this particular program.



Coaching Minimum term - 12 months	\$999.00/month
Curriculum Development	\$999.00/month
Monthly Total	\$1,998.00/month

Our Guarantee

OUR GUARANTEE

**WE'RE ONLY AS GOOD
AS OUR LAST MONTH**

If for any reason you're not happy with the results we've generated, or believe that our efforts have not worked at any time, you can pause payment and not pay again until you're happy that we're back on track.



As long as you've been supplying us with everything we need and living up to your end of the bargain and you're simply not happy with the results generated at any time, you can pause payment.

We will continue to work on the last month's ideas and actions until you're

happy and then everything will resume as normal.



Next Steps

NEXT STEPS HOW TO GO AHEAD

WE START TODAY

It goes without saying that we'd love to get started and have you on-board as a client. As with everything in our business, we make things as simple as possible.

Take the next step:



SIGN YOUR AGREEMENT

Before we get started you need to sign our proposal.

To do that, simply type your name in the box below and click 'Sign Proposal'.

We'll invoice you for your first month. Please pay this as soon as you get it.

We'll have a quick call to set out your weekly goals and then confirm a manageable schedule to ensure you gain the results you are looking for, as quickly and safely as possible.

Terms and Conditions

USER DISCLAIMER: *This agreement may not be suitable for your circumstances and we recommend you seek legal advice before using it. Better Proposals does not take any responsibility for any events that arise as a result of your use of this agreement.*

TERMS AND CONDITIONS

This Agreement (the “Agreement”) is made as of [Date], by and between [Company Name] (the “Company”), and [Consultant Name] (“Consultant”).

1. Consulting Relationship.

During the term of this Agreement, Consultant will provide consulting services to the Company as described on [PAGE NAME] hereto (the “Services”). Consultant represents that Consultant is duly licensed (as applicable) and has the qualifications, the experience and the ability to properly perform the Services. Consultant shall use Consultant’s best efforts to perform the Services such that the results are satisfactory to the Company.

2. Fees.

As consideration for the Services to be provided by Consultant and other obligations, the Company shall pay to Consultant the amounts specified on [PAGE NAME] hereto at the times specified therein.

3. Expenses.

Consultant shall not be authorized to incur on behalf of the Company any expenses and will be responsible for all expenses incurred while performing the Services [except as expressly specified] unless otherwise agreed to by the Company’s [Title of Officer], which consent shall be evidenced in writing

for any expenses in excess of [Expenses]. As a condition to receipt of reimbursement, Consultant shall be required to submit to the Company reasonable evidence that the amount involved was both reasonable and necessary to the Services provided under this Agreement.

4. Term and Termination.

Consultant shall serve as a consultant to the Company for a period commencing on Commencement Date and terminating on the earlier of (a) the date Consultant completes the provision of the Services to the Company under this Agreement, or (b) the date Consultant shall have been paid the maximum amount of consulting fees.

Notwithstanding the above, either party may terminate this Agreement at any time upon [Days Notice] business days' written notice. In the event of such termination, Consultant shall be paid for any portion of the Services that have been performed prior to the termination.

Should either party default in the performance of this Agreement or materially breach any of its obligations under this Agreement, including but not limited to Consultant's obligations under the Confidential Information and Invention Assignment Agreement between the Company and Consultant referenced below, the non-breaching party may terminate this Agreement immediately if the breaching party fails to cure the breach within Days business days after having received written notice by the non-breaching party of the breach or default.

5. Independent Contractor.

Consultant's relationship with the Company will be that of an independent contractor and not that of an employee.

6. Method of Provision of Services.

Consultant shall be solely responsible for determining the method, details and means of performing the Services. Consultant may, at Consultant's own expense, employ or engage the services of such employees, subcontractors, partners or agents, as Consultant deems necessary to perform the Services (collectively, the "Assistants"). The Assistants are not and shall not be employees of the Company, and Consultant shall be wholly responsible for the professional performance of the Services by the Assistants such that the results are satisfactory to the Company.

6.1 No Authority to Bind Company. Consultant acknowledges and agrees that Consultant and its Assistants have no authority to enter into contracts that bind the Company or create obligations on the part of the Company

without the prior written authorisation of the Company.

6.2 No Benefits. Consultant acknowledges and agrees that Consultant and its Assistants shall not be eligible for any Company employee benefits and, to the extent Consultant otherwise would be eligible for any Company employee benefits but for the express terms of this Agreement, Consultant (on behalf of itself and its employees) hereby expressly declines to participate in such Company employee benefits.

6.3 Withholding; Indemnification. Consultant shall have full responsibility for applicable withholding taxes for all compensation paid to Consultant or its Assistants under this Agreement, and for compliance with all applicable labour and employment requirements with respect to Consultant's self-employment, sole proprietorship or other form of business organisation, and with respect to the Assistants, including state worker's compensation insurance coverage requirements and any U.S. immigration visa requirements. Consultant agrees to indemnify, defend and hold the Company harmless from any liability for, or assessment of, any claims or penalties with respect to such withholding taxes, labour or employment requirements, including any liability for, or assessment of, withholding taxes imposed on the Company by the relevant taxing authorities with respect to any compensation paid to Consultant or its Assistants.

7. Supervision of Consultant's Services.

All of the services to be performed by Consultant, including but not limited to the Services, will be as agreed between Consultant and the Company's [Supervisor's Title]. Consultant will be required to report to the [Supervisor's Title] concerning the Services performed under this Agreement. The nature and frequency of these reports will be left to the discretion of the [Supervisor's Title].

8. Consulting or Other Services for Competitors.

Consultant represents and warrants that Consultant does not presently perform or intend to perform, during the term of the Agreement, consulting or other services for, or engage in or intend to engage in an employment relationship with, companies whose businesses or proposed businesses in any way involve products or services which would be competitive with the Company's products or services, or those products or services proposed or in development by the Company during the term of the Agreement (except for those companies listed). If, however, Consultant decides to do so, Consultant agrees that, in advance of accepting such work, Consultant will promptly notify the Company in writing, specifying the organization with

which Consultant proposes to consult, provide services, or become employed by and to provide information sufficient to allow the Company to determine if such work would conflict with the terms of this Agreement, including the terms of the Confidentiality Agreement, the interests of the Company or further services which the Company might request of Consultant. If the Company determines that such work conflicts with the terms of this Agreement, the Company reserves the right to terminate this Agreement immediately. In no event shall any of the Services be performed for the Company at the facilities of a third party or using the resources of a third party.

9. Confidentiality Agreement.

Consultant shall sign, or has signed, a Confidentiality Agreement, on or before the date Consultant begins providing the Services.

10. Conflicts with this Agreement.

Consultant represents and warrants that neither Consultant nor any of the Assistants is under any pre-existing obligation in conflict or in any way inconsistent with the provisions of this Agreement. Consultant represents and warrants that Consultant's performance of all the terms of this Agreement will not breach any agreement to keep in confidence proprietary information acquired by Consultant in confidence or in trust prior to commencement of this Agreement. Consultant warrants that Consultant has the right to disclose and/or or use all ideas, processes, techniques and other information, if any, which Consultant has gained from third parties, and which Consultant discloses to the Company or uses in the course of performance of this Agreement, without liability to such third parties.

Notwithstanding the foregoing, Consultant agrees that Consultant shall not bundle with or incorporate into any deliveries provided to the Company herewith any third party products, ideas, processes, or other techniques, without the express, written prior approval of the Company. Consultant represents and warrants that Consultant has not granted and will not grant any rights or licenses to any intellectual property or technology that would conflict with Consultant's obligations under this Agreement. Consultant will not knowingly infringe upon any copyright, patent, trade secret or other property right of any former client, employer or third party in the performance of the Services.

11. Miscellaneous.

11.1 Amendments and Waivers. Any term of this Agreement may be amended or waived only with the written consent of the Company.

11.2 Sole Agreement. This Agreement, constitutes the sole agreement of the parties and supersedes all oral negotiations and prior writings with respect to the subject matter hereof.

11.3 Notices. Any notice required or permitted by this Agreement shall be in writing and shall be deemed sufficient upon delivery, when delivered personally or by overnight courier or sent by email or fax (upon customary confirmation of receipt), or forty-eight (48) hours after being deposited in the U.S. mail as certified or registered mail with postage prepaid, addressed to the party to be notified at such party's address or fax number as set forth on the signature page or as subsequently modified by written notice.

11.4 Choice of Law. The validity, interpretation, construction and performance of this Agreement shall be governed by the laws of [jurisdiction], without giving effect to the principles of conflict of laws.

11.5 Severability. If one or more provisions of this Agreement are held to be unenforceable under applicable law, the parties agree to renegotiate such provision in good faith. In the event that the parties cannot reach a mutually agreeable and enforceable replacement for such provision, then (i) such provision shall be excluded from this Agreement, (ii) the balance of the Agreement shall be interpreted as if such provision were so excluded and (iii) the balance of the Agreement shall be enforceable in accordance with its terms.

11.6 Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together will constitute one and the same instrument.

11.7 Advice of Counsel. EACH PARTY ACKNOWLEDGES THAT, IN EXECUTING THIS AGREEMENT, SUCH PARTY HAS HAD THE OPPORTUNITY TO SEEK THE ADVICE OF INDEPENDENT LEGAL COUNSEL, AND HAS READ AND UNDERSTOOD ALL OF THE TERMS AND PROVISIONS OF THIS AGREEMENT. THIS AGREEMENT SHALL NOT BE CONSTRUED AGAINST ANY PARTY BY REASON OF THE DRAFTING OR PREPARATION HEREOF.

The parties have executed this Agreement as of the date first written above.

