

Corporate Partnerships Engagement Pathway



WINNING CORPORATE PARTNERS

Discovery Meeting

1

Pitch Development: WIIFM

2

Pitch Presentation

3

Close and Objections Handling

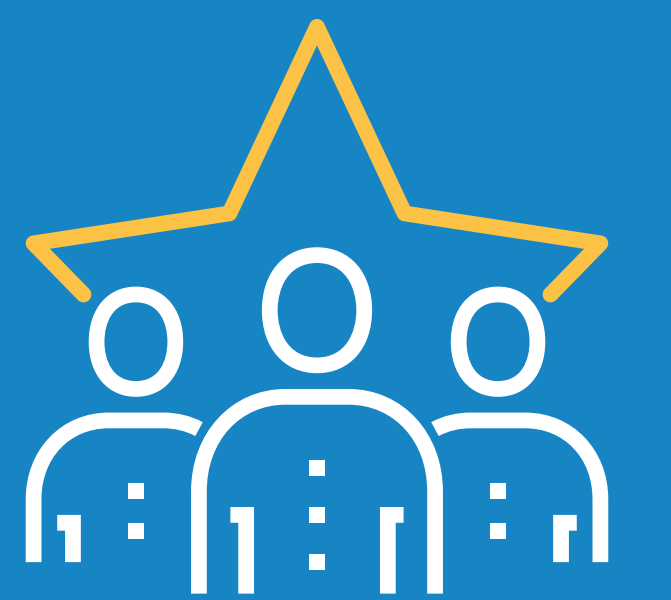
4

Negotiation, Contracts and Measurements

5

Stewardship

6



CHOOSING THE RIGHT PARTNER

Prospect Pipeline

1

Network Mapping

2

Research, Due Diligence and Short Listing

3

Relationship Building

4



GETTING READY FOR CORPORATE PARTNERSHIPS

Strategic Direction

1

Assets; Understanding What You Have to Offer

2

Unique Value Proposition and Synergies

3

Board and Executive Education Risk Management and No Go Areas

4

