

This pack contains information for those considering the Network Practitioner role and outlines the role, its responsibilities, commercial opportunities and the relationship with Applied Knowledge, the company responsible for the development and marketing of MAPP.

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## Overview

### Background

Applied Knowledge is working with Network Practitioners to recruit, train and administer the activity of MAPP Practitioners across the UK and abroad. With an existing base of over 40 Practitioners we are looking to expand this number significantly using local- and regionally-focused Network Practitioners to develop localised networks of MAPP Practitioners.

We know that MAPP is effective in the hands of intermediaries or 'trusted advisors' of all types. These include coaches, mentors, consultants, trainers as well as other 'experts' including accountants, lawyers and financial advisors; any of these individuals or groups might become MAPP Practitioners. MAPP provides added value opportunities for a wide range of events including advisory/coaching workshops, training sessions, events and other specific programmes of work.

### The Rationale

We have defined Applied Knowledge's primary function as one of creating and delivering new ideas, content and products to raise the performance of individuals and teams as they plan to achieve their goals. These approaches are enhanced when supported by intermediaries who also enjoy significant benefits from using MAPP to support plan implementation with an 'end client'.

We do sell our products direct to end clients and offer clients the opportunity of working with one of our practitioners to support their planning and implementation activities. Applied Knowledge performs some occasional strategic 'end client' activities ourselves. However, we believe that others are best equipped to manage those relationships so our business model is to transfer the client relationship to practitioners who are closer to the client both geographically and in terms of industry sectors.

Our business model is ultimately focused on deriving revenue from subscriptions to the MAPP web service by the end client. This strategy is best served by the development and supporting of a network of Practitioners who have the potential, with their clients, to derive significant commercial benefits from using MAPP. Network Practitioners perform an important role in the strategy through operating a commercial licence that covers the recruitment, training and support of that network.

### The MAPP Network Practitioner's Role

In order to reach as many intermediaries as possible both within the UK and abroad we have embarked upon a recruitment campaign to attract a number of local MAPP Network Practitioners.

The first role of these Network Practitioners is to identify potential MAPP Practitioners through their networks and in their areas, encourage them to buy a MAPP Practitioner licence, train them on the use of MAPP with their clients and support the quality of the MAPP implementation with the end client.

The second role is to identify and encourage the creation and submission of content for subsequent sale to subscribers and other MAPP Practitioners through the MAPP store.

## Applied Knowledge's Role

Operating as a central resource, Applied Knowledge will act as the hub for all Network Practitioners and the Practitioners they support. In this role the organisation has a number of key deliverables which include but are not limited to:

- Development and enhancement of the MAPP web service
- Development and enhancement of the physical MAPP product
- Collection and provision of new content sets to be used by MAPP Practitioners and their clients
- Management of all financial transactions related to the sale of MAPP Practitioner licences and subscriptions to the MAPP application online and the payment of all commissions to Network Practitioners and Practitioners
- Delivery of national and, where appropriate, local marketing activity including through social media outlets and through national and international traditional media outlets, exhibitions and trade shows
- Creating a best practice environment for all Network Practitioners and Practitioners where they can share and benefit from each others' experience and insight

## Network Practitioner Areas

Prospective Network Practitioners are invited to nominate an area they would like to support. The scale and scope of this area will be different depending on the geography and economic and business factors, but is likely to be based around a significant population centre or, in a more rural environment, a cluster of towns.

The area is likely to be local to the prospective Network Practitioners home or place of business, be an area where they already have significant local knowledge and an existing business network. We will endeavour to ensure that all Network Practitioners regionally [and nationally] work together and support each other, as there will be times when an end client's location is unclear or does not fall neatly into a single territory or falls into multiple territories.

We also invite approaches from prospective Network Practitioners who have access to a specific industry or sector network that they have significant influence within, where a non-geographical approach may enhance the take-up by Practitioners and facilitate support by a Network Practitioner. As an example, a Network Practitioner servicing the needs of an existing network of trainers skilled in a particular approach [NLP practitioners for instance] would be of interest.

## Network Practitioner Targets

Applied Knowledge's aim is to increase the population of Practitioners and so it will agree sensible and achievable targets for you as a Network Practitioner. These targets will take into account the nature of the local market in terms of potential as well as an appropriate lead time before the first new Practitioner is recruited.

Network Practitioners have a scheduled meeting with one of the Applied Knowledge central team on a monthly basis to track progress and to raise any issues that may arise as the local activity is developed.

The targets will reflect our wish to recruit Practitioners and develop the network rapidly; they will also reflect an ambition to develop a rewarding long-term business opportunity.

## Commercial Terms

The sale of Practitioner Licences is the key objective of the Network Practitioner role, leading to the growth in subscribers to the MAPP web service. The following outlines the income structure and the associated costs and commissions payable for the sale of Practitioner Licences and other MAPP products and services

### Practitioner Income model

£599	Charged to Practitioner	Full retail price of licence fee – plus VAT
£120	Materials and Service Fee	This charge covers enrolment of the Practitioner in the MAPP programme, the provision of a MAPPkit box set, a stock of MAPPkit materials, a Practitioner Programme manual and 12 months access to the MAPP web service
£229	Training and Support Fee	This fee covers the provision of Practitioner Training and Support
£175	Sale Commission	This commission is paid to a Practitioner or Network Practitioner where a sale is closed by them and a payment made online for a Practitioner licence at full price. [On closing a sale the Lead Commission is payable in addition.]
£75	Lead Commission	Paid to Practitioner or Network Practitioner where a lead is passed to Applied Knowledge that results in a Practitioner licence being sold. This commission becomes payable once Applied Knowledge has closed the sale.

## Content Creation

MAPP users, including Practitioners and Network Practitioners, can create content for sale through the MAPP store which is part of the MAPP web service. The MAPP store enables users to buy the experience of others who have planned similar activities before. A Network Practitioner can act as a content broker and support a content owner in the preparation and submission of their content to the MAPP store. There is an incentive for the content owner to work with a broker; the broker benefits from the work they undertake in preparing the content for online submission. All content posted on the MAPP store is priced by the content owner and the revenue generated is split between as follows:

- |  |                     |
|--|---------------------|
| • Sale of Network Practitioner’s own content:                | Split of Sale Price |
| ○ Network Practitioner as content owner                      | <b>70%</b>          |
| ○ Applied Knowledge  | <b>30%</b>          |
| • Sale of other content sourced by the Network Practitioner: |                     |
| ○ Content Owner  | <b>50%</b>          |
| ○ Network Practitioner as content broker                     | <b>25%</b>          |
| ○ Applied Knowledge  | <b>25%</b>          |

## MAPP Product Sales

Network Practitioners can purchase MAPP sets that retail at £199 [including VAP, P&P] for £99 [including VAT, P&P]. The Sale price to clients is set by the Network Practitioner.

MAPP sets are purchased from our website at <http://themapp.co.uk>

## MAPP Web Service Subscriptions

MAPP web service subscriptions are paid monthly or annually and vary in price from £9.99 for a basic account up to £79.99 – for a full price list see the website.

MAPP Practitioners or Network Practitioners who sell a subscription to the MAPP web service receive a 10% commission on all sales for the life of the subscription.

## MAPP Corporate Opportunities

Network Practitioners may find, or look for, opportunities to work with end clients. Network Practitioners are encouraged to create proposals for them using a mix of Practitioner Training, Product and Online service delivery.

Network Practitioners may also discover opportunities where organisations require the design of more complex service offerings to meet specific corporate needs, eg:

- training of large numbers of people in specific MAPP content delivery
- creating of bespoke content [for both product and web service]
- customised MAPP web service for, say, process management

Leads that are passed to Applied Knowledge for a corporate opportunity that results in a contract being agreed, will result in a 10% commission of the full contract value becoming due to the Network Practitioner. Commission will be paid following receipt of payments from the Corporate customer.

## Payment Terms

Applied Knowledge publishes statements for the activities of Network Practitioners and Practitioners monthly, within 7 days of the month end. Payment of any commission earned and detailed on that statement will be made by the end of the same month. An invoice will be required from the Network Practitioner for the fees and commission due.

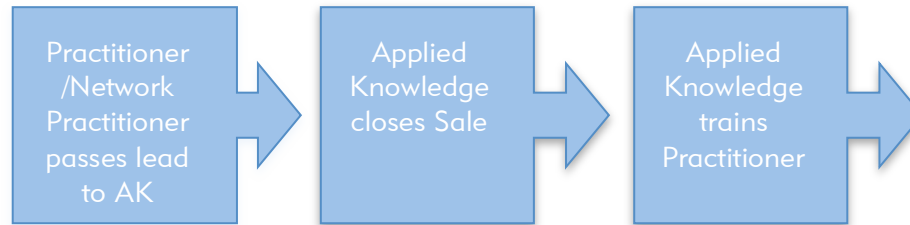
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\* Please note: unless it says otherwise, all fees quoted are net of VAT which will be added to all invoices at the prevailing rate, currently 20%

## MAPP Network Practitioner Information Pack

### MAPP Practitioner Income Split Examples

#### Example 1



Lead provider	£75			TOTAL	£75
Network Practitioner					£0
Applied Knowledge		£175	£349		£524

#### Example 2



Lead provider	£75			TOTAL	£75
Network Practitioner		£175	£229		£404
Applied Knowledge			£120		£120

#### Example 3



Lead provider				TOTAL	£0
Network Practitioner	£75	£175	£229		£479
Applied Knowledge			£120		£120

## Package information – what you get

### Training

You will have a personalised training day led by an experienced MAPP facilitator where you will develop a rounded knowledge of how to use MAPP yourself as well as how to train other trusted advisors to become MAPP Practitioners. This training covers preparation, delivery and follow up of a MAPP implementation with a client, enabling a new Practitioner to adopt a set of activities they can immediately use with individuals, teams and work groups to stimulate teambuilding, leadership and management development.

### Quality Assurance

Following training, Network Practitioners will go through a quality assurance process to support their initial activities and ensure they are confident and capable of delivering effective training and support for the Practitioners they recruit. The process includes observation of a session you run, which might be a training, networking, practitioner or end-client workshop and proving, by one of our MAPP facilitators.

### Network Practitioner Licence

Successful completion of the training and quality assurance process will see the award of the Network Practitioner Licence [which incorporates the standard Practitioner Licence as well] and enables the Network Practitioner to deliver their own Practitioner training sessions.

### MAPP Marketing Support

Alongside the delivery materials you will receive access to other resources and materials that will support you in marketing MAPP to other potential Practitioners. These include brochures, editable flyers, branding elements and other images, event templates and copy for marketing materials. You will also receive dedicated telephone support for your marketing efforts from the core MAPP team as well as access to a full FAQ and email support.

### Free access to the MAPP web service

You receive free access to MAPP web service at [www.themapp.com](http://www.themapp.com) which allows you to create, share and monitor your MAPPs online and which you can use as a marketing tool when demonstrating the system's capabilities to others.

### Access to the MAPP store

You get free access to the MAPP store which is a library of MAPP decision sets that cover a wide range of business activities which enable a Practitioner to assist their clients with more specific planning tasks without the need for in-depth knowledge to get them started with any new project.

## MAPP Network Practitioner Activities

How Network Practitioners work will differ from area to area and will depend on their knowledge, experience and skills. However, a MAPP Network Practitioner is likely to undertake the following activities to effectively meet the responsibilities of the role and achieve their targets:

1. Identify potential MAPP Practitioners through:
  - a. Their own network
  - b. LinkedIn and similar
  - c. Other networking organisations
2. Encourage prospects to buy a MAPP Practitioner licence through a combination of:
  - a. Meetings
  - b. Presentations
  - c. Network Events
  - d. Closing appointments
3. Once Licensed, train Practitioners on the use of MAPP with their clients with:
  - a. 1 day training events; Individual and group sessions
  - b. Demonstrations of MAPP sets, the MAPP online service and content creation
  - c. Outlines of client recruitment strategies and how to identify Corporate opportunities for MAPP
4. Support the quality of MAPP implementation, post training, through quality assurance:
  - a. sit in on one delivery and watch Practitioner in action; issue Licence or arrange further training
  - b. ensure Practitioner capable of handing over transposing MAPP to the MAPP web service [AK performs the actual transposition for free]
5. Ongoing support for Practitioners - telephone, email, face to face through:
  - a. Networking - online and physical - both locally and nationally
  - b. Marketing and sales development
6. Encourage the development of MAPP content sets
  - a. MAPP store content introduction and capture tools
7. Encourage Practitioner to recruit MAPP clients / subscribers



## MAPP Network Practitioner Applied Knowledge Support

Applied Knowledge has a number of key roles which include but are not limited to:

- Development and enhancement of the MAPP application online
  - Updates online and via email Newsletter and LinkedIn
- Development and enhancement of the physical MAPP product
  - MAPP store updates
  - Newsletter updates including on the availability of new kits
  - Previews of new content sets in advance of release
  - Use of Network Practitioners (and their Practitioners) as triallists for new kits
- Collection and provision of new content sets to be used by MAPP Practitioners and their clients
  - MAPP store updates
  - Newsletter and LinkedIn updates
- Management of all financial transactions related to the sale of MAPP Practitioner licences and subscriptions to the MAPP application online and the payment of all commissions to Network Practitioners and Practitioners
  - Monthly statement of activity and fees due - sent within 7 days of month end
  - Terms of payment - by end of month in which statement issued
- Delivery of national and, where appropriate, local marketing activity including through social media outlets and through national and international traditional media outlets, exhibitions and trade shows
  - Invitations to Network Practitioners to attend, manage stands, deliver presentations and seminars
  - Requests for good practice, case studies, white papers or any 'knowledge base' publications - hosted on site / LinkedIn and tweeted, blogged etc..
- Creating a best practice environment for all Network Practitioners and Practitioners where they can share and benefit from each others' experience and insight
  - Enhanced Community site for hosting 'commercial in confidence' materials
  - Capture best practice and host on community site
    - i.FAQ for Network Practitioner
    - ii.FAQ for practitioner
    - iii.FAQ for user

## Network Practitioner Monthly Review

There will be a regularly scheduled meeting with one of the Applied Knowledge central team on a monthly basis to track progress.

### Agenda

- Review of performance and fees earned
- Pipeline and fees forecast - next 6 months?
  - Practitioners
  - Content sets
- Activity undertaken
- News and events to publicise
- Support needs
- AK Update