



Business Summary *Launching a LEADERSHIP INSTITUTE &* *Building a COLLEGE OF MANAGEMENT IN COLLABORATIVE LEADERSHIP*

OVERVIEW

WHY LEADERSHIP IS ESSENTIAL

Leadership stands at the pinnacle of all “strategic leverage” factors in determining success or failure in personal life, in family, in community, and in organizations.

People don’t work for companies, they work for their leaders. Across America leaders are failing, as evidenced by extraordinary levels of distrust and job turn-over, particularly among *Millennials*, who are now dominating in the workforce.

MISSION

The International Collaborative Leadership Institute’s mission is two-fold:

1. Introduce the Most Effective Forms of Collaborative Leadership to *future* leaders (now in high school and college), and *current* leaders (in existing organizations).
2. Build an Organizational Structure (headquartered in Naples) for Collaborative Leadership:
 - a. Youth Leadership Program, and
 - b. Executive & Manager Development Program , then
 - c. College of Management in Collaborative Leadership

VALUE PROPOSITION

Based on our experience, 85% of organizations can gain major advantages using our breakthrough frameworks, trust-based programs, and benchmarked best practices.

Executive leaders and managers (currently employed) who graduate with a Certificate in Collaborative Leadership will achieve a 25-30% competitive advantage, measured in terms of increases in innovation flow, teamwork outputs, and profits within 5 years of graduation.

Future leaders (High School & College) will be trained in these methods, while also attaining superior placement in colleges of their choice and or after school employment opportunity.

OPPORTUNITY

The global leadership development market is \$25B.

Over 70% of companies cite “leadership gaps” as one of their top 5 challenges, and that 3-5 years of on-job training is necessary to create a fully productive, professional manager.

Research has proven that teaching best-practices aimed at leadership competency are effective.

The Leadership Institute is a best-practice, data-driven, cost-accountable education center which addresses the market’s need for results-oriented, collaborative-driven leaders.

MEDIUM & LONG RANGE GOALS

The Institute intends to attract the best and brightest thinkers and practitioners in Collaborative, Trust-based Leadership, while achieving four goals over the long term:

- a) Deliver Collaborative, Trust-based Leadership Training to *current & future* leaders,
- b) Launch a new College of Management in Collaborative, Trust-based Leadership
- c) Publish practical books and articles about Collaborative leadership
- d) Catalyze a world-wide initiative in Trust-based Leadership.

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STRATEGY

Our Strategy is proactive, using scalable architectures, designed to have large-scale impacts.

DEVELOPMENT PHASES

The long-term goal of building a College of Management will be achieved in *four phases*:

Phase I Launch of the International Collaborative Leadership Institute (ICLI)

ICLI has a hard launch planned for Q2 2017.

Organization Structure/Products/Services

1. **Core Learning Center** (proprietary curriculum, methodology, collaborative learning outcomes; organized as Centers of Excellence);
2. **Action Research Division** (industry white papers, applied leadership research, proprietary on-line methodology);
3. **Publication Center** (books, papers, videos, e-learning programs, etc.)
4. **Course / Event Center** (International program management, curriculum, operations center);
5. **Alliance / Partner Management** (new initiatives, institute growth).



Intellectual Property The Institute owns the exclusive license to the full body of work developed over 30 years by Robert Porter Lynch, Collaboration Thought Leader. This curriculum has been delivered to thousands of executives and students across 4 continents in the past 3 decades.

Youth Leadership Initiative The Leadership Institute will grant certificates in Collaborative Leadership to High School (HS) students completing 32 hours of Institute instruction.

The curriculum, experiential, mentor-based teaching process, and collaborative leadership certification distinguishes this HS Leadership Program from others in that skill development and capacity building is directed at teachers, students, and parents. The program will become the standard for identifying innovative, trust-based, entrepreneurial leaders in the pre-college and pre-workforce age groups.

Launch includes building a regional stakeholder alliance, planning, development, and implementation of a multi- institutional pilot, including a data-rich monitoring/evaluation system, intellectual property protection, branding, and faculty recruitment. The Pilot cohort is designed for 90 – 120 students.

Programs for Current Leaders Revenues from delivery of ICLI's Executive & Management Development programs will be used to underwrite Phase II & III of ICLI's Youth Leadership program.

Phase II Institute Branding, Monitoring, Evaluation

ICLI will become *a global Center of Excellence for a community of trust-based, collaborative leaders* prepared to demonstrate collaborative leadership skills in college and places of employment.

The Institute will be the global hub for best practices in leadership grounded in collaboration, trust, innovation, entrepreneurship, and strategic vision. **Future Ready** graduates of The Institute will lead using **Strategic Alliance Architecture, Collaborative Communication, and a Creative Mindset**. Our graduates will make a positive impact on the world today and into the future.

International Collaborative Leadership Institute

Phase III Growth of the Institute

Break-even is forecasted for year 3. This projection assumes 250 Executives annually attend training sessions priced at \$3,500. The net income supports the HS program.

Year 3 projections indicate surplus and student / executive data will be sufficient to finalize the Plan for the College, which is expected to attract a donor interested in a naming opportunity.

The Institute's first 3 years of operation will provide the database to determine scope, purpose, and volume projections for the New College of Management and will become the first Attenuated Agreement between the New College and its education partners.

A separate Task Force will be established to create the Strategic, Operating, and Financing Plan for the new College of Management

Phase IV Develop and Launch New College of Management in Collaborative Leadership

Initiate a phased roll-out of the new College of Management, *becoming the first college in the US to grant a BA in Collaborative Leadership*. The college will have qualified faculty, curriculum that will be eligible for accreditation, inaugural student base, and endowment.

The undergraduate business program is designed to achieve ACBSP (Association of Collegiate Business School Programs) accreditation within the first five years of operation.

Once operational, the ICLI Executive & Management programs will become the core of the College's Executive Education branch. The Youth Leadership Program will expand nationally, becoming a "feeder" for the College.

The new education facility will use a curriculum rooted in collaborative innovation, entrepreneurial thinking, and trust-based leadership; and will manage towards educational accreditation standards.

Graduates of the new College of Management will work in for-profit and not-for-profit sectors, and will lead their enterprises using trust-based collaboration. The College's core curriculum integrates collaboration, innovation, entrepreneurship, and creative customer-centric design; providing a fresh, innovative, state of the art management degree requiring demonstration of collaborative leadership prior to graduation.

The College is designed to attract an international, creative business student interested in forward thinking, state of the art management architecture, where the graduate will assume global leadership roles in today's complex, networked market.

MANAGEMENT TEAM

(resumes on request)

Robert Porter Lynch, Chairman- International thought leader, author, consultant, training – "Vanguard"
Christine Adamow, Operations – Serial entrepreneur, pracademic, consultant, global start-up – "Maven"
Joseph Scali, Finance – Wall Street analyst, web based finance educator, consultant, finance – "Master"
Sesh Sukhdeo, International Development – London based, global entrepreneur, training – "Guru"

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OPERATIONS / BUDGET

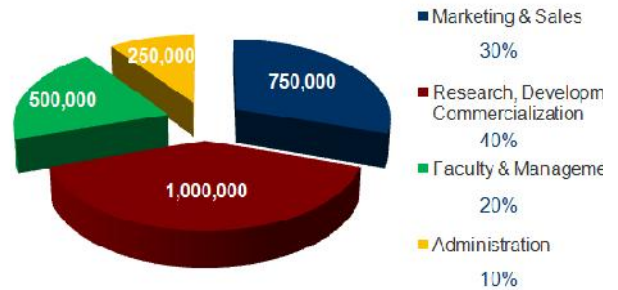
START UP CAPITAL REQUIREMENTS

GOAL: Raise startup funding to provide financial support for the first year of operation:

Estimated Start Up Funding Requirements

- | | |
|--------------------------------|----------|
| 1. Printing program materials | \$ 1,500 |
| 2. Office rent / supplies | 6,100 |
| • Naples Accelerator | |
| 3. Human capital | 150,000 |
| • 2 FTE @ 60K | |
| • Consultants | 80,000 |
| Legal, bookkeeping, CPA | |
| 4. Web Site development/launch | 10,000 |
| 5. Marketing | 60,000 |

Three Year Budget



Operations Budget

DATE	Operations Program	Capital Requirements
2016	Soft Launch <ul style="list-style-type: none"> • Business Plan • Pro-Forma developed • Product Design • Website and social media program design • Partnerships Identified • Presentations to Community • First Collaborative Programs Delivered 	\$120,000 Capital Raised \$20,000 Deficit \$100,000
2017	Hard Launch <ul style="list-style-type: none"> • Website: February • Marketing & Public Announcements: March • Youth Partner Alliances Formalized: May • Youth Alliance Pilot Program Draft: July • Multi-Site Youth Program Draft: Sept • Executive Programs (Revenue Generation) <ul style="list-style-type: none"> ○ January – Strategic Alliances – Vancouver ○ February – Leading Collaboration – San Diego ○ March – Trusted to Lead - Naples ○ April – Collaborative Project Leadership – Naples ○ May – Strategic Execution – Mexico City ○ June, Sept – Dec – TBD 	\$300,000 Capital Pledged \$10,000 Projected Receivables \$35,000
2018	Youth Leadership Programs <ul style="list-style-type: none"> • Multi-Site Delivery to 120 students Executive & Manager Development Programs <ul style="list-style-type: none"> • Full-Scale Delivery of Programs 	\$300,000 Capital Pledged \$10,000