

Make a Breakthrough in Emotional Intelligence

An Introduction into partnering with Genos International for coaches, consultants and trainers



genos
INTERNATIONAL



Many thanks for showing an interest in partnering with us for this programme, which we believe will be a game changer in the workplace.

We are partnering with Genos International to bring world-class emotional intelligence solutions to East Africa. Genos already work with more than 1500 coaches, consultants, trainers and other professionals who all share one thing in common – they want to build successful businesses by helping clients to create engaging workplaces where everyone pulls together in pursuit of a common goal.

This brochure is designed to give information to the coaches, consultants, trainers and other professionals who are interested in Partnering with us.

There is no need to read this from cover to cover – just use the Table of Contents to find the information you're most interested in right now.

Although we've designed this brochure so that you can print it out we recommend that you view it on your PC or device – if you do so you'll find that we have links to videos and other useful resources throughout the document; there's a lot of great information here.

Your Genos journey begins today and we look forward to welcoming you to our Powerful Online Program.

Vicky Karuga
National Director
Profiles International TMS

Zuhura Muro
Managing Director
Lindam Group Limited

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Your clients want Emotional Intelligence solutions



IF YOU'RE A COACH, consultant or trainer not currently offering Emotional Intelligence solutions to your clients then you are missing a potential source of differentiation and revenue for your business.

The video summarizes the mountain of evidence for EI, the essence of which is captured quite nicely by the comment from Harvard Business Review following a review of more than 20 years of research: "Emotional Intelligence accounts for nearly 90 percent of what moves people up the ladder".

Are any of your clients trying to currently trying to:

- Increase Employee Engagement?

- Improve team-working?
- Raise productivity or profitability?
- Manage Multi-generational Workforces more effectively?
- Increase sales performance?
- Improve customer service?
- Create a receptive environment for a major change program?

...if so, then Genos can help you position yourself uniquely to help them meet their goals.

Whether you're new to the topic or already expert in Emotional Intelligence, Genos can dramatically enhance the value of your client offerings.

Partnering with Genos

Certified EI Practitioner

In today's highly competitive marketplace of coaches, consultants and trainers, it can be difficult to stand out from the crowd. If you're not growing your client base quickly enough, or making the income you feel you're worth, you need to differentiate your business.

With Genos International and our suite of world-class Emotional Intelligence assessments, you can have a powerful impact on your clients and boost your business offering.

By partnering with Genos, increase your revenue, engage more prospects, and set yourself apart from the competition. You'll also earn substantial margins by integrating Genos products into your own business services.



BENEFITS OF BEING AN A GENOS CERTIFIED EI PRACTITIONER

- Attractive margins: build residual income by adding world-class products to your client offerings
- Differentiate your business: make yourself stand out from your completion with our world-class Emotional Intelligence assessments and training offerings
- Open doors to entirely new clients: anyone who's interested in employee engagement, productivity, or more effective teams is a prospect
- Increase revenues with existing clients: bring an entirely new offering to existing client
- Expand your range: Genos products drive coaching, consulting & training opportunities
- Superior support for growing your Genos business – Genos Fast-Start Program and Genos University
- Proven model – more than 1500 partners worldwide

How we support our partner's success



In Genos we often say that “we are dedicated to our partner’s success”, here are five ways we show that dedication:

WEBINAR / SEMINAR PROMOTIONAL PACKAGE

First, immediately after certification you can offer compelling webinar, seminar & keynote presentations promoting yourself as an authority on implementing Emotional Intelligence solution. We provide you a comprehensive promotional presentation package that includes ready-to-use PowerPoint decks, scripts and workbooks – with content you’ll have covered during certification.

COMPLETE 1-DAY TRAINING PACKAGE

Second, you can immediately begin selling full-day public or in-house training programs on “Applied Emotional Intelligence”. We give you a complete package of beautifully designed PowerPoint slides, participant workbooks, facilitator scripts, activity materials, and a brochure you can brand to begin promoting this out-of-the box offering right away.

GENOS UNIVERSITY: FREE FOR LIFE

Third, all certification graduates are awarded free lifetime access to our

unique membership site, Genos University, which offers 24/7 access to a wide range of video training programs covering all aspects of building a successful Genos business – with a particular emphasis on sharing the best practices of our most successful partners worldwide.

FAST-START MENTORING PROGRAM

Fourth, our Fast-Start Program is a 12-part mentoring program to guide you through establishing your Genos business, step by step. Starting day after you complete certification we come to you via weekly video emails with clear, actionable steps to get your new Genos business off to a flying start.

MEMBER PORTAL: ALL OUR BEST MATERIALS

Fifth, our member portal gives you access to absolutely everything that we use to make our own Genos business successful. In this ever-expanding resource you’ll find all of our presentations, marketing materials, training materials and much more.

...so you can see that when we say “we’re dedicated to our partner’s success” we REALLY mean it!

The Genos Certification Program



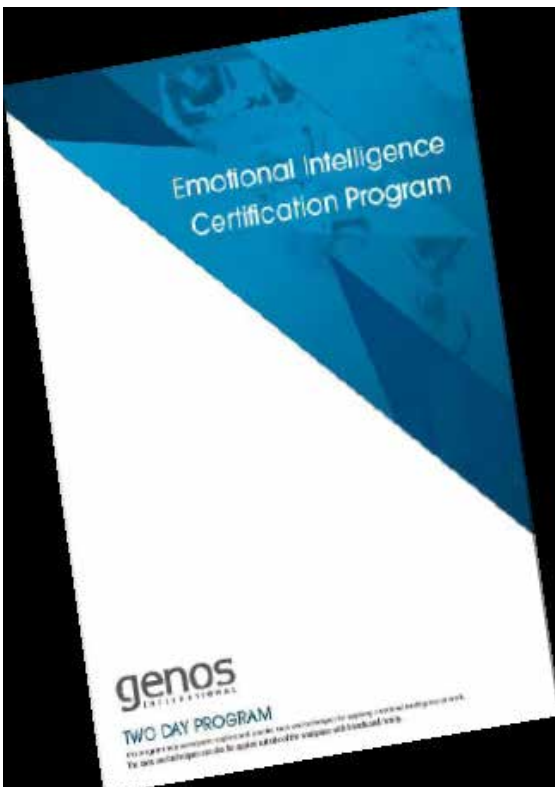
THE GENOS CERTIFIED EI PRACTITIONER PROGRAM: BECOME AN EXPERT IN APPLYING EMOTIONAL INTELLIGENCE IN THE WORKPLACE.

The Genos Certified EI Practitioner Program is specifically designed to make you the expert in applying Emotional Intelligence (EI) in the workplace. Learn from world-renowned experts who develop and apply Emotional Intelligence with global organisations every day.

Our facilitators are the best in their field and work towards making organisations of all sizes become the best model of themselves they can possibly be.

Those who successfully complete the Genos Certified EI Practitioner Program will be equipped to:

- Apply the Genos Model of Emotional Intelligence and clearly explain the unique features of the model
- Make the business case for Emotional Intelligence solutions
- Powerfully debrief assessment results to individuals and teams
- Provide practical tools and techniques for improving emotionally intelligent behaviours in the workplace
- Design and deliver group Emotional Intelligence development solutions
- Position the unique features of the Genos approach to assessing and developing Emotional Intelligence in comparison to other EI approaches



The Genos Certification Program

WHO'S THIS PROGRAM FOR?

The Genos Certified EI Practitioner Program is designed for experienced learning and organisational development professionals, human resource consultants, executive coaches, and organisational psychologists.

WHAT'S THE FORMAT OF THE PROGRAM?

The Genos Certified EI Practitioner Program is delivered online and includes:

1. A one-on-one 180° EI assessment and debrief conducted by a Genos certified instructor (preprogram)
2. Motivational content
3. Engaging practices
4. Hypothetical scenarios
5. Action planning
6. Debriefing following practical applications

To achieve certification and complete the program successfully, the participant must study a sample 180° assessment and debrief the results with the master trainer. The master trainer will then provide you with feedback on your training. The aim of this session is to clearly demonstrate to the master trainer that you can apply the Genos Emotional Intelligence tools to debriefing and assessment and therefore confidently undertake training and workshops of your own.

ADVANTAGES

There are many clear advantages to becoming a Genos Certified EI Practitioner; here are just some of them:

1. Affiliation highly regarded source on Emotional Intelligence assessments practices for the working environment.
2. As a Genos Certified EI Practitioner, you will be granted access to our growing network of over a thousand professionals who each practice emotional intelligence coaching and developments in their respective fields, e.g. HR coaches, executive coaches and organisational and development coaches.
3. All Genos Certified EI Practitioners are given access to Genos University (or online video educational portal), to our Fast-Start Program (a 10-12 week program helping you establish your Genos business in the weeks following certification), and to our Member's Portal, which gives you immediate access to a wealth of invaluable documents, presentations, marketing material and much more.

GENOS CERTIFIED EI PRACTITIONER PROGRAM: RESULTS

After successfully completing the Genos Certified EI Practitioner Program, you will be equipped to:

1. Develop and market your own emotional intelligence products and services to others
2. Enhance and further develop other individuals and groups emotional intelligence levels through in-depth assessment and debriefing of results, as well as providing the mechanisms necessary for boosting emotional intelligence in the working environment.
3. Develop and deliver emotional intelligence training to larger groups

APPRAISAL & DEBRIEFING

1. The Genos Model of Emotional Intelligence
2. The Genos Assessments and Reports
3. Successfully debrief appraisal results to groups and individuals

The Genos Certification Program

CULTIVATING EMOTIONAL INTELLIGENCE

1. The Genos EI development learning design,
2. The Genos EI development experiential exercises.

DEVELOPING AND MARKETING EI SOLUTIONS

1. Methods for making the business case for Emotional Intelligence solutions
2. Methods for positioning Genos as the authority on EI when compared to other EI methods. Selling our uniqueness.
3. Methods for responding to specific client requests and requirements, as well as developing EI development solutions for that client.

PRESERVING YOUR CERTIFICATION

Qualified and competent use of our assessment tools comes from:

1. Consistent learning and practice utilizing Genos University, our Fast-Start Program and the Member's Portal
2. Consultation and association with other Genos Certified EI Practitioners
3. Continued usage of the tools in real-world situations

In order to preserve and maintain your Genos certification, you will be required to:

1. Undertake the debriefing of no less than three emotional intelligence reports in any year.
2. Be present at a minimum of one Genos online professional development event in any year, this can include taking part or watching in a virtual event (webinar) or being present at a physical event

What our partners say



"All leaders need EI training, especially sales managers. The Genos program is the best"

Tim Brennan, GlaxoSmithKline



"It's important as a leader to understand how to manage people. Leadership is about relationships and how you make other people feel."

Mary Mukindia, Genos Certified Emotional Intelligence Coach



"Self-awareness is the beginning of becoming more emotionally intelligent - everything else leads from there."

Derek Bbanga, Genos Certified Emotional Intelligence Coach



"The Genos Emotional Intelligence model is truly a game changer..."

Debbie Muno, Red Diamond Solutions