



TOOLS AND TRAINING FOR INDEPENDENT BUSINESS CONSULTANTS





TOOLS AND TRAINING FOR CONSULTANTS



www.innermetrix.com +1 (888) 469-6803

Whether you are just getting started as a professional business consultant, or you already have a consulting business but want to take it to the next level, the IMX 3.0 Business Development Process and tools are just what you need.

Innermetrix is a 16 year old firm specializing in tools and training for the independent consultant. Over 2,000 consultants across 31 countries have benefited from working with IMX. They have used our tools and services with more than 10,000 corporations and 1.6 million employees. With offices in 11 countries, all the support and tools you need are available when and where you need them.

At Innermetrix, your growth is our number one priority. Our world-class psychometric tools such as DISC, Values and Attribute Index combined with real-world consultant training and education are designed to achieve one single goal – ensuring that your consulting or coaching practice grows!

As a Certified Innermetrix Consultant you'll receive:

- The most comprehensive training and support program on the market today (sales & marketing success program, executive coaching, mentoring, business consultation, consulting tools and methodologies).
- A large suite of proven business consulting tools and processes, designed not only to help you deliver more value – but sell more business in the first place. All of our profiles have been rigorously tested for maximum validity and reliability in compliance with the APA and EEOC guidelines.
- Sales and Marketing training, support and materials through educational seminars, global marketing – even your own personal sales coach.
- Immediate power of an internationally recognized brand.
- The Diagnostic Sales Methodology - A professional services selling program that delivers 70% conversion!
- An industry first, unlimited usage of all profiles each month for one low, fixed fee. Why? Because we don't sell profiles – we sell growth.
- First 30 days of unlimited usage FREE (with full certification)

The Attribute Index is a revolutionary profile for consultants to measure organizational skills and competencies and to increase individual and team efficiency and effectiveness.

Built specifically for the business environment, and to be easy to use by any manager, the Attribute Index assesses an individual's cognitive style (i.e., how they think).

Our Founder, Jay Niblick, built this profile based on the groundbreaking work of Dr. Robert S. Hartman (Yale/MIT). The profile is a uniquely powerful way of quantifying an individual's ability in 80+ business related areas.

Over 30 validation studies make the Attribute Index one of the most powerful and reliable profiles on the market today.

Used by over 600,000 people in over 31 countries, the Attribute Index can help in finding, developing and keeping the very best talent.



ATTRIBUTE INDEX PROFILE

used by consultants for:

individual assessments

measuring organizational skills

team efficiency

individual effectiveness

“I was amazed at the insight Innermetrix delivered in such a short assessment process. I feel it was right on in its assessment of our leadership strengths and weaknesses.”

Judi Keller -VP Academics



The DISC Index is the most contemporary interpretation of Dr. William Marston's groundbreaking work into understanding and measuring a person's natural behavioral style as constructed by Jay Niblick, Founder and CEO of Innermetrix Inc.

Understanding individual behavioral preferences and habits is crucial when working with team members, as a leader or a manager of several people, or in an environment that requires conflict resolution. The DISC Index can be used in a variety of situations, such as selection and hiring, succession planning and team development.

The DISC Index profile is unique in that it:

- has **the highest** validity and reliability scores on the market today
- was the first behavioral instrument to produce zero waste by ranking all words, not just half
- uses a **one-of-a-kind** click and drag interface for significantly greater accuracy and ease-of-use
- contains the **most current** instrument items for increased accuracy and reliability



DISC INDEX PROFILE

used by consultants for:

individual assessments

selection and hiring

succession planning

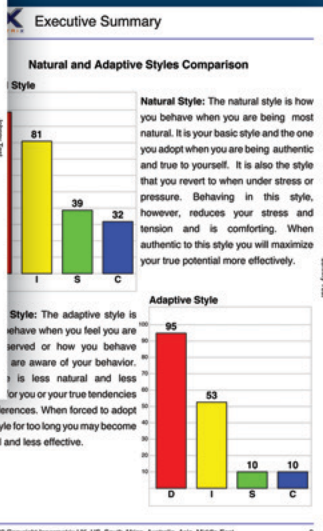
team development

IMX Four Components of Behavior

A closer look at the four components of your behavioral style

Decisive	Interactive	Stabilizing	Cautious
Problems: How you tend to approach problems and make decisions	People: How you tend to interact with others and share opinions	Pace: How you prefer to pace things in your environment	Procedures: Your preference for established procedures/standards
High D Demanding Driving Forceful Direct Determined Competitive Responsive Inquisitive Conservative Mild Aggressive Unrelenting Low D	High I Gregarious Persuasive Inspiring Enthusiastic Social Poised Charming Convincing Reflective Matter of fact Withdrawn Alert Low I	High S Patient Predictable Passive Compliant Stable Consistent Steady Cautious Reluctant Active Spontaneous Impulsive Low S	High C Cautious Perfectionist Systematic Cautious Analytical Orderly Fast Balanced Independent Reluctant Cautious Defiant Low C

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“The IMX process showed us how undefined our understanding was of the total assets we had within our own sales department. This was instrumental in developing a plan to maximize performance and meet our objectives”

David Burns
Director of Management Development

Jay Niblick combined the works of Drs. Spranger and Allport to create the Values Index, the most powerful motivations profile on the market today.

This kind of information is vital when it comes to motivating employees, making hiring and selection decisions, understanding performance issues or any situation that requires understanding what drives, motivates and inspires an individual.

Understanding WHY someone does what they do is the key to understanding how to get them engaged with work and in an environment that will lead to the most passion.

The Values Index profile is unique in that it:

- has the highest validity and reliability scores on the market today
- was the first values instrument to examine seven separate dimensions of motivation
- was the first click and drag values instrument interface on the market today
- contains the most current instrument items for increased accuracy and reliability



VALUES INDEX PROFILE

used by consultants for:

individual assessments

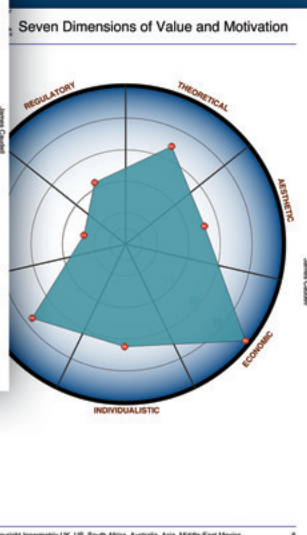
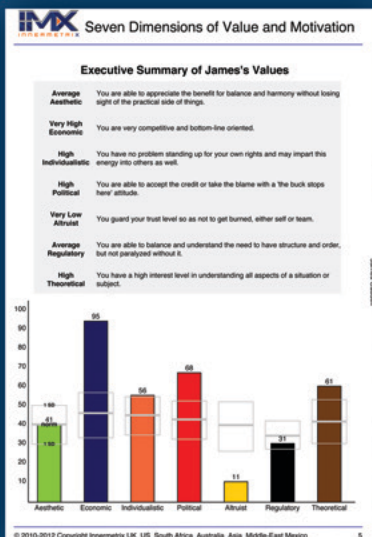
understanding motivation

selection decisions

performance issues

“I have worked in this industry for over 25 years and I have never seen such an effective, in-depth process that can change the way you manage your business in such a significant way”

Dr. Joyce Knudsen - President



The IMX ADVanced Insights Profile combines the best of three world-class profiles. The Attribute Index measures WHAT natural talents a person has, based on how they think and make decisions. The Values Index measures WHY a person is motivated to use their talents, based on motivational drivers. And, the DISC Index measures HOW a person prefers to use their talents, based on the natural behavioral style.

Together they create the WHAT, WHY and HOW of human performance; What natural talents do you have, Why are you motivated to use them and How do you prefer to use them.

This is the most comprehensive psychometric battery on the market today, and puts you in the position to provide greater value to your clients than any other profile on the globe.

A high level of self-awareness and discovery are the core to achieving peak performance in any role or endeavor, and to ensure that you properly align what you do best with how you do it and why.



ADVANCED INSIGHTS PROFILE

used by consultants for:

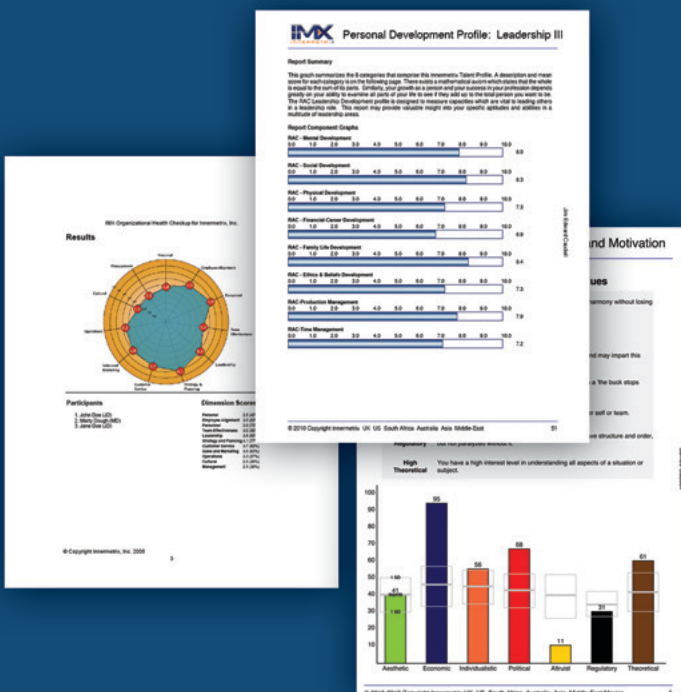
how you think and make decisions

your motivational style and drivers

your preferred behavioral style

“Our use of the ADVanced Insights helped us not only understand how we should value a potential acquisition team, but also how acquiring them would effect our own leadership team”

Steve Kana – Shareholder



The Innermetrix team developed the Organizational Health Checkup to investigate 55 areas necessary for optimum performance of any business. The study also determines the extent of workforce alignment with your company's objectives and culture. The results of the Organizational Health Checkup will identify the major areas to be targeted for improvement and reinforcement.

Your business health and workforce alignment scores, with accurate results in 11 different key performance areas, will enable you to develop a long-term plan for business improvement with sustainable growth.

Having this level of holistic understanding for the overall health of your organization will allow you to positively identify problems more efficiently, and maximize existing high-performing business segments more effectively.

The OHC profile indicates the degree of current and future business health and sustainability.



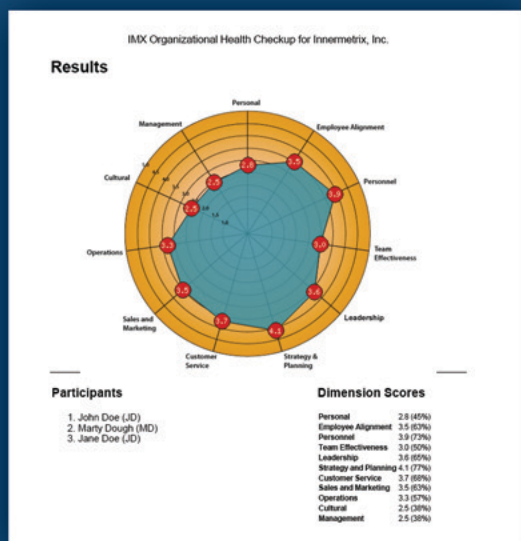
ORGANIZATIONAL HEALTH CHECKUP

used by consultants for:

holistic business overview

business improvement

long-term growth assessment



“The Health checkup was instrumental in helping to identify a significant area of need that was causing underperformance. In 35 minutes, from that one assessment, IMX saved us \$280,000!”

Daniel Erasmus – CEO

Our focus at Innermetrix is to help businesses identify, understand and improve the overall health and profitability of their organization.

Organizations everywhere are looking for better ways to answer that question, and properly discover what really drives performance in a modern business. During these challenging economic times, being able to understand how to drive effectiveness and performance in the business is critical.

Innermetrix, along with Allan Miller, Managing Director of Innermetrix International, has developed a comprehensive suite of business development processes that allow our consultants to help businesses more accurately identify critical company issues, measure and isolate the causes, and implement appropriate solutions to resolve them.

The IMX approach is a holistic business process that breaks down the complicated structure of an organization to 11 separate but interdependent core areas of performance.

From there, our consultants can deliver dedicated training programs designed to alleviate the pains in areas like: Leadership, Communication, Teamwork, Management, Sales, Customer Service and Hiring.

Each training program is built to integrate the Innermetrix profile so each participant can experience a personalized process, with singularly unique outcomes.

The result is a proven, easy-to-follow process that delivers improved overall health and profitability to every dimension of your client's business.



INNERMETRIX TRAINING

The training programs you can leverage from Innermetrix include:

Leadership

Communication

Teamwork

Management

Sales

Customer Service

Hiring



BECOME A CERTIFIED INNERMETRIX CONSULTANT

Innermetrix Inc. has over 16 years of experience providing independent management consultants with the tools and training they need to start, run and grow a successful (i.e., profitable and satisfying) consulting practice. We've certified well over 1,500 consultants in 23 countries, and we're expanding.

From world-class business profiles to award winning training, as a Certified Innermetrix Consultant (CIC) you will benefit from a long line of business tools, techniques, tips and talent:

- The IMX Consultant Growth Blog – weekly articles on growing a successful consulting practice.
- The IMX Consultant Education Library – over 30 hours of recorded educational content designed to help answer your questions about how to improve your consulting practice.
- Monthly IMX webinars – Monthly consulting topics we dive deep into for an hour of continuing education.
- Two free copies of our Founder's Bestselling books:
 - What's Your Genius (Foreword by Anthony Robbins)
Learn how to align your natural talents to create passion and success in your business.
 - The Profitable Consultant (Foreword by Marshall Goldsmith)
All the key knowledge you need to start, grow and thrive as an independent business consultant.
- Specific topics covered as a CIC:
 - Is consulting even right for you?
 - Opening your doors
 - The Basics of Consulting
 - Strategic planning for your practice
 - Branding, how to do it and why
 - Determining the best fee structure
 - How to deal with deadbeats
 - Protecting and increasing profits.
 - How to write the best proposals
 - Negotiating for maximum profits
 - Marketing basics
 - Advanced Marketing – 16 channels to your clients
 - The Diagnostic Sales Process – 70% conversion every time
 - The seven buying motives and the four buying styles
 - Complete profile accreditation (3-day live course)

“Jay Niblick has re-written the sales and marketing play book for the entire consultant industry.”

Dr. Marshall Goldsmith



WHO'S USING INNERMETRIX?

3M	Ciba Pharmaceuticals	Kraft Foods
Advo, Inc.	Citibank	Microsoft
ALCON	Clyde Union	Nextel
Allied Chemicals	Coca-Cola Incorporated	NVT Computing Group
Allied Industries	Coldwell Banker	Panasonic
Allstate Insurance	Country Wide Mortgage	Pepperdine University
American Express	De Puy, Inc.	Porterbrook Leasing UK
American Red Cross	Dean Witter Reynolds	Proffitt's Department Stores
AmeriTech	Department of Veteran's Affairs	PWC
Amtech Corporation	Medical Center	SAB Miller
Anheuser-Busch Inc.	Doppio Zero Restaurants	Sak's Fifth Avenue
AT&T	EDS	Sandler Sales Training Co.
Audiovox	Emory University	Southwest Airlines
BAE Systems	Federated Department Stores	State Farm Insurance
Big Brothers and Sisters	Fifth Third Bank	Strathclyde Police
Blue Cross	First National Bank	Stryker Medical
Blue Shield	Fleet Bank	Texaco
BlueOrange Consulting UK	GE Capital	The Air Force Academy
Boston Scientific	General Electric (GE)	The Anthony Robbins Companies
Bridgestone/Firestone	General Mills, Inc.	The PGA
British Petroleum (BP)	General Motors	The US Army
Brunswick Corporation	GMC Trucks	Turner Broadcasting
California State University	Goddard Space Flight Center	UCB Pharmaceuticals
Care Now Foundation	Google	United Parcel Post
Caremark	Hewlett Packard	United States IRS
Carrier Corp.	Honeywell, Inc.	United States Postal Service
CAT Inc.	IBM	Volvo
Charles Schwab	IIR South Africa	Wachovia Bank
Chase Manhattan Bank	Intel	Washington Mutual Insurance
Chevron	Johnson & Johnson	Wells Fargo Banks
Chrysler	KPMG	Yale Law School