



True Colors® Standards

This document is meant to accompany the True Colors Facilitator Agreement.

1. Facilitator Status
 - a) For Profit Company – internal facilitator sent to certification by employer with intention of having certified facilitator deliver True Colors Seminars/Programs within the company.
 - b) Non Profit Organization – internal facilitator sent to certification by organization, school/education group, or non-profit company (i.e., some hospitals) with intention of having certified facilitator deliver True Colors Seminars/Programs within organization, school/education group, non-profit company or in the community.
 - c) Independent Consultant (IC) – an independent business owner who delivers True Colors Seminars/Programs for a fee.
2. Internal facilitators may present True Colors seminars up to four (4) times a year outside of their company or organization. If more seminars are delivered than four (4) per year, facilitator may be considered to be an Independent Consultant by True Colors and must be licensed as such to purchase materials.
3. Any outside business must be checked/verified with a True Colors Account Rep for an existing relationship. Referrals/leads that are a result of a contact made at an outside seminar must be cleared with a True Colors Account Rep.
4. Referrals and Leads
 - Referrals to True Colors resulting in a contract may be paid a referral fee of 10%, not to exceed \$2500 and must be date specific. *
 - Payment to facilitator for referral requires a personal introduction (by phone or email, or in person) and will be paid to facilitator upon receipt of payment to True Colors.
 - Referring facilitator will have the right of first refusal for seminar presentations for which they are certified.
 - For facilitators within a company or organization who give a valid referral to True Colors, whose organization or company do not allow them to receive a referral fee, will be given a \$500 personal credit toward future purchase of materials for an outside presentation.
5. A True Colors Authorized Independent Consultant (TCAIC) has a partnership with True Colors where the TCAIC may be called upon to work closely with a True Colors Account Rep and a customer, frequently in specific areas of expertise (i.e., health care, conflict resolution, corporate leadership, etc.). These are the facilitators that True Colors will call upon most frequently to deliver Seminars or Programs and may

require the facilitator to be a train-the-trainer or be certified in Additional Applications.

To become a TCAIC, the following may be required:

- a) Your area of training interest; expertise
- b) Resume, including your True Colors™ spectrum
- c) Preference of Workshops you would like to present (what audiences)
- d) True Colors Trainer's Needs Analysis Survey, (enclosed)
- e) Evaluations from past workshops, trainings, along with any comments, letters of recommendation, etc. after you have completed Certification Training.
- f) Video of your performance (no longer than 10-15 minutes)
- g) Desired locations where you are willing to conduct workshops
- h) Copy of your Certificate of Completion for the Certification Training(s) you have completed.
- i) Sign and Return the Business Partner Agreement (enclosed)
- j) Copy or summary of a business or marketing plan
- k) Email contact ability