

The C4C Associate Program

Program Overview

Consulting • Development • Coaching
Real Performance | Real Growth | Real Value



PART I

The Foundation and Strategic Alignment

1.1 WELCOME AND EXECUTIVE SUMMARY

A Letter from the C4C Leadership

Dear Associates,

Our world is one of constant change and increasing complexity, and the need for transformative leadership and operational excellence has never been greater.

The engineering, manufacturing, and construction sectors are the engines of global progress, yet they often face their greatest challenges in isolation—scaling their impact, accessing cutting-edge methodologies, and building a brand that commands the attention of the C-suite.

For 45 years, our founder and other members of the team have observed, worked with, and learned from leaders across industries and cultures. This journey culminated in the creation of Skills 4 Executives trading as Coaching 4 Companies (C4C)—a platform built not just to advise, but to partner in execution.

This Associate Program is the cornerstone of our strategy to scale our mission. It is an invitation to a select group of established consultancies who share our passion for **Real Performance, Real Growth, and Real Value.**

This is not a passive affiliate scheme. It is a deep, integrative working relationship where we provide the proven systems, the prestigious brand, and the engine for growth, empowering you to amplify your expertise and deliver our signature consulting, development, and coaching services.

We are building a community of excellence—a network where shared success is not just a goal, but a structured outcome. We look forward to exploring the potential of building that future together.

Sincerely,

The C4C Leadership Team

Skills 4 Executives Limited, trading as Coaching 4 Companies
Scaling Impact Through Trusted Collaboration



1.2 THE C4C MISSION, VISION AND VALUES

Our collaboration is grounded in a shared purpose. As a C4C Associate, you become an ambassador for our core brand promises.



Our Vision

Delivering positive and transformative impact for all—our clients, associates, partners, and the community.



Our Mission

Consulting • Development • Coaching – 4X Business Performance and Co-creating “Transformational Moments of Inner Magic.”



Our Values

We operate with a steadfast commitment to:

- **Contribution:** Creating meaningful, lasting value.
- **Growth:** A continuous learning mindset for ourselves and our clients.
- **Fulfillment:** Finding purpose and satisfaction in our work.
- **Delight:** Exceeding expectations in every interaction.



Our Brand Promise: EXCELLENCE.

This is the unwavering standard that underpins every product, service, and relationship under the C4C banner.



To ensure mutual success and uphold our brand promise, we seek collaborators who meet the following criteria:



Business Structure and Legality

- ✓ Must be a **registered legal entity** (Pte Ltd, Sdn Bhd, PT, etc.) in good standing within its operating country
- ✓ Must carry as **USD 2,000,000 minimum professional and public liability insurance** as stipulated for consulting, development, or coaching services in your region
- ✓ Must have a dedicated business banking account
- ✓ Must be prepared to sign our C4C Associate Agreement
- ✓ Must be prepared to participate in our Onboarding program and annual refresher training and events



Team Experience and Credentials

- ✓ **Core Team:** A stable team of 2-5+ professionals (including internal or external contracted staff)
- ✓ **Lead Consultant Credentials:** At least one principal or lead consultant must possess a minimum of 10 years of hands-on industry experience in the Engineering, Manufacturing, or Construction sectors
- ✓ **Coaching Credentials (For Coaching Pillar):** Coaches must hold current credentials from a recognized global body (e.g., ICF PCC/MCC level, EMCC) to deliver C4C coaching programs
- ✓ **Facilitation Credentials (For Development Pillar):** Instructional Designers and Facilitators must be certified through a globally recognized organization or through the C4C Facilitator program



Cultural Fit Indicators

- ✓ **Growth Mindset:** Demonstrated commitment to continuous learning and professional development.
- ✓ **Client-Centricity:** A proven track record of prioritizing client outcomes and long-term relationships over short-term transactions.
- ✓ **Collaborative Spirit:** Willingness to engage transparently with the C4C ecosystem, share insights, and contribute to the community.
- ✓ **Ethical Foundation:** Adherence to the highest standards of professional ethics and integrity.

NOTES ON TERMINOLOGY:

Throughout this Program Guide, the titles “**Country Manager**” and “**Program Manager**” are used interchangeably to refer to the designated C4C representative responsible for overseeing the Associate relationship within a given territory.

“**Operational Infrastructure**” (computers, software, internet, etc.) The **Associate is solely responsible** for procuring and maintaining it at their own expense.



1.4 THE THREE SERVICE PILLARS

As a C4C Associate, you will be trained, certified, and supported to deliver the following premium service pillars (dependant on your field of expertise) utilizing our in-house platforms, processes and systems.

Performance Consulting



Scope of Service: Enabling business growth through strategic workshops, mastermind communities, and operational optimization. This includes delivering:

- ½, 1, and 2-day Business and 4X Growth Workshops.
- 6 and 12-month Mastermind Communities for small businesses and executives.
- Business Operations Optimization packages, including Fractional COO services.

C4C IP and Methodologies: Associates will be certified in the proprietary 4X Growth Formula, a systemic framework designed to exponentially improve performance across four key quadrants: Clients, Employees, Technology, and Financials.

Delivery Standards: All workshops and masterminds must use official C4C curriculum templates, co-branded materials, and follow the prescribed facilitative flow that balances theory, interactive case studies, and actionable planning.



ET (Executive Talent) Development

ETdevelopment

Scope of Service: Developing leaders at all levels through structured, immersive programs. This includes:

- **Virtual Masterminds:** Short, targeted online programs (*e.g., Mastering Success Behaviors, Communication as a Core Strength*).
- **Transformational Talent Development (TTD):** Flagship programs ranging from the 3-day **1st 100-days Accelerator** to the 12-month *Elite Executive Talent program*.
- **Destination Masterminds:** Exclusive 3-day immersive experiences in global locations.

C4C IP and Methodologies: Certification in the **ET Development Framework**, including the specific curriculum, coaching points, and assessment tools for each TTD program level (Emerging, Executive, Senior Executive).

Delivery Standards: Programs must be delivered as complete systems, utilizing all provided workbooks, digital assets, and coaching protocols. Facilitators must achieve a pass rating in program-specific training and calibration sessions.

Transformational Business Coaching

Scope of Service: Providing personalized and team-based coaching solutions.

- 1-on-1 Coaching packages (Careers, Business Optimizer, Catalyst Leader).
- Systemic Team Coaching for elite teams.
- Group Coaching programs (e.g., *Leadership Transformation*).
- In-house Coach and Mentor Training.

C4C IP and Methodologies: Certification in the **C4C Coaching Dialogue Framework** and specific methodologies for Systemic Team Coaching. Use of proprietary tools (welcome packs, workbooks, 360-degree assessments) is mandatory.

Delivery Standards: All coaching engagements must follow the structured C4C journey map, from chemistry meetings to milestone reviews. Coaches must participate in regular C4C supervision and adhere to ICF/EMCC code of ethics while utilizing C4C tools.

BRAND GOVERNANCE ACROSS ALL PILLARS:

- ✓ All client-facing materials, proposals, and presentations must use approved C4C co-branding templates.
- ✓ The C4C brand and value proposition (“Real Performance, Real Growth, Real Value”) must be consistently communicated.
- ✓ Service delivery must align with the premium, executive-focused experience promised by the C4C brand.





PART II

The Collaboration Model: Mechanics and Economics



2.1 PRICING AND FINANCIAL DEFINITIONS

All client engagements are priced and remunerated according to the following standardized terminology and calculation sequence. This ensures transparency and consistency across the C4C Associate network.

A. Defined Price Points

Term	Definition
Gross Sales Price (GSP)	The total invoice amount charged to the client, inclusive of all applicable country taxes but net of any product or client discounts.
Total Amount (TA)	The Gross Sales Price minus all applicable country taxes. This is the primary internal calculation base for referral and affiliate fees.
Net Sales Price (NSP)	The Total Amount minus any Referral Fees and Affiliate Fees. This is the secondary internal calculation base for Sales Commissions and Associate Royalty Payouts.
Affiliate Fee	A fee payable to third-party marketing affiliates who refer new client business to C4C, typically ranging from 10–20% of the Total Amount, as defined in the separate C4C Affiliate Program terms.
Sales Commission	An internal C4C compensation element paid to C4C sales employees, typically averaging 4–5% of the Net Sales Price , subject to individual employment agreements and performance incentives.
C4C Gross Profit	The Net Sales Price minus the Sales Commission and the Associate Royalty Payout.

B. Standard Calculation Flow

The financial flow for any client project follows this sequence:

Gross Sales Price (GSP) → Billed to client.

– **Country Taxes** (remitted to relevant authority by C4C)

= **Total Amount (TA)**

– **Referral Fee** (5% of TA for first project only)

– **Affiliate Fee** (10–20% of TA, if applicable)

= **Net Sales Price (NSP)**

– **Sales Commission** (typically 4–5% of **NSP**, paid to C4C sales employees)

– **Associate Royalty Payout** (70–80% of **NSP**, based on tier)

= **C4C Gross Profit**

Example:

A project with a GSP of \$100,000 (assuming \$10,000 tax) and a Gold-tier Associate (75% royalty).

- TA = \$90,000
- NSP (after 5% referral fee and 15% affiliate fee) = \$72,000
- **Sales Commission** (5% of NSP) = $\$72,000 \times 5\% = \mathbf{\$3,600}$
- **Royalty Payout** (75% of NSP) = $\$72,000 \times 75\% = \mathbf{\$54,000}$
- **C4C Gross Profit** = $\$72,000 - \$3,600 - \$54,000 = \mathbf{\$14,400}$

For variation orders, see Section 3.4 for simplified calculation (TA = NSP, no referral/affiliate/commission fees).

C. Key Implications for Associates

- Both the **Sales Commission** and your **Associate Royalty Payout** are calculated from the same **Net Sales Price (NSP)**.
- The NSP is determined after deducting all external acquisition costs (taxes, referral, affiliate fees).
- This model ensures transparency and fairness, with all post-acquisition revenue sharing calculated from the same net revenue pool.

Complete Criteria and Progression

Progression is measured quarterly. Advancement requires meeting all criteria for the next tier for two consecutive review periods.

The C4C Country Manager conducts tier reviews.

Criterion	Silver Tier (LAUNCH)	Gold Tier (GROWTH)	Platinum Tier (LEADERSHIP)
Lead Engagement SLA	Cold Lead 85% of client responses inside 18 hours	Cold and Warm Leads 90% of client responses inside 12 hours	Warm Leads 95% of client responses inside 6 hours
Client Satisfaction (CSAT)	Avg. client post-engagement score $\geq 4.2 / 5$	Avg. client post-engagement score $\geq 4.5 / 5$	Avg. client post-engagement score $\geq 4.7 / 5$
C4C System Utilization	Mandatory use of the C4C Proposal App and delivery templates for all client work	Silver + Active participation in the community forum (min. 2 contributions/quarter)	Silver + Contribution of at least one case study or playbook refinement per quarter
Lead Generation Contribution	Submit 1 qualified referrals into the C4C lead pool per quarter	Submit 2 qualified referrals into the C4C lead pool per quarter	Submit 3 qualified referrals into the C4C lead pool per quarter

Note: A one-tier demotion may occur if criteria are missed for two consecutive quarters.

Associate Payout and Bonuses

A. Associate Royalty Payout

*You earn the following percentage of the **Net Sales Price (NSP)** for services delivered under the C4C brand, as defined in Section 2.0.*

- Silver: 70% Payout (C4C Platform Share: 30%).
- Gold: 75% Payout (C4C Platform Share: 25%).
- Platinum: 80% Payout (C4C Platform Share: 20%).

C4C's share supports your license to our IP, brand, technology platform, automated lead generation engine, and full support ecosystem.

B. Referral and Network Expansion Incentives

- **Lead Referral Bonus:** For any Qualified Lead you submit through the official C4C referral process that converts into a **first-time client project** delivered by another C4C Associate or the C4C internal team, you earn a **one-time referral fee of 5% of the Total Amount** for that initial project.
 - **Calculation:** Total Amount (Gross Sales Price – Taxes) × 5%
 - **Example:** You refer a lead that results in a first project with a Gross Sales Price of \$50,000 (including \$5,000 in taxes.) The Total Amount is \$45,000. Your one-time referral fee is **\$2,250**.
 - **Scope:** This fee is paid only on the client's **first project**. Subsequent projects with the same client do not generate additional referral fees.
- **Strategic Collaborator Introduction Bonus:** Introducing a new company that successfully onboards as a C4C Associate earns a **\$1,000** one-time bonus, paid after the new Associate's first client delivery.

C. Performance Accelerators (Discretionary)

Platinum-tier Associates demonstrating sustained exceptional performance and contribution to the network's growth and intellectual capital may be eligible for negotiated adjustments to the standard revenue share.

2.4 THE C4C LEAD ENGINE

Access, Allocation and Technology

This integrated system, powered by Clay and LinkedIn Sales Navigator, is a core benefit of this collaboration. However, while C4C invests significantly in lead generation, specific lead volumes are not guaranteed.

Access

All tiers receive access to the C4C Sales Dashboard if they claim a client relationship, where vetted lead dossiers are delivered. Each dossier includes the company, triggering event, key contacts (with LinkedIn insights), and a personalized outreach hook.

Allocation Logic

- **Primary Filter:** Geographic territory and service pillar specialty (Consulting, Development, Coaching).
- **Tier Priority:** Leads are offered first to Platinum Associates in the relevant segment, then Gold, then Silver.
- **Performance-Based Routing:** Associates with higher lead-to-client conversion rates receive priority on high-intent leads.
- **Acceptance SLA:** Associates must accept or reject a lead within 12 hours of assignment.

Integrated Technology Stack

Tool	Purpose	Access by Tier
C4C AI Integration Hub	Receive and manage automated cold lead dossiers for claimed leads.	Applicable for all three tiers
C4C AI and Human Bridge	Integrated research and 3-touch communication for enriched lead intelligence.	Applicable for all three tiers
C4C Investment Estimate and Proposal Generator App	Generate client proposals, contracts, and track pipeline. Mandatory for all client documentation.	Applicable for all three tiers
C4C Resource Vault	Access all delivery templates, brand assets, training modules, and playbooks.	Applicable for all three tiers
C4C Community Platform via Mastermind.com	Private network for peer collaboration, Q&A, and mastermind groups.	Applicable for all three tiers
C4C Learning Management System via Mastermind.com	Certification training for C4C service pillars and ongoing development.	Applicable for all three tiers
C4C Advanced Analytics Dashboard	View real-time KPIs, royalty tracking, and lead conversion analytics.	Applicable for all three tiers

Data Privacy and IP: All client data entered into C4C systems remains governed by strict data agreements. C4C's methodologies and IP within the systems are licensed to the Associate for the term of the agreement.





PART III

The Operational Playbook

3.1 LEAD GENERATION AND MANAGEMENT PROTOCOL

A. The C4C Lead Engine Workflow

- **Lead Detection:** The AI integration Hub continually monitors target company lists and news/social feeds for predefined triggers (expansion, funding, leadership changes, expressed challenges).
- **Enrichment and Dossier Creation:** Upon a trigger hit, the system:
 - Enriches company and contact data.
 - Queries and validates before pulling profile data.
 - Generates a comprehensive Lead Dossier for automated research.
- **Assignment and Notification:** The system applies routing rules (geography, pillar, tier priority) and posts the dossier to the assigned Associate's C4C Lead Dashboard, triggering an email/Slack notification.

B. Lead Dossier Template

- **Company:** Name, Industry, Size, Location.
- **Trigger Event:** *e.g., "Announced expansion into Vietnam, June 2024."*
- **Key Contact:** Name, Title, LinkedIn Profile Link.
- **Personalization Hook:** *e.g., "Priya recently posted about sustainable manufacturing. Congratulate her on the expansion and connect it to operational scaling challenges."*
- **Suggested C4C Service Pillar:** Performance Consulting.
- **Link to Relevant C4C Asset:** 4X Growth Workshop one-pager.

C. Associate Lead Management SLA

- **Accept/Reject:** Must action within 12 hours of assignment in the dashboard.
- **Rejection Required Note:** Must provide a brief reason (e.g., “capacity,” “not a fit”).
- **First Outreach:** Must be made within the **Tier-specific SLA** (see 2.2) using standard and automated C4C email templates.
- **Status Update:** Must update lead status and communication in the dashboard after meaningful contact (e.g., “Contacted,” “Meeting Scheduled,” “Official Proposal sent,” “Not Pursuing,” “Lost”).

D. Lead Ownership and Conflict Rules

- **First Rights:** The assigned Associate has exclusive rights to pursue the lead for 24 hours from first outreach.

Note: While exclusive pursuit rights expire after 24 hours of inactivity, the Associate remains bound by the non-compete provisions in the Master Associate Agreement regarding ‘Protected Clients’ for 12 months.
- **Conflict Resolution:** If a lead is contacted independently by another Associate, precedence goes to the **dashboard-assigned lead**. Unresolved conflicts are escalated to the Country Manager.
- **Recycled Leads:** Leads rejected or inactive for 18 hours are returned to the pool for reassignment.”

3.2 SALES AND PROPOSAL PROCESS

A. Mandatory Use of C4C Tools

All client estimates, draft proposals, draft variation proposals, and official proposals must be generated using the **C4C Investment Generator App**.

This ensures brand consistency, accurate pricing, and seamless pipeline tracking.

B. Pricing and Proposal Guidelines

- **Pricing Bands:** Associates must use C4C's approved pricing bands for workshops, coaching packages, and programs.
- **Proposal Approval:** All proposals require pre-approval from the Country Manager through the automated workflow inside the app.
- **Co-Branding:** All proposals and presentations must use the current C4C co-branding template.

C. Contracting

- The **Master Services Agreement** is between the client and **Skills 4 Executives Limited (trading as Coaching 4 Companies – C4C)**.
- Associates are identified as the **external Strategist** within the contract.
- All contracts are executed by C4C centrally.

A. Client Onboarding Checklist

- Conduct a formal kick-off meeting using the C4C agenda template.
- Share the C4C client welcome pack and secure all necessary agreements.
- Update all Client interaction through the Projects Dashboard and utilize the standard communications templates provided.

B. Delivery Standards

- **Methodology Adherence:** Services must be delivered using the certified C4C methodologies and materials.
- **Branding:** All client-facing materials (slide decks, workbooks) must use co-branded templates.
- **Communication:** Adhere to professional communication protocols as outlined in the brand guide.

C. Progress Reporting and Feedback

- **Client Check-Ins:** Provide bi-weekly/monthly progress summaries to the client (template provided).
- **C4C Reporting:** Submit a brief delivery milestone update to the C4C Projects Dashboard at the conclusion of each major phase.
- **CSAT Surveys:** The C4C system will automatically send a client satisfaction survey at mid-point and project completion. Associates are expected to encourage client participation.

D. C4C Quality Audits

- **C4C Quality Audits:** The C4C Country Manager may periodically:
 - Request to review anonymized client session materials.
 - Sit in on a client session (with prior client and Associate consent).
 - Review client feedback trends.

Note: The purpose is supportive—to ensure quality and provide coaching to the Associate.

3.4 VARIATION ORDER (SCOPE CHANGE) MANAGEMENT

To ensure clarity, fairness, and consistency in handling changes to project scope during the delivery phase, the following criteria and rules apply to all variation orders initiated by the client.

A. Eligibility Criteria for Variation Orders

Variations will be categorized and assessed based on the nature of the change. Only eligible variations will qualify for additional royalty payouts to the Associate.

Variation Type	Description	Eligibility for Royalty
Scope Addition (New Deliverables)	Introduction of new work items or deliverables not included in the original scope.	 Eligible
Scope Extension (More of Same)	Expansion of existing deliverables <i>(e.g., additional sessions, extended timelines, increased volume)</i> .	 Eligible
Scope Addition (Non-Associate)	New work that falls outside the Associate's certified service pillar or expertise and will be delivered by another C4C resource.	 Not Eligible
Rate Adjustment (Price Changes)	Changes to pricing or rates without a corresponding change in scope.	 Not Eligible
Correction / Fix (Error Remediation)	Work required to address errors, omissions, or quality issues in original deliverables.	 Not Eligible

B. Royalty Calculation Rule for Eligible Variations

Rule 1: Match Original Royalty Rate

The Associate will receive the same royalty percentage on the Net Sales Price (NSP) for eligible variation orders as they did on the original project. This percentage is determined by the Associate's current tier at the time the variation is approved.

Important Distinction: For variation orders, no referral fees, affiliate fees, or sales commissions apply. The only deduction from the Gross Sales Price (GSP) is applicable country taxes.

Calculation for Variations:

Variation Gross Sales Price (GSP)
– Applicable Country Taxes
= Variation Total Amount (TA)
= Variation Net Sales Price (NSP) *[No further deductions]*

Royalty Payout = Variation NSP × Associate's Tier Percentage

Example:

An Associate at Gold Tier (75% royalty) secures an eligible scope addition with:

- Variation GSP = \$12,000
- Taxes = \$1,200
- Variation NSP = \$12,000 – \$1,200 = **\$10,800**
- **Royalty Payout** = \$10,800 × 75% = **\$8,100**

C. Process for Managing Variation Orders

1. Request and Documentation

The Associate must submit a formal variation request through the C4C Investment Generator App, detailing:

- Description of change
- Justification and client request evidence
- Categorization per the above criteria
- Revised timeline and fee proposal

2. C4C Approval

All variation orders require pre-approval from the C4C Country Manager before communication to the client. The Associate must not commit to changes without this approval.

3. Client Agreement and Contract Update

Once approved internally, C4C will issue an official variation agreement to the client. No work on the variation should begin until the client has signed the Official Variation Proposal.

4. Associate Royalty Payout

Royalties on variation orders will be processed in the same monthly cycle as standard project payouts, following the same payment terms and conditions.

D. Important Notes

- All other terms of the Master Associate Agreement remain in effect.
- Associates are encouraged to proactively manage scope and document all client requests to avoid disputes.
- C4C reserves the right to review and re-categorize variation requests if misclassification is suspected.



PART IV

Growth, Support and Community



4.1 ONBOARDING PATHWAY

Phased Integration



Phase 1: Pre-Onboarding and Due Diligence (WEEK 1)

- **C4C Master Associate Agreement (inclusive all exhibits):** Submission of company credentials, inclusive of insurance and bank details.
- **Background Verification:** Review of business registration, insurance, and key team credentials.
- **Strategic Alignment Call:** A 60-minute-deep dive with the C4C Country Manager to validate mutual fit and goals.



Phase 2: Certification and Systems Training (WEEKS 2-4)

- **Methodology Certification:** Mandatory completion of LMS modules for the Associate's chosen service pillar(s) (Performance Consulting, ET Development, Transformational Coaching). Includes video training, readings, and a final knowledge assessment.
- **Technology Immersion:** Guided setup and training on:
 - Overall C4C Business Operations platform
 - Associate's Personal Dashboard
 - Sales, Projects, Finance Dashboards
 - Resource Vault and co-branding toolkit
- **Delivery Simulation:** A practice client scenario using C4C tools and methodologies, reviewed by a C4C facilitator.



Phase 3: Launch and Co-Delivery Support (WEEKS 5-8)

- **Assigned C4C Mentor:** A Gold or Platinum-tier Associate provides first-line peer support.
- **Shadow Opportunity:** Option to observe a live C4C workshop or coaching session (subject to client consent).
- **First Client Engagement Support:** The C4C Country Manager is available for strategic consultation on the Associate's first 1-2 client proposals and delivery plans.
- **Community Introduction:** Formal introduction to the private community platform and initial peer group.

All client engagements are priced and remunerated according to the following standardized terminology and calculation sequence. This ensures transparency and consistency across the C4C Associate network.

A. Co-Branded Asset Library

- **Digital:** Professionally designed PowerPoint templates, proposal shells, case study templates, and social media banners.
- **Physical:** Access to print-ready brochures and leave-behinds (printing costs borne by Associate).
- **Biography and Profile:** Associates are featured on a dedicated “Our Associates” page on the C4C website.

B. Lead and Project Generation and Digital Footprint

- **Profile in C4C Lead Engine:** The Associate’s specialty, geography, and bio are encoded into the C4C system rules for potential lead and project routing.
- **Co-Marketing Fund Activation:** Gold and Platinum tiers can claim matched funds for approved activities (see 2.2.D).

C. Content and Public Relations

- **Case Study Development:** C4C marketing team will partner with high-performing Associates to develop joint client success stories for publication.
- **Speaking Opportunities:** Priority for Associates to co-facilitate webinars, speak at C4C events, or be nominated for industry panels.
- **Social Amplification:** C4C will share and amplify Associates’ relevant, on-brand content through official channels.

Structure and Engagement

A. Community Charter

- **Purpose:** To foster collaboration, continuous learning, and shared success in a confidential, supportive environment.
- **Core Values:** Respect, Contribution, Confidentiality, Growth.

B. Community Platforms and Activities

- **Primary Hub:** A private community platform (Mastermind.com) for all Associates.
 - **Forum Channels:** Segmented by Service Pillar (Consulting/Development/Coaching), Region, and General Discussion.
 - **Resource Library:** Crowd-sourced tips, template adaptations, and market insights.
 - **Peer Advisory Groups:** Facilitated, small-group masterminds that meet monthly.
- **Live Events:**
 - **Quarterly Virtual Roundtable:** Deep-dive on a delivery topic or market trend led by C4C or a Platinum Associate.
 - **Semi-Annual Strategy Workshop:** A collaborative session to provide feedback on the C4C program and tools.
 - **Annual In-Person Summit:** A premium networking and learning event (location rotates in SE Asia).

C. Recognition System

- **Spotlight Newsletter:** Monthly feature of an Associate's achievement or client win.
- **Tier Advancement Announcement:** Public recognition within the community upon tier promotion.
- **"Contributor of the Quarter":** Recognition for Associates who provide exceptional value to peers via the community.



PART V

Governance, Legal and Exit



Governance Disclaimer

The following section outlines the standard governance, legal principles, and exit protocols of the C4C Associate Program. These terms are summarized for clarity and operational guidance. However, the definitive and binding terms governing this collaboration are contained exclusively within the executed Master Associate Agreement between the Associate and Skills 4 Executives Limited (trading as Coaching 4 Companies).

5.1 STANDARD AGREEMENT FRAMEWORK

A. Summary of Key Terms

- **Term and Renewal:** The initial term is 24 months, with automatic annual renewal thereafter. Either party may elect not to renew with 90 days' written notice prior to the renewal date.
- **Territory and Exclusivity:** Associates are granted a non-exclusive right to operate under the C4C brand within their registered country. Specific city or regional exclusivity may be negotiated at the Platinum tier based on performance.
- **Licensed IP:** Associates are granted a non-transferable, revocable license to use C4C's trademarks, methodologies, and delivery systems solely for the purpose of delivering C4C services to clients during the term of the agreement.

B. Intellectual Property and Confidentiality

- **C4C Background IP:** All pre-existing and developed C4C methodologies, frameworks, tools, and training materials remain the sole and exclusive property of Skills 4 Executives Limited.
- **Jointly Created IP:** Any improvements, modifications, or new materials created *jointly* by C4C and the Associate in the course of delivery shall be jointly owned, with C4C retaining the right to use such materials within the network.
- **Associate Background IP:** Any pre-existing IP brought by the Associate remains their property.
- **Non-Disclosure (NDA):** Both parties agree to protect all confidential business, client, and operational information exchanged during the working relationship.

C. Non-Compete and Non-Solicit

- **Non-Compete:** During the term of the agreement, the Associate shall not provide directly competing services (executive coaching, consulting, development as defined by C4C) to C4C's target client segments under any brand other than C4C. This does not prevent work in non-competing sectors or under the Associate's own brand in a completely different field.
- **Non-Solicit:** For a period of 12 months following termination, the Associate agrees not to directly solicit for employment, any C4C staff or other Associates.



D. Independent Contractor Relationship and Liability

- **Independent Contractor Status:** This Agreement constitutes a contract for services. The parties expressly agree and acknowledge that their relationship is that of client (C4C) and independent contractor (Associate). Nothing in this Agreement shall be construed to create a partnership, joint venture, agency, or employer-employee relationship between the parties. The Associate is solely responsible for their own business operations, taxes, and statutory obligations.
- **Limitation of Liability:** The Associate agrees that C4C shall not be held liable for any acts, omissions, losses, damages, or liabilities arising from or related to the Associate's performance of services under this Agreement. The Associate operates under their own professional discretion and is solely responsible for the quality and outcomes of their service delivery to clients.
- **Insurance Requirements:** The Associate warrants that they maintain, at their own expense, all necessary and appropriate insurance coverage to perform their duties, including but not limited to Professional Indemnity (Errors and Omissions) Insurance and Public Liability Insurance. Proof of current coverage shall be provided to C4C upon execution of the Master Association Agreement and upon any reasonable request thereafter.

E. Program Updates and Associate Protections

- **Program Updates:** C4C may update this Program Guide periodically to reflect improvements and operational changes. C4C will provide sixty (60) days' written notice of any updates.
- **Material Changes:** Certain changes are considered "Material Changes" under the Master Associate Agreement. These include, but are not limited to, modifications to:
 - Royalty payout percentages,
 - Minimum insurance requirements,
 - Tier advancement or maintenance criteria,
 - Lead allocation, prioritization, or qualification rules,
 - Client transition fees or process,
 - Variation order categorization or royalty eligibility rules,
 - Introduction of new material fees payable by the Associate, or
 - Significant reduction in the scope of the licensed C4C IP.
- **Associate Rights:**
 - **Consent Required:** No Material Change will take effect without the Associate's prior written consent.
 - **Objection Right for Other Changes:** For updates that are not Material Changes, if the Associate provides a written objection within 30 days of notice and the matter is not resolved within the following 30 days, the Associate may terminate the Agreement without penalty by providing written notice before the change's effective date.

These protections are detailed in the Master Associate Agreement (Section 3.1), which governs all updates to this Program Guide.

CONTACT AND OTHER INFO

The C4C Associate Program



CONTACT US



DEMO SITE

SUBMIT APPLICATION

Only in partnering with C4C will you experience
REAL PERFORMANCE | REAL GROWTH | REAL VALUE

Watch the demo, complete and submit your application and we'll
be in contact with you to discuss your engagement

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