

# ICONIC *Shift*™

2013 MENTORING

I have an idea



IconicShift™ is a business architecture devised by Mike Harris, the former CEO and founder of Egg and First Direct. At its heart is the idea that any business can be iconic – one that stands out from the crowd and is a symbol of excellence in its sector – no matter its size or niche.

IconicShift Mentoring provides hands-on support through coaching, advice and workshops, based on the IconicShift™ architecture<sup>1</sup>. It is for business people with an unusual level of ambition.

There are three programmes in 2013:

- 1 The **Game Changers** programme is for individual business owners, entrepreneurs and innovators who are working on transformational ideas – ideas that have the potential to change the world. Members work in a small group and individually with Mike. This is a multi-year, continuous programme with new members only being admitted as existing members choose to leave.
- 2 The **Leadership** programme is designed for leadership teams of businesses that already have significant momentum and have the potential to grow to a scale that will transform their industries. Members work as a small group and individually with Mike.
- 3 The **High Performance Mentoring** programme is for businesses and individuals who are not yet ready for the level of commitment needed for the above two programmes but who are working on ideas and businesses whose performance could be radically improved by a one year immersion in IconicShift principles. Members work in a small group with Mike, regularly throughout the year and are eligible to transfer to either of the other two programmes at any time during the year should a vacancy occur.

<sup>1</sup> Please see the IconicShift brochure or [IconicThinking.com](http://IconicThinking.com) for more information

## DETAILS OF THE THREE PROGRAMMES

### GAME CHANGERS MENTORING PROGRAMME

**Game Changers** is a multi-year continuous programme. Members leave when their idea is clearly on the path to becoming a viable, scalable business with world changing potential or if they or Mike decide this isn't going to happen.

The members of this programme have a shared vision: **together we can change the world through business**. This drives them to work together in a mutually supportive way so that each success is shared and each setback is met with encouragement, practical help and advice. Mike will take care that new entrants fit into the powerful group dynamic

New members begin by joining the High Performance programme's three-day intensive foundation course, which is held in February in Central London.

They then join the existing Game Changers members in the on-going programme as follows:

- Four 2-day quarterly review and coaching workshops in March, June, September and December, held in Didcot, Oxfordshire on Fridays and Saturdays
- Three one-to-one coaching sessions that last two hours, in between the workshops. These can be face-to-face (central London or Oxfordshire), via phone or Skype
- access to Mike by phone and email in-between sessions in order to ask for advice and assistance.

#### Eligibility

- 1 You have developed a game changing idea, e.g. one which can change the way an industry or an area of human endeavour works to the benefit of the human beings who are affected by it.
- 2 You have a strong belief and some evidence that the idea can become viable economically and can be scalable.
- 3 You have enough space (time and money) for the idea to grow i.e. you are not under urgent pressure to increase your cash flow and you have enough time to work on the idea alongside whatever else you are doing.
- 4 You can articulate why working with other business owners and entrepreneurs who, under my guidance, support each other in creating businesses powerful enough to change the world appeals to you.

#### Pricing (ex VAT) for 2013<sup>2</sup>

A discounted price of £6500 per person, if paid in full before 31st December 2012  
OR  
£650 per month with the first payment before the end of January 2013

#### Please note

The three day High Performance foundation (see [High Performance mentoring](#) on page six) is mandatory and free of charge for new members of **Game Changers**. It is optional and free of charge for existing members of **Game Changers**. New and existing members of **Game Changers** can invite business partners/ employees/collaborators (subject to space) at a cost of £1000 ex Vat per person.

discover

<sup>2</sup> subject to contract

## LEADERSHIP MENTORING PROGRAMME

**Leadership Mentoring** is a programme for leadership teams (three to five people) of transformational businesses that already have significant momentum and growth potential.

Significant momentum means either revenues already exceeding £250k pa, but ideally in the £2-£5m pa range. Or a well-funded start up or a leader who has already recruited a powerful team around a business idea that Mike believes is fundable.

Leadership Mentoring uses the IconicShift architecture to power up results by increasing each team's overall leadership skills as well as those of individual members. If you want to build an iconic business which makes a world changing impact your team needs to become a transformational force in its own right.

The programme consists of a three day foundation session in February held as a group, followed by four whole day 1:1 sessions in April, July and October and December. These sessions may be held in Central London or in Didcot, Oxfordshire. There is access to Mike by phone and email in between sessions in order to ask for advice and assistance.

Although this is nominally a one-year programme, businesses can repeat it in subsequent years if they need to regenerate a strategy and/or enrol new team members.

*innovation*

### Eligibility

- 1 Your business has a leadership team (three to five people) and has developed some momentum in one or more of the following:
  - a revenues exceed £250k pa (with priority given to businesses between £2m and £5m pa)
  - b you have a plausible and funded plan to meet that condition in the next 18 months
  - c you are a start up with a powerful team and a serious possibility of attracting professional investment
- 2 The business has game changing potential, e.g. one which can change the way an industry or area of human endeavour works to the benefit of the human beings who are affected by it
- 3 Your ambition is to grow the business as far as you can take it, rather than to achieve a quick sale - Mike has to believe the business is capable of growing to £100m pa revenues over time.

### Pricing (ex VAT) for 2013<sup>3</sup>

A discounted price of £12,500 per company, if paid in full before 31st January 2013  
OR  
£2500 paid by the end of January 2013 and four quarterly instalments of £3000 each paid on 31st March, 30th June, 30th September and 31st December.

<sup>3</sup> subject to contract

## HIGH PERFORMANCE MENTORING

**High Performance Mentoring** is a one-year programme designed for individuals and small businesses who are looking to radically improve their performance. It allows participants to build a business design based on IconicShift principles and to get help and advice from Mike on implementing that design.

The IconicShift process forces you to take more time to get your business design thought through and implemented. The advantage is once this is done you stand out from the crowd as an iconic, high performance business. You reap the rewards of more satisfied and loyal customers, faster growth and you get things done quicker and easier.

The programme starts with a three-day intensive foundation in February in Central London. Members are joined on this by new entrants to the **Game Changers** programme and by some business partners of existing **Game Changers**.

Thereafter members of the **High Performance Programme** work as a group in:

- A whole day Perfect Pitch Elite session in March – with a small group Mike can give you individual attention on developing a pitch for the business design which you developed in the foundation
- Four whole day coaching and review sessions with Mike in March, June, September and December
- There is very limited access to Mike in between sessions

### Eligibility

- 1 You think that you could qualify for Game Changers or Leadership but there are no vacancies at the moment and you would like to get the mentoring offered in this programme instead.
- 2 You don't think you qualify for Game Changers or Leadership at the moment but you believe that you can demonstrate to Mike that what you are working on has transformational potential

### Pricing ex VAT for 2013<sup>4</sup>

A discounted price of £2500 per person if paid in full before 31st December 2012  
OR  
£500 paid by the end of December 2012 and 12 monthly instalments of £235 each with the first one paid by the end of January 2013.

<sup>4</sup> subject to contract



## **DATES**

### **GAME CHANGERS**

#### **Game Changers – Group Mentoring (Didcot)**

11th/12th January (existing members only)

22nd/23rd March

14th/15th June

13th/14th September

13th/14th December

#### **Game Changers 1:1s (2 hours)**

8th/9th/10th January (Didcot/Skype) – (existing members only)

9th/10th/11th April (London/Skype)

19th/20th/21st June (London/Skype)

17th/18th/19th September (London/Skype)

5th/6th/7th November (London/Skype)

## **LEADERSHIP**

#### **Leadership Foundation (Didcot or London TBA)**

12th/13th/14th February

#### **Leadership 1:1s (whole day- Didcot)**

w/c 22nd April

18th /19th /29th /30th July/31 July

9th/10th/14th/15th/16th October

w/c 2nd December

## **HIGH PERFORMANCE**

#### **High Performance Foundation (London)**

19th/20th/21st February – will include new entrants to Game Changers and Game Changers guests

#### **High Performance Perfect Pitch Elite (Didcot)**

13th March

#### **High Performance Review and Coaching Sessions (Didcot)**

14th March

12th June

11th September

11th December

## TERMS AND CONDITIONS

### 1 Find Your Lightbulb Limited

Find Your Lightbulb Limited is a private limited company registered in England and Wales (company no. 7038424). References to 'we', 'us' or 'our' relate to Find Your Lightbulb Limited.

### 2 Programme

- 2.1 We are engaged by you to provide an IconicShift programme (the "Programme") to your business.
- 2.2 The Programme will include the mentoring workshops and one-to-one mentoring sessions (the "Workshops") and at our discretion may include ad hoc mentoring or coaching by email or telephone, as set out in the brochure ("Programme Brochure").
- 2.3 This Agreement consists of the Programme Brochure, any covering letter and these Terms and Conditions (this "Agreement"). If these Terms and Conditions conflict with the Programme Brochure or any covering letter then these Terms and Conditions will take priority.
- 2.4 You will be bound by this Agreement either by (i) acceptance to us in writing (including by email), or (ii) whole or part payment by you of the Programme Fee (defined below) or (iii) by attendance at any Workshop.

### 3 Programme Fee, prices and invoices

- 3.1 The fee for the Programme ("Programme Fee") is set out in the Programme Brochure.
- 3.2 In order to qualify for special pricing, the full Programme Fee must be paid in accordance with the Programme Brochure. If the full Programme Fee is paid, no refunds will be made in whole or in part, in the event of early termination of this Agreement, except if we cancel the Programme in accordance with clause 5.6(ii) below.
- 3.3 If you do not make full payment of the Programme Fee in accordance with clause 3.2, you will automatically be invoiced for pro rata instalments of the Programme Fee in accordance with the Programme Brochure.
- 3.4 If you do not make payment within 14 days of the date of any invoice we may suspend your participation in the Programme (including attendance of Workshops) with immediate effect until payment is made.

### 4 Status and limitation of liability

You acknowledge and agree that:

- 4.1 any mentoring, coaching or advice provided by us (or any person representing us (including our employees or contractors) is (i) intended for business use only; (ii) general and non-specific; and (iii) not intended to be personal and specific to you;
- 4.2 you are responsible for decisions made or actions taken to implement such mentoring, coaching or advice in your business;
- 4.3 this Agreement does not constitute or imply any employment, partnership, joint venture, agency, fiduciary relationship or other relationship between you or us other than as expressly provided;
- 4.4 to the maximum extent permitted by law, (i) any implied terms and warranties are excluded; (ii) our aggregate liability arising out of or related to the Programme or this Agreement, whether in contract, tort or otherwise shall not exceed the amounts actually paid by you under this Agreement during the Programme; and (iii) neither party shall have any liability to each other for any lost profits, loss of use, costs of procurement of substitute programme, including changes to or cancellation of Workshop, or any indirect, special, incidental, punitive or consequential damages, however caused, whether in contract, tort or under any theory of liability, and whether or not you or we have been advised of the possibility of such damage;
- 4.5 except for actions for breach of intellectual property rights (clause 6) or confidentiality (clause 7.2), no action (regardless of form) arising out of this Agreement may be commenced by either party more than one year after the cause of action accrued; and
- 4.6 nothing in this Agreement shall be taken to exclude any liability of either party for death or personal injury caused by its negligence or any fraudulent misrepresentation.

### 5 Termination, Refunds and cancellation

- 5.1 This Agreement will commence on the date on which it is accepted by you in accordance with clause 2.4 above and, unless terminated earlier in accordance with this Agreement, will continue until the final Workshop of the Programme.

- 5.2 Either party may terminate this Agreement either (i) on one month's written notice to the other of a request to leave the Programme; or (ii) immediately if the other party becomes legally insolvent, or has a winding up order made against it, or passes a resolution to wind up, or enters in to any arrangement with its creditors, or passes a resolution to cease trading or actually ceases trading.
- 5.3 If we request you leave the Programme we do not need to specify a reason.
- 5.4 Upon termination of this Agreement you shall pay any outstanding invoices due to us in accordance with this Agreement, including any payment due for the final month prior to termination.
- 5.5 Except in accordance with clause 6.4 below, the dates, times and locations of Workshops are fixed as set out in the Programme Brochure. No alternative or replacement dates, times or locations for Workshops are available.
- 5.6 In the event of an act or event outside our reasonable control, which may include, but is not limited to the unavailability of key personnel or key materials (without which we cannot provide the Programme) we will promptly notify you by email and may either (i) delay, cancel or amend the dates, times or locations of Workshops; or (ii) delay or cancel the Programme.
- 5.7 Except in accordance with clause 5.6(ii), no refunds will be made in whole or in part, including refunds for missed, cancelled or rearranged Workshops.
- 5.8 In the event of cancellation of the Programme, in accordance with clause 5.6(ii), a refund will be issued to you as a percentage of the Programme Fee, calculated as a percentage of the Workshops remaining in the Programme Year.

### 6 Intellectual property rights

You acknowledge and agree that:

- 6.1 all material in relation to the Programme, whether presented before, during or after the Programme are subject to intellectual property rights.
- 6.2 Intellectual property rights of the Company, include any intellectual property rights related to the Programmes, IconicShift trademark or IconicShift websites, any copyright, patents, know-how, trade secrets, trade marks, trade names, design right, get-up, database right, and all similar rights and, in each case: whether registered or not; any applications to protect or register such rights; all renewals and extensions of such rights or applications; whether vested, contingent or future; to which a party are or may be entitled; and wherever existing.
- 6.3 Workshops may be photographed or recorded, you waive all rights to images or recordings and any and all images and recordings will remain our property and may be used at our discretion;
- 6.4 you will not, at any time, to do anything that would infringe our intellectual property rights, including recording, reusing, reselling or reproducing in whole or in part any Workshop, except without our prior consent.

### 7 Confidential information

- 7.1 We do not hold or store any financial information about you, however, we may hold personal information (including your name, email address and company details) to (i) provide the Programme and Workshops or (ii) provide details of our other services to you or (iii) to complete internal administration related to you.
- 7.2 Except with the consent of the other party, both parties agree not to directly or indirectly communicate or disclose (whether in writing, orally or in any other manner) any information that is stated by the other party to be "confidential", if disclosed within a Workshop.
- 7.3 We will not give your personal data to any other third party without your prior written consent.

### 8 General

- 8.1 This Agreement is not enforceable by any third party (whether under statute or otherwise).
- 8.2 Each party is responsible for its legal and other costs in relation to this Agreement.
- 8.3 Any notices under this Agreement shall be via e-mail or in writing to the registered address of the other party.
- 8.4 Variations to this Agreement will have effect when agreed in writing by the parties.
- 8.5 The unenforceability of any part of this Agreement will not affect the enforceability of any other part.
- 8.6 Unless otherwise agreed, no delay, act or omission by either party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
- 8.7 This Agreement is the entire agreement between the parties in relation to its subject. No other terms apply.
- 8.8 This Agreement is governed by the laws of England and Wales and the parties submit to the non exclusive jurisdiction of the courts of England.

## FURTHER INFORMATION

For further information email [mike@iconicthinking.com](mailto:mike@iconicthinking.com)

The IconicShift trademark and programmes as well as the [iconicthinking.com](http://iconicthinking.com) website are owned and operated by:

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