



ACCREDITED PARTNER HANDBOOK

Updated as of – November 9th, 2020

Table of Contents

1. Welcome
2. Accredited Partner benefits
 - a. Use of logos
 - b. Awards Program
3. Accredited Partner Guidelines
 - a. Code of conduct
 - b. Marketing standards
 - c. Smart Collaboration Accelerator trademark and copyright
4. Resources
 - a. G&C and SCA websites
 - b. Premium content website
 - c. Accredited Coach Care (Esteban): community. E-mail, phone number?
 - d. Sales of tools, books

Section 1 - Welcome

Congratulations on becoming an Accredited Partner of the Smart Collaboration Accelerator and welcome to our community.

As an Accredited Partner you now have access to resources to help you develop your client base and begin to transform individuals and organizations toward more effective Smart Collaboration. Our goal is to support your success.

In this handbook, we outline the resources available to you as well as the expectations of our Accredited Partners. While we expect all Accredited Partners to abide by the guidelines in this handbook, and you will be responsible for understanding and complying with our policies and procedures which may change at any time. This handbook is not a contract and nothing in this handbook should be considered to supersede any contractual agreements between Gardner & Collaborators, LLC and the Accredited Partner, including the Accredited Partner Agreement you have signed.

Please take the time to read the materials and don't hesitate to contact us with any questions or comments.

Section 2 – Accredited Partner Benefits

Use of brands and logos. ‘Smart Collaboration’ and the ‘Smart Collaboration Accelerator’ are registered Trademarks of Gardner & Collaborators, LLC. (The Company).

Accredited Partners may use the following logos in presentations and marketing materials:

- Smart Collaboration Accelerator:



- Smart Collaboration Accelerator Accredited Partner



Logos may be updated from time to time. Please refer to the Accredited Partner section of the Smart Collaboration Accelerator website for the latest versions of all logos.

Logos and marks may be used solely in connection with the marketing, promotion and resale of authorized products. The Logos and marks of The Company must not be used in a way that might result in confusion as to The Company’s exclusive ownership of the logos and marks or the separate identity of The Company and the Accredited Partner. The Accredited Partner Agreement and its Legal Terms and Conditions sets forth additional detail regarding your rights and obligations when using The Company’s logos and marks.

Community Development and Education. We are committed to providing on-going support for our Accredited Partners.

The Company will hold monthly ‘office hours’ to provide an opportunity for Accredited Partners to ask questions, discuss products and services and directly engage with peers in the Accredited Partner community.

We have created a private LinkedIn community exclusively for Accredited Partners and the SCA Group to engage in thought leadership, community development, networking, and idea sharing. The SCA Group will provide previews of new content, product enhancements, and additional training opportunities related to the Smart Collaboration Accelerator. The “SCA Group” consists of the Company and Communication Labs, which is the third party that owns and operates the Thrive Matters platform which supports and provides the Smart Collaboration Accelerator.

Our Outreach Director is Esteban Guijarro. Esteban can be reached at Esteban@gardnerandco.co

Awards Program. The Company has developed an Awards Program to recognize the growth and performance of our Accredited Partners. The Awards Program is based on total annual dollar purchases of all Products in a calendar year. Based on the total annual dollar purchases, Accredited Partners are eligible to be recognized in various awards tiers for the following calendar year.

The Smart Collaboration Accelerator Awards Program structure is outlined below:

Tier	Diamond Elite	Diamond	Sapphire	Ruby	Emerald
Combined Purchase Target	\$96,000	\$48,000	\$24,000	\$12,000	\$6,000
Incentives	Certificate of achievement Customizable Press Release	Certificate of achievement Customizable Press Release	Certificate of achievement Customizable Press Release	Certificate of achievement Customizable Press Release	Certificate of achievement Customizable Press Release
	20% discount on product purchases	15% discount on product purchases	10% discount on product purchases	5% discount on product purchases	
	15 copies of book	12 copies of book	7 copies of book	5 copies of book	
	Access to video content	Access to video content	Access to video content		
	1hr client webinar	1hr client webinar			

Award amounts, tiers, thresholds and other elements of the Awards Program are determined by The Company in its sole discretion and are subject to change.

Section 3 – Accredited Partner Guidelines

Contracts. The Accredited Partner Agreement shall be signed by the Accredited Partner. While the handbook outlines certain aspects of your relationship with The Company in general terms, the Accredited Partner Agreement and its terms and conditions govern and control that relationship, and set forth the definitive rights and obligations of each party.

Each accredited employee (“Personnel”) will sign the Personnel Signature Page to the Accredited Partner Agreement, which provides the right to purchase and distribute the Products. Non-employee affiliates (contractors, independent coaches, etc) of the Accredited Partner will sign a separate Accredited Partner Agreement. No individual will have the right to perform any sales or marketing services unless and until he or she has signed the Personnel Signature Page or a separate Accredited Partner Agreement.

Use of the Tool. The Smart Collaboration Accelerator is an assessment tool designed for the purpose of development. It is not to be used for aptitude assessment. The assessment must not be used in for hiring, remuneration, or promotion decisions. Further, Accredited Partners agree not to sell the Accelerator to an end client if they are aware that the end client intends to use it for prohibited purposes. Accredited Partners will not advise the client on any personnel decisions using data from the Accelerator. The Accredited Partner Agreement contains further details regarding the authorized and prohibited uses of the Smart Collaboration Accelerator.

Marketing and Promotion. All advertising, marketing, and promotion by the Accredited Partner in any medium must be conducted in a dignified manner that will reflect favorably upon the goodwill and reputation of the SCA Group and the products and shall conform to the highest standards. All use of the Company’s or Communication Labs’ Marks will only be used in a manner approved by the Company or Communication Labs.

Certain marketing material will have space allocated for Accredited Partners to include their own logo and other contact information. In such cases, the Accredited Partner logo and information should be limited to the space provided and logos should be no larger than the other logos (for example Smart Collaboration Accelerator logo) included on the materials.

All Personnel shall forward to the Company copies or samples of all advertisements and promotions for its approval and all Personnel shall withdraw any advertisements or promotions which the Company deems unsuitable in its sole discretion.

Approved marketing materials will be provide provided to Accredited Partners on the Accredited Partner section of the Smart Collaboration Accelerator website.

- Brochures may be used for targeted marketing purposes. These materials should not be broadly distributed through email, social media posts, etc.
- Sample Reports (the Individual Assessment and Leader Insights Report) and Sales Presentations should be shared on a limited basis with individual prospects. These

materials should not be distributed simultaneously to multiple organizations through email, social media posts, etc.

- Select images from the Individual Assessment and Leader Insights Report may be used in custom marketing materials created by Accredited Partner and should be submitted to the Company for approval before distribution.

Use of the Gardner & Co brand must be approved by The Company before use.

Use of the Communication Labs logo or ThriveMatters logo must be approved by Communication Labs before use.

You may refer to Dr. Heidi K. Gardner in marketing materials. She may be referred to as Heidi K. Gardner, PhD, or Dr. Gardner. Dr. Gardner's title is Distinguished Fellow at Harvard Law School.

The Smart Collaboration Accelerator is neither affiliated with nor endorsed by Harvard University. Accredited Partners may not imply that their programs are affiliated with or endorsed by Harvard University.

Pricing. Accredited Partners will follow the pricing guidelines outlined in the Product and Pricing Document attached to the Accredited Partner Agreement. Accredited Partners will not discount the Smart Collaboration Accelerator below the indicated minimum retail price.

Confidentiality. Accredited Partners agree to keep confidential all Confidential Information provided by The Company, as further detailed in the Accredited Partner Agreement and its Legal Terms and Conditions.

Accredited Partners agree not to disclose information about individual team member profiles to any other party internally or externally without the permission of the individual.

Section 4 – Resources

Websites.

www.smartcollaborationaccelerator.com - The Smart Collaboration Accelerator website. This website contains information specifically related to the Smart Collaboration Accelerator. This site contains the password protected area exclusively for the use of Accredited Partners. Materials contained in the Accredited Partner section is outlined below in the Support

Materials section. These materials will be updated frequently so check back on a regular basis to see what's new.

www.gardnerandco.co – The Company website. This website contains information about the broader set of Smart Collaboration related services provided by The Company. On this site you can find additional information about all our recent publications, webinars, podcasts and other research related information. Many of the items can be downloaded and used for your business development activities.

Communication Labs, co-developer of the Smart Collaboration Accelerator, owns and operates the Thrive Matters platform, your access to the Smart Collaboration Accelerator.

App.thrivematters.com – Invitations to access the Smart Collaboration Accelerator, including passwords and log-in details, will initiate from Thrive Matters. You and your client's interactions with the Smart Collaboration Accelerator will be through Thrive Matters. We recommend that your client 'whitelist' Thrive Matters with their IT department before log-in emails are sent so that the emails are not caught in spam filters. Questions relating to access can be directed to support@thrivematters.com

Support Materials. Accredited Partners have access to a range of support materials which are accessible on the Accredited Partner section of the Smart Collaboration Accelerator website.

We are committed to enhancing these materials on an on-going basis and appreciate your feedback on the existing materials and additional needs.

Support materials include:

- Accredited Partner Handbook
- Background on Smart Collaboration
 - o Articles
 - o White papers
 - o Videos
- Marketing Materials
 - o Brochures
 - o Sales decks
 - o FAQs
 - o Case studies
 - o Use cases
- Product literature
 - o Sample reports
 - o Statistical validation
 - o Overview of the Seven Dimensions of Smart Collaboration
 - o Updated Product and Pricing document

All materials are for the exclusive use of Accredited Partners for use in marketing, business development and delivery of the Smart Collaboration Accelerator.