

**Your Org
Our IP**



Michael Thomas
Airbnb
Seattle, USA

LICENSEE ROADMAP

**Your path to being an
Influential U Licensee.**

WELCOME!

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- Would you like to leverage your business expertise and help entrepreneurs, executives, and companies unlock their full potential?
- Are you interested in a business model that helps you capture a predictable and ongoing revenue stream from your cultivated networks and business relationships?
- Do you want to be part of a global community that values collaboration while still being your own boss?
- Would you like to create a business that can be financially rewarding in a relatively short time and could eventually be sold for a multiple of the revenue it generates each year?
- Are you energized by working with people who want to learn and challenge you to learn as well?
- Would you like to run a training practice that is proven to experience its most significant growth during times of uncertainty?

Influential U Licensing Academy

Your path to being an Influential U Licensee



Message from the Co-Founder & CEO



In 1992, I found myself as one of twelve people certified to lead programs for an international training company. What floored me was that I was one of the twelve out of a 300-person cohort! I discovered that I had a talent that seemed more like being at home than working hard: the gift of training others to live as they imagine. Since then, I've facilitated programs for nearly 100K people in diverse

cultures, industries, occupations, and professions. Today, together with our incredible team, Influential U's programs have spread worldwide, driven by one mission: to help people live ambitious and satisfying lives.

Best of all, I found that I have an uncanny knack for training others to train others. I've taught thousands of facilitators, managers, leaders, and faculty for over thirty years to lead successful programs, initiatives, and companies. If you're ready, we'll help you to do the same.



John Patterson
Co-Founder and CEO

Since I began leading programs in 1992, my purpose has been to help people live the life they imagine. For many of us, that includes a world of satisfied, successful people living balanced lives on a healthy planet that recognizes and respects the diverse worldviews that make up our global society.

The future belongs to those who wield influence.

Today's business education for tomorrow's executives and entrepreneurs.



CONSULTANT



BUSINESS



ENTERPRISE



MASTER

There are four levels of licensing, starting with Consultant. A Business License is for a group of two or more IUCs, while Enterprise or Master Licensees includes multiple consultants and larger cohorts.

IUC LICENSING ACADEMY

You begin the Licensing Academy with a three-day IUC Training that culminates in a certification exam. Once certified, we offer a roadmap to assist your planning, strategies, and tactics.

During the Influential U Licensing Academy, every step is outlined in detail to get you to the finish line of launching your first of many cohorts.

For those certified, the Licensing Academy Roadmap includes guided strategic work, marketing, selling, and delivery preparation.



Be a More Influential U

The pandemic accelerated change across industries, and as a result, the skills to do a job today have changed. Forbes Magazine dubbed it the Reskilling Revolution; professionals and organizations are responding by learning new skills to future-proof their careers and businesses.

"This is the best upskilling and reskilling opportunity in a generation. Nearly 7 in 10 workers globally are willing to retrain and learn new skills on the job. By implementing skills training programs and promoting them as a core benefit, companies can emerge from this period with a highly skilled workforce."

Get real replicable results

Influential U and our expert faculty and certified licensees offer a complete catalog of courses and a comprehensive curriculum for entrepreneurs, executives, and employees seeking to upskill.

Influential U has trained thousands of global professionals from many of the world's leading companies to develop business skills that speed up, level up, and scale up professional goals and corporate objectives.

We offer courses that train people, teams, and enterprises in collaboration, interpersonal communication, critical thinking, strategic thinking, emotional intelligence, and more.

Build better businesses

Influential U offers business education that includes a self-guided online study program, peer-group consulting, team training, and a comprehensive curriculum that includes career coaching, corporate consulting, and global conferences.

Our proprietary programs create affluent, inclusive communities of global professionals who build business connections for those seeking ambitious and satisfying lives.

Leslie Williams

LRW Business Consulting
Atlanta , USA



A Certified Influential U Consultant (IUC)

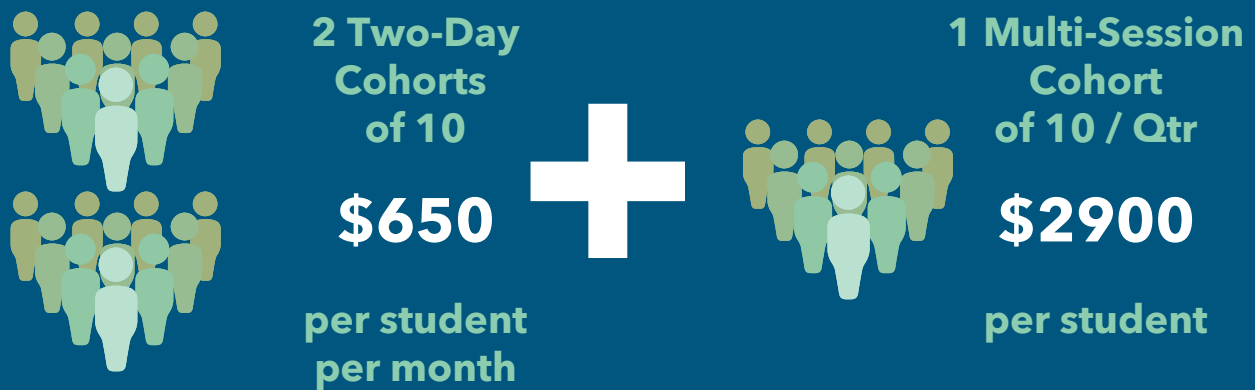


Explore the Possibilities

- Become an independent consultant
- Form a multi-IUC consulting business
- Add our IP to your existing catalog of offers
- Offer our courses in your company's human resources catalog
- Augment your specialized knowledge with our intellectual property
- Implement Transactional Competence™ enterprise-wide
- Acquire a Master License and build a profitable associate organization

An Influential U Consultant

It's only limited by the amount of time you want to work. A single IUC could facilitate up to 5 monthly Course cohorts independently, but we suggest two or three. With a Master or Enterprise license, you can deliver programs within and outside your organization or have others in your organization become licensed. They can facilitate cohorts under you for a fee or commission you determine. There is plenty of margin in this model to reward others for running cohorts for you.



\$22,667
gross per month

\$272,000
gross per year



\$3000
One-time IUC Training + Certification

\$4167
average seat license per month

Annual Net Revenue

\$219,000

Licensing Fees

Our license fees are designed to be all-inclusive to contain certification, initial and ongoing training, support, and tools for launching or growing your consulting business—and continuous training and networking within our community of licensees.

We train you to deliver innovative consulting for every one of your learners, so they remain a client year after year.

You purchase your first 10 seats within 2 weeks of the IUC Training.

License Per Course Seat

Two-day Seats	\$150 USD
Multi-Session Seats	\$350 USD

License Level Structure

Consultant	10 Seat Min
Business*	20 Seat Min
Enterprise*	50 Seat Min
Master*	100 Seat Min

*More seats equals bulk discounts.

There Are No Territories

We award an IUC License to the Ambitious Adult who exemplifies our partner criteria, values, and ethics—someone we believe is in it for the long term.

We will not saturate a market because each IUC brings a different strategy that fits their overall business model. Some want to grow multiple cohorts, specific diverse cohorts, or individual enterprise cohorts. It’s about their specific ecology and customer.

The Sky Is the Limit

Everyone starts with the same IUC license. From there, the sky is the limit. Two or more IUCs can develop a Business license. Once trained as an IUCT, an Enterprise or Master level license is possible. Every IUC gets the same level of support, the same tools, and the same everything.

We win when you win.



Your digital certification badges showcases skills, credentials, and continuing education experience. You can share your badge on social media, corporate profiles, email signatures, digital resumes & websites.

Licensing Academy

Timeline to Launch

You begin the Academy with a three-day IUC Training that culminates in a certification exam. Once certified, we offer a roadmap to assist your planning, strategies, and tactics.

During the Influential U Licensing Academy, every step is outlined in detail to get you to the finish line of launching your first of many cohorts.

The 16-week Influential U Licensing Academy roadmap includes certification, guided strategic work, marketing, selling, and delivery preparation.

16 Weeks from Training to launch

MONTH 1

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WEEKS 1-2

IUC TRAINING

- 3-Day Training
- Certification Exam
- Certified
- Purchase First Seats

WEEKS 3-5

STRATEGIC WORK

- 13 Step Your Business Plan
- PSTI Your Approach
- Get co-branded collateral

MONTHS 2&3

WEEKS 6-10

MARKETING

- ID and build prospect list
- Attend bi-monthly meetings with your IUCT
- Press Release
- Finalize event invite
- Hold marketing event(s)

MONTHS 3&4

WEEKS 11-13

SELLING

- Interview prospects
- Register Learners

WEEKS 14-15

DELIVER PREP

- Orient Learners
- Plan to facilitate

WEEK 16

LAUNCH!



Two-Day Courses

As a licensed IUC, you are licensed to lead the following two-day courses. Consultants license ten-seat packages and then offer them at market value. Business or Enterprise levels can license larger seat packages to deliver within or outside the business or enterprise in which they work.



TWO-DAY

In-person or virtual

ALL LICENSE LEVELS

\$150 a Seat
\$650 Market value

PERSONALITY AND BEHAVING TRANSACTIONALLY

Discover your inner superhero, accelerate your influence, and get to yes faster.

- Superpower Quiz
- Personality and Transactional Behavior™
- Transaction/Narratives Cycle
- Behaving Transactionally



TWO-DAY

In-person or virtual

ALL LICENSE LEVELS

\$150 a Seat
\$650 Market value

15 UNAVOIDABLE CONDITIONS OF LIFE

You either satisfy these conditions or suffer.

- Stages Quiz
- Conditions of Life
- Accurate Thinking:
Health/Activity/Career/Money



TWO-DAY

In-person or virtual

ALL LICENSE LEVELS

\$150 a Seat
\$650 Market value

THE 13 STEPS TO BULLETPROOF OFFERS

Learn how to build and make powerful offers.

- 13 Steps
- Conditions of Life
- Transaction/Narratives Cycle
- Levers of Influence

These can be delivered sequentially or a la carte.

Implementing Transactional Competence™

Each two-day course is supported with comprehensive leader notes and includes a number of slides and diagrams to support it. The materials will consist of content, exercises, and videos where applicable. Before you can download the class and register to teach it, you have to take and pass the enablement training in our LMS for that two-day class.

Those participating in your cohort are imported into our extensive LMS.



Note: All programs are roughly 12 hours and can be delivered in two or more days, in person, or online.



Tim Nicklas
Health Professional
Denver, Colorado

Regardless of your experience level, the Influential U Licensing Training will provide everything you need to be a successful consultant. The 4 days were thoughtful and thorough, with the opportunity to address participants' questions and concerns. Influential U trainers shared their wealth of experience and their proprietary methods to connect with students and facilitate masterfully. I now have an objective pathway and the confidence to be successful.





World-Class Guidance

Olga Kipnis
Washington University
St. Louis, USA

Paul Adams
Sound Financial Group
Seattle, USA



Simon Chesney, SPCT
Enterprise Agility
Madeira, Spain

I've been delivering training classes, leading workshops, and providing coaching for more than four decades, and I've always looked for opportunities to develop myself while developing others. I feel very fortunate to find myself in an environment in which I get world-class guidance and feedback as a trainer. When you experience John Patterson leading a conference or helping a workshop participant come to a realization, you know he has mastered his art. I'm blown away by the standard of training and coaching for faculty members at Influential U and for the rigor, quality, and clarity of feedback I receive.

Multi-Session Courses

As a licensed Influential U Consultant, you can also be licensed to lead the following multi-session programs.* Consultants license ten-seat packages and then offer them at market value. Business or Enterprise levels license larger seat packages to deliver within or outside the business or enterprise in which they work.



TWELVE SESSIONS

In-Person or Virtual

ALL LICENSE LEVELS

\$350 a Seat

\$2900 Market value

XTC FOR TEAMS

Leverage differences, optimize performance, and accelerate results.

- Personality and Transactional Behavior™
- Transaction/Narratives Cycle
- Infinity Loops/PSTI Cycle
- Team Environment Builder



TWELVE SESSIONS

In-Person or Virtual

ALL LICENSE LEVELS

\$350 a Seat

\$2900 Market value

MASTERMIND PEER GROUPS

Build connections. Amplify influence. Transact faster.

- Thrive Content
- Problem-specific Training
- Personality and Transactional Behavior™
- Peer-Group Consulting Approach

*Certified Licensees who have completed these courses or have completed our Curriculum (FOT and MAP) are authorized to facilitate Multi-Session Courses. Those who are MAP2 PSTI graduates may be eligible to use the IP in customized approaches.

Implementing Transactional Competence™

Each multi-session course is supported with comprehensive leader notes and includes a number of slides and diagrams to support it. The materials will consist of content, exercises, and videos where applicable. Before you can download the class and register to teach it, you have to take and pass the enablement training in our LMS for that multi-session program.

Those participating in your cohort are imported into our extensive LMS.



TWELVE SESSIONS

In-Person or Virtual

ALL LICENSE LEVELS

\$350 a Seat
\$2900 Market value

PRIORITY IN PRACTICE

Put your priorities into practice

- Measures
- Personality and Transactional Behavior™
- Consequential Environments



TWELVE SESSIONS

In-Person or Virtual

ALL LICENSE LEVELS

\$350 a Seat/Month
\$2300 Market value/Month
6 Months = 6 Seats

EXECUTIVE ONE-ON-ONE

Tailored to supercharge your career.

- Conditions of Life™
- Transaction/Narratives Cycle
- Consequential Environment
- Measures

Transactional Competence™



Transactional Competence™ offers a knowledge and behavior framework designed to guide individuals, teams, and enterprises toward prosperous transactions that can scale. This framework shapes cooperation, develops emerging leadership, and accelerates business results.



Implementing Transactional Competence means training and developing ourselves, teams, and companies to be fitter and fitter to engage in successful and efficient exchanges. This framework easily reframes our interpersonal, social, and economic pursuits toward productive cooperation. — CEO John Patterson



Transactional Competence promotes ambition, cooperation, and alignment across large numbers of individuals or teams. It was developed by and for practitioners and is grounded in the philosophy of Transactionalism. In this philosophy, human interactions are best understood as a whole system of valued transactions.

Course Benefits

When we talk about a transaction, it's not just a simple exchange of one thing for another. It's actually a complex cycle of eight different exchanges that are meant to satisfy different parts of our lives, like health, money, knowledge, relationships, and more. If we focus too much on just one area, it can end up hurting other areas.

People and enterprises who study Transactional Competence™ begin to see life as a system where we're influenced by our environment, and we also influence it. We're not just independent entities, but a part of something much larger, whole, diverse, and complete.

Influential U teaches people and groups how to use a transactional framework to work together better, leveraging their differences and improving their performance. We're always transacting, so when we do it well, we can thrive as individuals, teams, and enterprises.

Transactional Competence has gained global recognition for almost 15 years through word of mouth. Its widespread expansion is due, in part, to the transformative view the framework produces for all involved.

- **INDIVIDUALS** who take part in this approach experience personal growth, improved financial stability, and increased satisfaction.
- **TEAMS** that adopt this approach discover a renewed sense of purpose and enthusiasm as they recognize the value of their roles in more significant transactions.
- **ENTERPRISES** that embrace Transactional Competence see accelerated progress, overcome dysfunction, and are quicker to bring their products to market.

Read more about the [Philosophy of Transactionalism](#)



Good Company

We've taught professionals from these organizations.



A Global Community

One of the best parts of Influential U is the community.

People come to learn from us; they stay for each other. You'll meet students and faculty from many different industries, occupations, and professions – best yet; you'll connect with a global community of ambitious and ethical people. Our biggest podcast audience countries:



United States



Canada



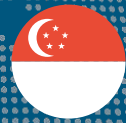
Australia



Germany



New Zealand



Singapore



United Kingdom



Myanmar

100+

Countries

Our webinars and podcasts are enjoyed in over 100 countries and counting.



Influential U Consultant Training

USD \$3000

Register for the next IUC Training.
Click or scan the QR code.



DAY 1



DAY 2



DAY 4

YOU WILL BE CERTIFIED IN THREE SESSIONS

Our one-of-a-kind training modules allow our licensed IUCs to become eligible to facilitate course cohorts.

These modules are based on our fifteen years of success at establishing, running, and growing our global education company.

Your community of prospects, members, and strategic alliance partners can be confident that you have been professionally trained to deliver world-class programs.

2025 Summit Week

IUC Summit

Consulting Practice 13-15 July

Midyear Summit

Practiced Spontaneity 15-17 July



Influential U

Location TBD



Bundle Register

What's the Next Step?

1

Know your aims

Consider if the opportunity is a good fit for you.

2

Clarity Conversations

Chat with our team to determine if we are a good fit for one another.

3

Register for the IUC Training

influentialu.store/products/iuc-training

4

Utilize the Licensing Academy

Inventory resources and begin planning.

5

Strategy, Tactics, and Implementation

Implement your 16 week plan

Schedule a Call with CEO John Patterson
go.appointmentcore.com/johnpatterson

Resources

One of the certification program's strengths is providing our IUCs with valuable resources and tools to help them thrive on their journey. The 16-Week Licensing Academy is one of those resources, but there are many opportunities to learn and grow.



LICENSING ACADEMY

influentialu.academy



STORE

influentialu.store



ANNUAL CONFERENCE

influentialu.global/conference



MIDYEAR SUMMITS

influentialu.global/summits



PODCAST

influentialu.global/podcast

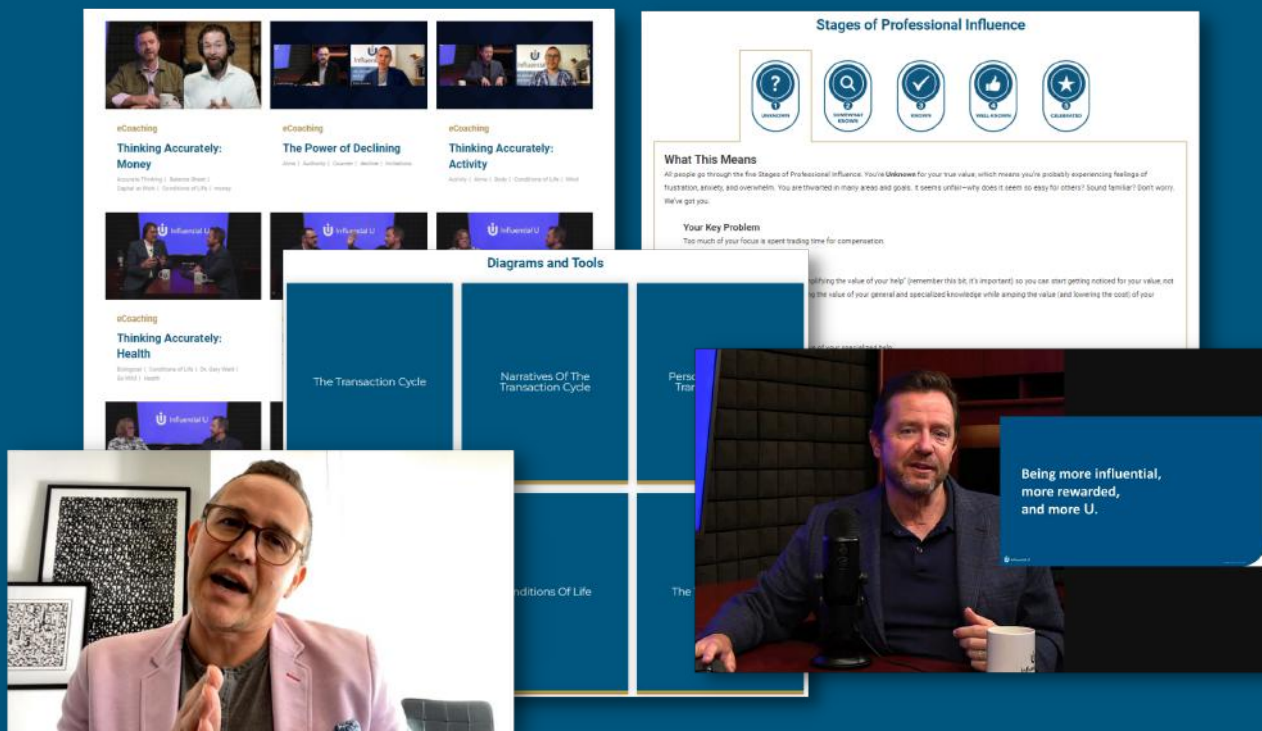
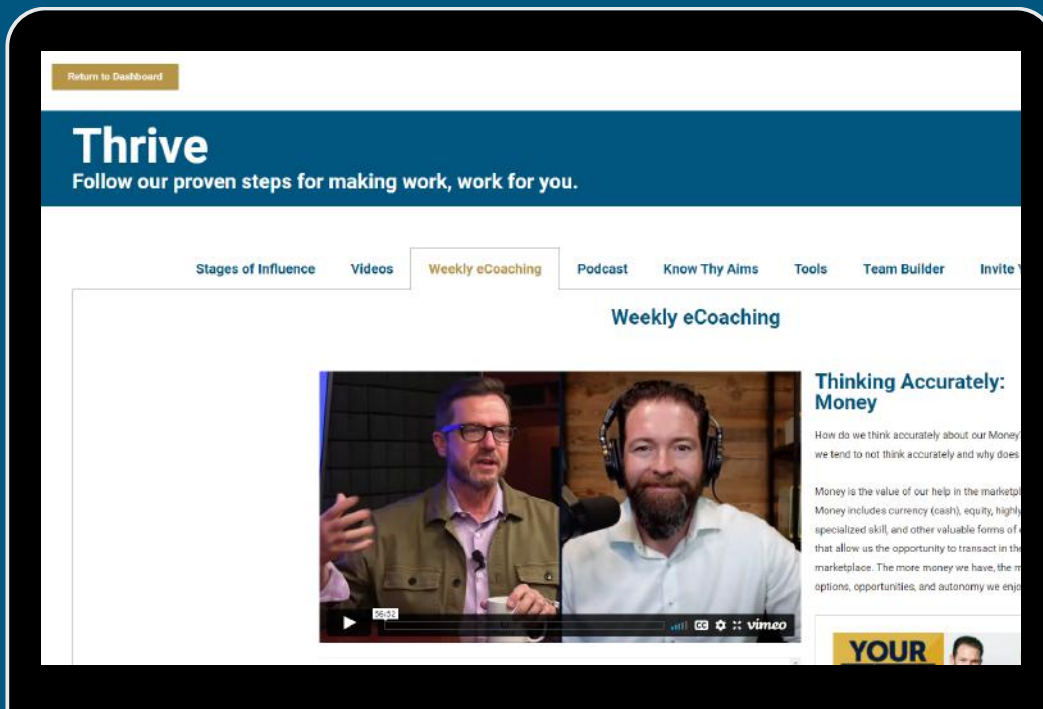


WEEKLY ECOACHING

influentialu.global/thrive

Influential U produces life-changing journeys from isolated, non-reproducible success to holistic, whole-life satisfaction. Since our founding in 2009, our students and licensed consultants have continued to bring our proprietary methodologies to their schools, institutions, and enterprises worldwide.

Thrive: Self-Guided Training



Thrive: Self-Guided Training*

Follow our proven steps for making work, work for you.

***Thrive is our self-guided program, included for all licensees and by subscription to those in their cohorts. It includes the following:**

- Weekly live eCoaching
- Expanding Video Library
- Career Assessment
- Goal Tracking
- Diagrams & Tools
- Team Builder
- Ask a Coach Chat

Thrive is our self-guided online program that lets you learn at your own pace. Subscribers get access to a rich library of professional resources, including strategic tools for career assessment and goal planning. Our expert faculty are available via live chat for career coaching throughout the program.

For Licensees, Thrive helps you prescribe specific videos to cohort attendees, plus subscribers to Thrive retain access to the courses in their LMS.

influentialu.global/thrive/

FAQ

Q: Is the Licensing Academy training conducted virtually or in person?

A: Training is virtual. In-person training is an option where the Licensees are part of an Enterprise. Additional fees apply.

Q: Am I certified after completing the IUC Licensing Training?

A: Yes. After completing the three-day certification training and passing your certification exam, you are eligible to lead the Two-Day Courses in the catalog. Certified Licensees who have also completed a Multi-session Course or the Influential U Curriculum (FOT and MAP) are authorized to facilitate the Multi-Session Courses in our catalog.

Q: When do I pay for my cohort seats?

A: Once certified, you pay in advance (Week 2 - two weeks after the IUC training ends) for the seats according to your licensing level. Seats are, in essence, your license fee paid upon certification. You can purchase additional seats at any time. Unused seats expire after one year.

Q: Is there room for my personality in the facilitation?

A: Yes. You may need to make adjustments because of your market, leading style, or approach. If your program is internal vs. public facing, you'll want to adjust to your audience. These are designed to allow personalized delivery.

Q: Is this model a franchise?

A: No. We are a licensing model. As a licensed IUC, you are licensing our proprietary methods, agreements, processes, relationships, resources, and tools to launch your consulting practice instantly with credibility. Through your license, you can provide our intellectual property to your clients and reap the benefits of being part of our global community of partners.

Q: Is there a Licensing renewal fee?

A: Yes, there is an annual renewal fee of \$795 for IUCs and \$995 for IUCTs. There is no yearly testing or recertification required.

Q: Can I have others in my organization certified to lead courses?

A: Yes. You can have others certified to lead courses for your licensed seats. A Business, Enterprise, or Master License may have several IUCs certified to teach their licensed seats.

Q: Do I get a certificate after completing the Certification Test?

A: Yes. You will get a certification document and digital badge for being a Certified IUC. In addition, you are awarded a certification document and digital badge for each Course after you complete the delivery of that Course the first time. Digital badges expire without license renewal.

Q: Is there territory; how do I know you will not saturate my market?

A: There is no territory for multiple reasons:

1. Some offer virtual cohorts with no geographic boundaries.
2. Some offer cohorts in the businesses and enterprises where they work.
3. You may specialize in a particular niche, market, or demographic based on your expertise.
4. During the Licensing Academy, your IUCT will help develop your focused market and specific customer.

Q: Can I utilize my license to train my entire company?

A: Yes. You are only limited by the number of seats you license. An Enterprise IUC can lead cohorts to a group of teams or educate the entire organization.

Q: Is the Master License an Influential U Partner?

A: No, this license level does not create a legal partnership. As with all licensees, we'll treat your business as if it were an extension of our own. The future could include possibilities for future mergers or acquisitions.



FAQ

Q: How do I utilize my licensed seats?

A: You register your cohort learners and supply a CSV file that we import. This gives them access to our Learning Management System (LMS) for that course. You can purchase more seats as needed.

Q: How long after a course begins will my cohort have LMS access?

A: 30 days unless they are already subscribed to Thrive: Self-Guided Training. A Thrive subscription allows students to continue uninterrupted access to their course materials—and supports their continued learning and development with weekly eCoaching plus our expansive video library.

Q: Do I earn a referral credit when my learners register for IUC Training, IU Conferences, Summits, or FOT?

A: Yes. We reward you with a 10% referral credit on your cohort participants' first registration into any of the following: Thrive: Self-Guided Training, IUC Training, Annual Conference, Mid-Year Summit, or Fundamentals of Transaction. Your participants will register with a unique link, earning you a referral credit to apply to seat fees, your renewal, or the Academy Summit.

Q: Is the Licensing Academy Summit included with my license?

A: No. Our annual two-day Licensing Academy Summit offers new courses, updates, and the latest from Influential U. Get world-class front-of-the-room facilitation training.

Q: Is licensing a departure from the IU Curriculum offered since 2009?

A: No. The Influential U Curriculum – including the Fundamentals of Transaction (FOT), Mechanics and Practice (MAP), and Mechanics and Practice 2: PSTI (MAP2) – is the gold standard of Influential U Courses. We will continue to offer these world-class courses as we always have.

What is our Why?



"The opportunities and advantages available to us are great if, through cooperation, we are able to coexist, help, be helped, and ... face the facts of our transactional selves."

Transactionalism: An Historical and Interpretive Study by Trevor J Phillips

"Perhaps the work starting here can lead to an entirely new modern philosophy, or if not something so ambitious, perhaps a framework to ground our thinking and acting. One that supports the inescapability each of us face in confronting the conditions of human life in our highly complex, often indifferent, technologically socialized existence. Maybe, as we pursue a good and satisfying life for ourselves and those for whom we care, we, in our own way, contributing as we are able, might arrive at a place, together, where we recognize and respect the diverse positions and worldviews that make up our global society. Transactionalism confronts the notions that keep us separate from each other and our environment. It offers a perspective and potentiality of action that embraces our role as participants in the creation of our current existence, especially in this highly advanced age where we are so willing and ambitiously testing the limits of our natural and social constraints. If we can...if we are willing, we could bring into existence a satisfying condition of life that recognizes and honors the individual as a natural part of something significant, universal, and complete. The opportunities and advantages available to us are great if, through cooperation, we are able to coexist, help, be helped, and heed the words of Barth and Bruner and - face the facts of our transactional selves."

Kirkland Tibbels, Ojai, 2014
Co-Founder & Chairman

Simon Chesney, SPCT
Enterprise Agility
Madeira, Spain

YOU COACH CONSULT LEAD



Influential U



**Influential U
Licensing**
Your Org – Our IP

Register for the next IUC Training