



2021/22

# ADVISOR PROSPECTUS

"THE SOI TEAM HAVE WORKED IT ALL OUT.  
IT'S A BUSINESS IN A BOX FOR ANYONE WHO WANTS  
TO EARN A LIVING MAKING A DIFFERENCE."

Sean Riches, 2021 SOI® Accredited Advisor



*Let's accelerate progress™*

Single Organizing Idea (SOI®) is a breakthrough strategy management tool and assessment system that helps companies put sustainability at the core of their plans while continuing to thrive. It's a 21st Century solution to the challenges businesses face today and we're looking for Advisors who understand that a new approach is needed, one that ensures businesses' societal, environmental and economic goals are truly sustainable.

As a certified SOI Advisor you'll have access to a wealth of unique assets including our Advisor Resource Centre (The ARC), the complete SOI® toolkit, business leads, sales and marketing support, insights and real time data. You will become part of a network of world-class, like-minded individuals across the globe, who believe that embracing sustainability in the business world today is the key to commercial success tomorrow.

I very much hope you can join us.

Ian Mitchell, CEO, Single Organizing Idea Ltd

Our tried and tested approach to training and supporting our Advisors has been developed by experts in the digitally-led learning field. Once you have confirmed your place and signed our Advisor agreement form you will be ready to take the first step to gaining your SOI® Accredited Advisor status.

**STEP 1** The ARC is our state-of-the-art online Advisor Resource Centre. It contains five learning pods that take you through each stage of the SOI® working methodology. The sixth pod contains sales, marketing and support resources that are continually updated to help ensure your success. You can see a video about The ARC on our website <https://singleorganizingidea.org/practice-soi/>.

**STEP 2** Once you've completed the learning modules in The ARC (average time 9 hours) you will be ready to go on our interactive virtual training course. Spread over three weeks, six hours of direct training with Neil Gaught, the conceiver of SOI®, and David Bonbright who heads up our measurement and assessment capabilities, will ensure you are fully equipped to help your clients make the transition they need. The training is supplemented with scheduled monthly catchups where Neil, David and the wider team will be available to give you direct advice and answer any questions you may have.

**STEP 3** You'll be awarded with your certificate as soon as you complete your training. This means that in as little as seven weeks you will be ready to help your clients transition to a better way of doing business.

[See the back page for training fees and how to apply](#)

## THE BENEFITS OF BECOMING AN SOI ADVISOR

By becoming an SOI Advisor you'll not only be doing something that really matters, you will benefit from doing so. Our approach means that every penny you earn is yours. You can set your own rates and work with the clients you want, where you want to and when you want. All we ask in return for the support we will continue to give you is that you use our tools and share your stories with us.

### TOOLS



The minute you become an accredited SOI Advisor you will have access to all the tools and templates you require to successfully plan, propose, run and deliver an SOI® project. Developed over 15 years, our tried and tested approach will provide you with exactly what you need to deliver an end-to-end solution you and your clients can rely upon to deliver the results they need to progress.

### ASSESSMENTS



The SOI® Assessment System™ is a world's first, allowing you and your clients to continually monitor, learn and adjust their progress towards total alignment with a sustainable core purpose. It also ensures you're in the best position to offer your advice and services on an ongoing basis.

### DATA



Data gathered through The SOI® Assessment System™ and our scorecards provides a unique resource. The insights and performance metrics will give you the opportunity to share your knowledge with your business network and enhance your value to it.

### OPPORTUNITIES



Our partnerships team actively pursue and develop opportunities with governmental, non-governmental and commercial enterprises that serve business networks. Our fast growing global network of partners is rapidly creating many opportunities for our Advisors. As a trained and accredited SOI® Advisor you will not only benefit from the business opportunities you generate, but also the ones we generate for you.

### BRAND



In addition, you will also benefit from the growing awareness of our brand. Our marketing team is dedicated to ensuring SOI® becomes a recognised force for good, one that is pushing the boundaries and delivering the kind of practical outcomes others can only talk about.

### NETWORK



Finally, taking up your position in our fast-growing, global Advisor community will give you the opportunity to make a difference in the company of like-minded people only too happy to collaborate with you when necessary.

"THERE ARE A HUGE AMOUNT OF OPPORTUNITIES FOR BUSINESS ADVISORS THAT GO ON THIS JOURNEY."

Nikki Gravning, 2021 SOI® Accredited Advisor

## APPLY TODAY

If you believe you have the experience required to make a difference and share our ambition to help accelerate progress to a more sustainable future, apply now. You'll find the application form at <https://singleorganizingidea.org/practice-soi/>. We have a limited number of scholarships available and we also offer discounted rates for groups. If you want to talk to us about these options please call our team on **0203 813 4224** or email [advisor@singleorganizingidea.org](mailto:advisor@singleorganizingidea.org)

£2997

\$ USD on application

A one off payment, this fee covers the cost of your training including full access to The ARC, six hours of live online training and two one-to-one sessions with Neil Gaught and David Bonbright.

£197<sub>pm</sub>

\$ USD on application

The monthly subscription charge is your contribution to the resources we require to ensure we can support you and continue to develop the services that will help you and your clients succeed. Subscription starts on training completion.



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