



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 Advisor accreditation 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 soi.org/practice-soi.

STEP 2 Once you've completed the learning modules in the ARC (average time 9 hours) you will then be ready to go on to the interactive part of the accreditation course. Spread over four weeks, tens hours of direct interaction with SOI experts will ensure you are fully equipped with the knowledge and support you will need. The training is supplemented with scheduled monthly surgeries designed to respond and deliver direct advice and answer any questions you may have.

STEP 3 Having successfully completed the accreditation course you will be formally certified as an accredited SOI Advisor. This will give you full access to the SOI toolkit, sales and marketing support/assets, business leads, the SOI® Assessment System™, insights, dashboards, data analytics and all the benefits that come with being part of the SOI Advisor Community — all as part of your monthly Advisor subscription.

[See the back page for the course and subscription charges and how to apply](#)

THE BENEFITS OF YOUR SOI ADVISOR SUBSCRIPTION

A modest subscription fee will give you total, on-going access to all the SOI assets and the benefits described below that come with them. In effect you will have a business in a box, allowing you to work with the clients that you want to, set the rates you want to and work where and when you want to, whilst making a positive difference and achieving the income you want. All we ask in return is that you use the tools and frameworks as they were intended and that you share your success 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 our world's-first SOI® Assessment System™ and our scorecards provide 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 pursues and develops 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 contribute to generating 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 recognized 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 soi.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@soi.org

£2997

\$ USD on application

A one off payment, this fee covers the cost of your accreditation course including full access to the ARC, six hours of live online training and two one-to-one sessions with the SOI .

£197 pm

\$ USD on application

Excluding VAT

Your monthly subscription provides you with all-in-one software and SOI specialist support to help you successfully manage your advisory service. You will have access to a suite of responsive marketing content to find new leads; diagnostic tools to help you benchmark businesses and quickly identify potential clients. In addition, case studies, SOI impact and ROI calculators that enable your clients to understand the value you bring, plus full access to the SOI® Assessment System™, SOI alignment tools, dashboards, analytics, the ARC and the potential to partner with the wider SOI advisor community means no project will be too small or too large.

PARTNERED BY



SUPPORTED BY



SINGLE ORGANIZING IDEA

Let's accelerate progress™

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