

# Grove Partners Program



## WHAT IS YOUR INTEREST?

PARTICIPATING IN A **TRULY GLOBAL NETWORK** OF TOP PROCESS LEADERS AND CONSULTANTS?

HAVING ACCESS TO AN INTEGRATED SET OF **CUTTING-EDGE PROCESS LEADERSHIP TOOLS**?

EXPERIENCING **COLLECTIVE IMPACT**?

SHARING **THOUGHT LEADERSHIP** IN VISUAL FACILITATION, VIRTUAL COLLABORATION, TEAM PERFORMANCE, STRATEGIC VISIONING, AND SYSTEMIC AND PERSONAL CHANGE?

**CO-MARKETING** AND COLLABORATING ON CLIENT WORK?

**PROFESSIONAL DEVELOPMENT AND ACTION LEARNING**?

PARTICIPATING IN VIRTUAL AND FACE-TO-FACE **GLOBAL GATHERINGS**?

# GROVE PARTNERSHIP VALUES

If you are interested in becoming a Grove Partner, you will want to understand Grove values as a first lens in determining fit. These are our compass as we work to form relationships that are sustainable over a long period of time.

## COMPETENCE

Visual consulting, tool development, and change work requires skill and competency. We iterate. We edit. We hold each other accountable for results and expect our partners to share our appetite for competency

## COLLABORATION

Today's systemic challenges require teams to move beyond their own brilliant ideas and accept the unpredictable benefits of working in give-and-take collaborations. We expect partners to share ideas, ask for input and co-develop and co-lead.



## COMMUNITY

The Grove began as a family business, deeply connected. This means we like shared responsibility and communities of learning and celebration. We want our Grove Partners to share this feeling, and help co-create a future of which we all can proud.

## CREATIVITY

The Grove believes in the inherent creative capabilities of every human being. Not everyone is a designer or artist, but we believe every person has the ability to imagine and respond to guidance and sparks of insights.

## CARING

The Grove works across boundaries of function, culture, race, and class. This requires empathy—a connection with one's own feelings and those of others. Our tools are powerful, but we want to support people working with their hearts as well as their minds and bodies.

# TYPES OF PARTNER RELATIONSHIPS AND AGREEMENTS

The Grove Consultants International's partner program supports organizations with which it has deep collaborative business relationships. It is for those who have been inspired by The Grove's 40 years of developing process leadership tools and methods and wish to share back and with each other to develop this field and our individual businesses. We believe collaborating with independent firms will insure continuous mutual stimulation and evolution of our field. Grove Partners have several types of relationships with The Grove, represented by formal agreements. Following are descriptions of the types of relationships and agreements.

## GLOBAL DISTRIBUTION:

These agreements allow partners to use Grove tools and methods in workshops and consulting, translate and distribute our products in countries other than the United States. In these agreements The Grove asks for:

- Approval of translations and modifications based on culture.
- Openness to participate in annual update of trainings and business development planning.
- Willingness to participate in the Grove's Global Learning & Exchange Network.
- Grove ownership of I.P. unless otherwise arranged.
- Willingness to agree on percentages of sales as royalties and quarterly reporting via a licensing agreement.

## GLOBAL LICENSING:

These agreements are primarily with other consulting firms that license the right to use Grove tools and methods in their own business. To enter into these agreements The Grove asks for:

- Clear, itemized list of the products and methods that will be licensed.
- Sensitivity to cultural modifications that may be necessary.
- Openness to training and professional development planning.
- Willingness to participate in the Grove's Global Learning & Exchange Network.
- Willingness to agree on minimum annual fees and regular reporting via a licensing agreement.

## GLOBAL CONSULTING:

These are with skilled consultants and firms that wish to work with The Grove on client assignments, workshops, or special projects. The Grove looks for:

- Skilled consultants with long-standing relationships.
- Shared understanding of Grove methods and tools.
- Capability as senior consultants and project leads.
- Synergies around co-marketing and business development.

*Partners may have one or more types of relationships with The Grove. All are connected through direct, trusted relationships with our central team in San Francisco. The specific agreements would reflect different options and fees based on the type of relationship and requirements of local business cultures.*

# PARTNERSHIP PROCESS

## 1. INITIAL CONTACT

We meet people in our workshops, at conferences, and sometimes virtually. Most of our partners know us personally.

## 2. EXPLORATION

We believe in testing out the workability of a partnership with real projects. This can involve attending a scheduled Grove workshop, co-organizing a Grove workshop in your region, or visiting The Grove and having an exploratory planning session.

## 3. PARTNERSHIP PROPOSAL

Both sides contribute to a written draft proposal. These go through several rounds of review.

## 4. PARTNERSHIP AGREEMENT

The Grove and the Partner compose and agree on a formal consulting, licensing, or distribution agreement. Because our work is global in nature, our agreements take on different forms in different countries to reflect responsiveness to local business practices.

## 5. CERTIFICATIONS AND GOING TO MARKET

Businesses license the right to conduct Grove branded workshops and must be certified. The translation of distributed materials must be submitted for review, suggestions and approvals.

## 6. PARTNER COLLABORATION

The Grove hosts and participates in Partner events and collaborates on projects and offerings by mutual agreement. Partners are supported through professional-development plans, business development and co-marketing. They also participate in the Grove's Global Learning & Exchange Network (GLEN) and its website, forums, webinars, and face-to-face gatherings.

## 7. PARTNERSHIP RENEWAL

Agreements are renewed annually as part of our annual professional business development review process.



# PARTNER BENEFITS AND CONTRIBUTIONS

Following is a description of what Partners can expect from The Grove and how The Grove provides that benefit. How many of these benefits are experienced will depend on the type of formal agreements the partners make with The Grove.

## PROFESSIONAL DEVELOPMENT

### **Support for co-creation and execution of an annual partner professional-development plan with a dedicated senior Grove consultant.**

- ❑ The plan will reflect pathways to learning for you and your staff to achieve master-level competencies in the use of the various Grove tools, approaches and services. This is especially important for partners who use our products with clients, are licensing products and are providing our training programs to their network.
- ❑ Various assessment tools are available to guide development goals.
- ❑ This plan is executed with the support of a dedicated Grove consultant via regularly scheduled development and coaching interactions with your firm's partner liaison.
- ❑ The plan can include business development and marketing goals.

### **Opportunities to participate in the following:**

- ❑ Quarterly hosted virtual exchanges on topics of shared partner interest that model skilled virtual and visual work.
- ❑ Shadow consultation from Grove experts on process design, proposals, program design, and so forth.
- ❑ Regional and in-person Grove partner events.
- ❑ Forums available through the GLEN.

## BUSINESS DEVELOPMENT & CO-MARKETING

### **Brand enhancement and Grove identification:**

- ❑ The Grove's acknowledged leadership in visual facilitation and consulting, team performance, and strategic visioning should enhance partner brands. The Grove has

been in business since 1977 and has an extensive client base.

- ❑ Founder David Sibbet's presentations and books highlight The Grove's global work. His new book on Visual Consulting will directly promote the global network.
- ❑ Partners will be advertised on The Grove's and the GLEN's websites and GLEN members area and featured in Grove's regular publications.
- ❑ Opportunity to co-sponsor workshop and marketing events with The Grove and co-market with other Grove Partners.
- ❑ Grove representatives are available to appear at public events to support partner and Grove brands.

### **Support with applying Grove tools and services to new and expanding markets:**

- ❑ Coaching support from senior Grove consultants and Grove Founder David Sibbet
- ❑ Exchanges with partners who have encountered similar situations

### **Access to Grove slides, murals, and other presentation materials, and potential collaboration with other partners.**

## GLOBAL LEARNING & EXCHANGE

### **Network-Based Practitioner Support:**

The Grove is developing a membership-based Global Learning & Exchange Network (GLEN) that will support going beyond the idea of simply providing services or resources to partner organizations. We want to help create opportunities to collaborate with you and your colleagues, working on projects together, developing of new tools and resources and conducting LAB-type inquiries into new areas. The GLEN will be a go-to place for individuals in partner firms and perhaps their clients and trainees.

**Annual Partner Gatherings:**

- ❑ The Grove expects to hold annual regional gatherings for partner organizations, above and beyond GLEN programs and regular trainings. These will undoubtedly reflect the learning and exchange practices developed in the GLEN program.
- ❑ Partner gatherings will allow exchange of business, marketing, developmental, and other knowledge in addition to professional development.

**Intelligent Network:**

- ❑ With support from the GLEN platform, Grove Partners will be able to reach out to each other for help and support. We are intending to grow the partner database of expertise to the benefit of all involved.

**EARLY ACCESS TO NEW GROVE TOOLS AND APPROACHES****Virtual Collaboration:**

- ❑ The Grove is at the cutting edge of visual work online, and its attendant tools. Partners will get direct experience in these leading techniques by virtue of participating in visual virtual communications.

**Graphic Template and Storymap® Development**

- ❑ As leaders in these approaches we expect to open up our approaches to Grove partners.

**Designing and Leading Change**

- ❑ Working with multi-stakeholder groups and social change is an increasing interest at The Grove. We intend to share cases and tools.
- ❑ The magnitude of challenges in our times requires teaming up on these big projects. We are learning a great deal about how to do that and hope our Grove partners will be a seed source of successful modeling for others.

**Grove Partners will receive premium access to new Grove products as they are developed.**

**CLEAR AGREEMENTS, ADMINISTRATION AND ACCOUNTING**

- ❑ We believe in clear contracting and written agreements that are modified by mutual consent.
- ❑ We are staffed to support the regular reporting and financial accounting that provides a bottom line to our agreements.

**FREE AND DISCOUNTED TOOLS AND MORE**

- ❑ Access to Grove process models and other intellectual property for internal use only (not for distribution).
- ❑ Two GLEN memberships for senior leaders and discounts on GLEN memberships for others in your organization.
- ❑ Discounts on Grove products.
- ❑ Discounts on Grove trainings.

**CONTRIBUTIONS**

**In order for us to be able provide these services and to develop and maintain good and lasting collaborative relationships, we have a number of requirements and expectations from the partners themselves.**

**We expect Partners to commit to:**

1. Participation in partner gatherings and exchanges.
2. Mastering use of Grove products and methods related to Partner business.
3. Collaboration on methodology and tools development—feedback on use results.
4. Joint client/training opportunity development.
5. Respecting Grove product copyrights and branding when making Partner offerings (certifications would be required for offering Grove-branded trainings directly).
6. Annual fee to cover basic administrative and consulting costs.
7. Sharing Grove values.



## The Grove Partners

If The Grove Partner Network is of interest, please feel free to contact us for more information:

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