

Teleios Partners Website Brief (www.teleiospartners.com.au)

Target audience	<ul style="list-style-type: none"> • Senior executives & their teams • Cross functional teams working on high priority + time critical projects • Senior HR executives • Pharmaceutical + Biotech + Healthcare & Technology Industries • Australia + NZ + Singapore + Malaysia + HK + Philippines
Deliverables	<ul style="list-style-type: none"> • Help leaders + executives transition into more senior roles or more challenging/ complex assignments • Project team that need to address hidden road blocks to high performance • Marketing strategy + commercialization consultancy
Positioning	<ul style="list-style-type: none"> • Elite, senior level executive coaching & consulting practice that combines the latest breakthroughs in Western leadership psychology + senior level business expertise + Eastern mindfulness coaching philosophies
Brand Personality	<ul style="list-style-type: none"> • Elite. Highly Professional. Innovative. Thoughtful • Consistent with those of my partners (see below: Madston Black + Nardoo + PL Consulting + IECL)
Marketing/ BD approach	<ul style="list-style-type: none"> • Focused on pre-qualified executives & companies within RS current networks and those of his executive coaching partners who strongly believe in executive coaching & committed to change (approx. 1000) • 1:1 personal contacts via RS & his senior level executive coaching partners – “meet & greet” to introduce coaching approach • Deliver 10x , evidence based coaching engagements (\$10k per individual, 6 months min)) • Build long term conversation via face to face + video blogs + webinars + leadership articles et al + ebooks
Website deliverables	<ul style="list-style-type: none"> • Outline Teleios + RS backstories & how we are different from mainstream executive coaching firms • Outline services + support material (eg Breakthrough Leadership Coaching eBook) + mechanism to connect • List of partners + clients + their case studies + testimonials • Integral part of social media approach (Linked In + Twitter + Webinars • Latest research into leadership effectiveness + team performance + neuro coaching findings •
Partnering	<ul style="list-style-type: none"> • Madston Black (www.madstonblack.com) • Institute of Executive Coaching & Leadership (www.iecl.com) • Nardoo (www.nardoo.net) • Present Leadership Consulting (www.plconsulting.com.au)