



Specialists in leadership and organisational development, we are driven by intentional thinking, deep connection with our clients and delivery-focused action.

The Astute Ecosystem Corps Information Guide

This document is provided to members or potential members of the Astute Corps.

Our vision is to develop Astute 21st Century leaders across the globe in partnership with our outstanding network of multi-skilled thought-leaders and practitioners.

The Astute Ecosystem

The Astute Ecosystem is the “village” in which incredible future-creating Astute Leaders will develop. They are hosted on the very versatile and rapidly developing Egsbe platform. There are three primary communities within the Ecosystem:

The Astute Alliances

The Astute Alliances are our client communities. Individuals and organisations who pass through our development programmes receive an annual membership to at least one of the alliances, and membership is also open to non-alumni working within a leadership context. Members are entitled to various benefits which enable us maintain relationship with them and to continue to grow their understanding and application of the Astute Leader principles.

- Leader Alliance
- Women’s Alliance
- Coachee Alliance
- Practitioner Alliance (for internal practitioners)
- Adulging Alliance

The Astute Corps

The Astute Corps (pronounced core in singular and cores in plural form) are our partner practitioner communities. These are the people who want to be involved in the delivery of our programmes and alliance offerings.

- Coach Corps
- Facilitator Corps
- Speaker Corps
- Designer Corps
- Artist Corps
- Researcher Corps
- Consultant Corps

The Astute Associates

Our Astute Associates add additional value to our clients and to the Ecosystem through boosting sales revenues.

- **Astute Sales Associates**
 - Sales Associates earn commission for selling our solutions or those of our delivery partners.
- **Astute Delivery Associates**
 - Delivery Associates deliver their own programmes which complement ours. Typically, they are solutions which provide more in-depth learning relevant to one or more of the 21st Century leader skills.
- **Astute Support Associates**
 - Support Associates offer solutions that we just love, but which are not specifically focused on 21st Century leader skills. The Egsbe platform is a typical example. We LOVE the platform and enthusiastically promote it to others. We get a commission for referrals to Egsbe.

Member Benefits

Details of member benefits will be announced in 2022. All members currently have access to the benefits highlighted with asterisks on the list below:

- Relevant online community*
- Astute Library
- Reader Club events*
- Free access to public, online Astute Ecosystem events*
- Monthly book summary*

- Sales commissions*
- Corps training and community events*
- Discounted access to paid training events including the Astute Leader programme, coach, and facilitator accreditation*
- Exclusive contact events
- Book of the month club
- Marketing opportunities
- Social media showcases
- Coaching

Most importantly, our Corps members are the first people we consider when we put client delivery teams together. They are also invited to learn from and contribute to the ongoing development of the community, to showcase their own offerings, to build their online content profile and to network within our community. These are the individuals who are invited to speak at our training and community events.

Paid Opportunities for Corps Members

All these benefits are dependent on paid work coming in from clients. NO Corps member is guaranteed paid work. Selection for a delivery panel is at the sole discretion of the management of Engagement Dynamics (Pty) Ltd. based on the requirements of the client contract and on internal selection criteria.

- Coach Corps
 - These individuals are eligible for selection on to a coaching panel. They are paid on a fee for service basis. Depending on their credentials they may need to go through our coach accreditation programme (launching 2022), at a discounted rate. They will also have to attend specific accreditation training for the programme for which they will be providing coach support.
- Facilitator Corps
 - These individuals are eligible for selection as facilitators of our Astute Leader programme or other customized solutions. They are paid on a fee for service basis. Depending on their credentials they may need to go through our facilitator accreditation programme (launching 2022) at a discounted rate. They will also have to attend specific accreditation training for the programme they are asked to facilitate.
- Speaker Corps
 - These individuals are eligible for selection as speakers at **PAID client events**. They are typically paid on a fee for service basis. Depending on their credentials they may need to go through our speaker training programme (launching 2022) at a discounted rate.
- Designer Corps
 - These individuals might be invited to partner with us to design client solutions. Depending on the volume of work, they are either paid on a fee for service basis or

become co-owners of the IP created, with royalties due when the solution is delivered to paying clients. Depending on their credentials these individuals may be our first choice to facilitate the programmes they have developed. Members of the Designer Corps who co-own the IP, commit to a long-term partnership, and understand that free programmes may need to be delivered for these programmes to gain traction in the marketplace. Engagement Dynamics carries the costs and risk for the marketing process.

- Artist Corps
 - These individuals are eligible for selection as artists contributing to the delivery of solutions to clients. They are typically paid on a fee for service basis.
- Researcher Corps
 - These individuals might be invited to partner with us to design client solutions. Depending on the volume of work, they are either paid on a fee for service basis or become co-owners of the IP created, with royalties due when the solution is delivered to paying clients. Depending on their credentials these individuals may be our first choice to facilitate the programmes they have developed. Members of the Research Corps who co-own the IP, commit to a long-term partnership, and understand that free programmes may need to be delivered for these programmes to gain traction in the marketplace. Engagement Dynamics carries the costs and risk for the marketing process.
- Consultant Corps
 - These individuals are eligible for selection as consultants, designing and or delivering customized organizational development or leadership solutions to our clients. They are paid on a fee for service basis. Depending on their credentials they may need to go through our Astute Leader programme and other accreditations at a discounted rate.

Unpaid Opportunities for Corps Members

All members of our community may be invited to contribute in one or more of the following ways:

- Keynote presentation at Astute Women, Astute Leader or Astute Minds events.
- Pecha Kucha presentation at Astute Women or Astute Leader.
- Master of Ceremonies at Astute Women, Astute Leader or Astute Minds events.
- Facilitating breakout conversations at Community Training and Astute Minds events.

Whilst these roles are unpaid, the following additional benefits accrue to these individuals:

- One annual “+ level” membership to an Alliance, Corps or Associate community for just R100 for the year in which they contribute.
- Inclusion in the promotion booklet delivered to every delegate at the event in which they contributed.
- A professional introduction at the event.
- Social media promotion linked to the event which may include tagging or video material.

- Opportunity to apply to promote your offerings to our community as an Astute Associate (commissions would be due in this case).

Contributor Guidelines

NB: YOU WILL RECEIVE SPECIFIC INDIVIDUAL INVITATIONS FOR THE EVENTS IN WHICH WE WOULD LIKE YOU TO BE INVOLVED.

Guidelines for contributors at our events are detailed in the Astute Event Contributor Guidelines document.