



Strategic Partnerships ●●

Kaizen has formed strategic partnerships with numerous organizations, most of which are not traditionally involved in development. These partnerships allow Professional Community (PC) members efficient access to the organization's most relevant free content and services. Many partnerships also provide our members with discounts on for-fee products. The following chart includes Kaizen's current strategic partnerships. We continue to identify additional partners and negotiate agreements similar to those listed below.

Name	Description	Offering to PC Members
Aberdeen Group	Online research and publication services that offers membership-only access to archives of valuable, cross-cutting publications, largely in management and organizational performance.	Free access to members-only content for all PC members, valued at \$995 per person/per year
Deloitte	World class consulting firm	Cross-cutting resources and content for Professional Community members
Society for HR Management	HR professionals member association with networking opportunities and valuable online industry best practices resources and tools	Membership offered to PC members at 25% discount; no log-in required
Palo Alto Software	Software company that specializes in small business management and development. Products are cross-cutting	PC members receive a 28% discount on all Palo Alto Software products
Survey Monkey	Survey Monkey is the world's leading provider of web-based survey solutions	PC members receive a 25% discount on a Annual unlimited professional subscription
Thunderbird Online	A division of the Thunderbird Global School of Management, a premier school for the MBA in Interational Business Management	PC Members receive a 15% discount on 9 of Thunderbird Online's courses
Small Business School	A weekly, half-hour television show for small business owners	PC members are able to bypass registration and link directly to videos
Business Owner's Toolkit	A membership site with guides, podcasts, and other tools for small business owners	PC members are able to bypass registration and link directly to free resources
Success Factors	Software as a service (SaaS) platform that produces a suite of software products for business needs	PC members receive a 10% discount on Success Factor products
American Society for Quality	Members association for operations professionals. Members receive access to archives of publications and tools for improving operations effectiveness	PC members can bypass registration to gain direct access to free resources.
Passion for Business	Vendor of training programs and online technical resources for business development and personal development of the self-employed	PC members receive a 25% discount on all purchases they make on Passion for Business website
Intuit Small Business	Vendor of a variety of software and cloud computing products for small business development	PC members receive a 10% discount on all purchases they make on the website
Pragmatic Marketing	Provider of onsite and web-based product management and marketing training	PC members gain access to archives of valuable free resources (articles, podcasts and webinars). PC members benefit from 20%-30% (based on volume) discount on webinar priced at \$495 per person
Cisco Entrepreneur Institute	Institute focused on fostering entrepreneurship around the globe. Provide trainings and certification programs for public and private sector organizations	PC members can purchase access to eight 55-hr long online training courses, all for the discounted price of \$60



Resource Organizations ● ●

Professional Community (PC) Members receive access to free content that has been reviewed and selected for quality by Kaizen. The following is a list of sample resource organizations:

<i>12Manage</i>	<i>Free Management Library</i>	<i>SAS Knowledge Exchange</i>
<i>Aberdeen Group</i>	<i>Gaebler</i>	<i>Simple Studies</i>
<i>About.com</i>	<i>Growth Business</i>	<i>Simply Communicate</i>
<i>Academic Earth</i>	<i>Harvard Business Publishing</i>	<i>Skill Soft</i>
<i>Accountants World</i>	<i>Harvard Business Videos</i>	<i>Slide Share</i>
<i>All About Branding</i>	<i>HBS (Harvard) Working Knowledge</i>	<i>Slide World</i>
<i>All Business</i>	<i>Hewlett Packard Learning Center</i>	<i>Small Business Books</i>
<i>Association of Operation Managers (APICS)</i>	<i>Hodu</i>	<i>Small Biz Trends</i>
<i>Babson/ GEM</i>	<i>Inc Magazine</i>	<i>Small Business Association</i>
<i>Baldrige</i>	<i>Inventory Ops</i>	<i>Stanford University</i>
<i>Big Duck</i>	<i>Jim Collins</i>	<i>SuccessFactors</i>
<i>Biz Info Library</i>	<i>Johnson O'Connor Research Foundation</i>	<i>Talent Smart</i>
<i>Biz Plan It</i>	<i>Kaplan</i>	<i>Teach Street</i>
<i>Biztree</i>	<i>Kellogg School of Management</i>	<i>TED</i>
<i>BNET</i>	<i>Knowledge@Emory.edu</i>	<i>Tutor2u</i>
<i>Business Week Magazine</i>	<i>Knowledge@Wharton</i>	<i>USA Today Educate</i>
<i>Business-in-a-box</i>	<i>Larson Allen</i>	<i>Venture Voice</i>
<i>Business.com</i>	<i>London Business School</i>	<i>WePapers</i>
<i>Business2000</i>	<i>Mailer Mailer</i>	<i>Women's Entrepreneur Center</i>
<i>Cambridge Judge School of Business</i>	<i>Manager Wise</i>	<i>YCHANGE</i>
<i>Center for Creative Leadership</i>	<i>Manpower</i>	<i>You Tube Edu</i>
<i>CIO</i>	<i>Mindful Network</i>	<i>ZDNet</i>
<i>Clemmer Group</i>	<i>MIT Open Courseware</i>	<i>Tech Republic</i>
<i>CNET Classes</i>	<i>More Business</i>	
<i>Communications Doctor</i>	<i>Nashville Entrepreneur Center</i>	
<i>Department of Labor</i>	<i>Net MBA</i>	
<i>eHow</i>	<i>Oxford University Business Schools</i>	
<i>Entrepreneur Magazine</i>	<i>PR Pundit</i>	
<i>Ezine</i>	<i>QuickMBA</i>	
<i>Flat World Knowledge</i>		
<i>Forrester</i>		