

# Becoming an Exceptional Board Director Candidate

— Coaching & Certification Course —  
Distributed Certification Model (DCM)

## International Board Director Competency Designation (IBDC.D)

Aspiring and experienced Board Directors of all ages are still in high demand, however, if you are not viewed as having '*next-gen Director*' qualities and haven't properly packaged yourself for serious consideration, your chances of appointment are greatly minimized.

We teach aspiring and experienced Board Directors modern Board Candidate packaging AND modern Board operations knowledge.

### M. A. Pfister Strategy Group

Captivate  
Innovate  
Motivate

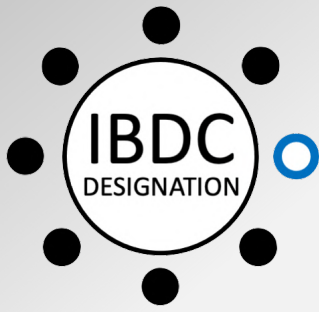
See full program brochure & curriculum here:  
<http://www.pfisterstrategy.com/exceptionalboarddirector>

## Distributed Certification Model (DCM)

Many organizations want their members and associates to obtain Board-related education and certification, but find that they must either recommend outside and unaffiliated organizations to satisfy this requirement or attempt to create their own robust program. For most organizations, the in-house ability to create such a program does not exist, the sizeable investment in creating the program is not available, and the time required to implement and manage a globally recognized education/certification is not viable. To-date, the only other available option has been to recommend unaffiliated certification institutions to handle this requirement. The measurable opportunity losses for your organization due to this '*hand-off*' are immense, including lost revenue opportunities, missed ongoing marketing prospects, and limited '*customer stickiness*' (propensity of customers to return to your product or use it more frequently), to name just a few.

M. A. Pfister Strategy Group has solutioned this challenging dilemma for organizations facing this predicament. No longer must a decision be made between two limiting options. Our unique, industry-defining *Distributed Certification Model* (DCM) puts you back in the driver's seat!

Instantly have a new line of business



## Registrant Course Engagement Options



1:1 Coaching Sessions



Group Coaching Sessions



Online / On-Demand

**M. A. Pfister Strategy Group**

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# Become a DCM Partner

## What exactly is our Distributed Certification Model (DCM)?

We understand the importance of coupling a robust and seamless education/certification program with your organization, company, membership, or database of connections. This added benefit expands your reach of services without taking on any of the risks, budget, or time commitment commonly associated with education/certification programs. At its core, our DCM allows for:

- ✓ A no-cost, expanded, and complementary line-of-business for your organization
- ✓ Additional line of revenue for your organization - DCM partners receive:
  - 10% of revenues for course/certification signups originating from your organization
  - 10% of revenues for ongoing recertification requirements (every 3 years) originating from your organization – with no expiration date!
- ✓ The ability to create an internal, seamless, and co-branded URL page within your website domain outlining your affiliation with our globally recognized education and certification program within the Board Director vertical
- ✓ Direct link to the education platform from your internal, co-branded URL page within your website domain
- ✓ Ability of registrants to choose from 1:1, group, or online/on-demand program engagement options
- ✓ Opportunity to proactively create and market group education/certification events to your organization (minimum of 8 registrants for group education/certification)

## Types of Organizations Eligible for DCM Partnerships

Would your organization benefit from a DCM partnership? Whether a private, public, or nonprofit organization, we believe our model is a great fit for all entity types. A few examples of organization types that benefit greatly from a DCM partnership include:

- ✓ Trade organizations, nonprofits, and membership/association-type establishments relating to senior leadership, governance, strategy, and industry advancement
- ✓ Executive and Board search/placement firms with an active or inactive database of candidates
- ✓ Education / continuing education institutions
- ✓ Consulting and advisory firms catering to senior leadership and the executive office vertical

[Reach out to become a DCM partner today](#) 

# Instantly have a new line of business