



Make a Bigger IMPACT with Your Software



A special invitation to partner with PMO Strategies as we aspire to elevate the way organizations deliver on strategy globally.



The Queen of Our Chessboard **Laura Barnard**

2021 Global PMO Influencer of the Year

Our Founder, Laura Barnard, has been instrumental in bringing PMOs and Project Management to the strategy table for 25+ years. Her signature IMPACT Engine System™ and IMPACT Accelerator Mastermind™ have accelerated strategy delivery for organizations around the world and positioned them to achieve a much higher ROI faster than they thought possible. We're on a mission to unleash the full power of project management to change the world for the better.

How We'll Support Your Company's Growth

» **Acquire New Business**

With connections to tens of thousands of PMO and strategy delivery leaders around the world, we'll drive our network directly to you based on their delivery needs.

» **Deepen Existing Relationships**

We'll provide customized training for existing clients to better execute their role which in turn, allows them to better leverage your software.

» **Maximize Client Lifetime Value**

Our strategies will position your software as the star of a PMO's success, almost guaranteeing a long, win-win relationship.

A value-focused, results-driven PPM software does nothing for clients who can't easily integrate it into their existing PMO strategy.

This means the key to more new clients, deeper and long lasting relationships, and expanding business with existing clients is minimizing the implementation friction required to integrate your software into their organization.

It's no secret your company's software can drive forward results. There's a reason you're an industry leader.

However, despite your prospects' best intentions, the internal fear of implementation friction, inability to influence, and lack of top level support stops prospects cold in their tracks when it's time to execute.

And these same realities hinder some of your existing clients from committing to a deeper business relationship over the long-term.



We understand how to solve these problems.

Why PMO Strategies is the Right Strategic Partner for Your Company



We thoroughly understand why most PMOs fail:

1. PMO Leaders aren't positioned as strategic business partners
2. PMO Leaders don't have the influence necessary to execute
3. PMO Leaders lack a proven approach to strategy delivery

And when a PMO fails, they push blame onto the easiest target - the software they're using.

That's where we come in.

PMO Leaders must understand, adopt, integrate, and fully leverage your PPM software with minimum implementation friction in order to accelerate success.

Executives will be hesitant to commit and quick to leave if it feels like it's just another complex situation to unpack before it can return real value - slowing them down further.

We understand just how frustrating this can be for the client looking for a solution to streamline their project process and a PPM software provider who understands their software is the solution they're looking for.



Why PMO Strategies is the Strategic Partner For Your Company

We specialize in empowering PMOs to drive measurable business value and ROI for their organization's strategy by elevating the PMO leaders, shifting their mindset from outputs to outcomes, and transforming the way they define and deliver value. We also understand a key accelerator of strategy delivery is properly leveraging a results-driven, value-focused PPM solution to grow and scale that success.

By combining our unique system for delivering company value with your company's suite of strategic solutions, we can position any PMO for high-IMPACT success.

This means increased client retention, higher likelihood of software expansion, and elevated brand reputation for you.



How we'll work together:

Position your software as the key driver enabling your prospects' future success and help them elevate their thinking so they are ready to make a bigger IMPACT.

WE'LL HELP YOU ACQUIRE NEW BUSINESS

1. We'll Drive New Leaders into Your Funnel

We have tens of thousands of PMO and Strategy Delivery leaders looking for software to support them in delivering maximum value in their projects. We want to help make the right connections with a partner we KNOW will take care of our precious community members. We will create a Preferred Partner webpage just for you that explains our partnership program and benefits of combining our solutions.

2. We'll Deliver Customized Training for Current Leads

We'll create and deliver customized training for leads currently in your funnel to educate them on elevating their role internally, earning a seat at the leadership table, measuring and delivering sustainable business value, and minimizing implementation friction using your software. This will help position your leads for the success they must have to effectively implement your solutions in their organizations.

Referral Partner Pricing

In this model we'll collect a referral fee for 1) all leads we drive into your funnel that become your clients and 2) any leads who attend one of our partner trainings then purchase your software.

We'll turn your referral fee into enrollment of one or more of your new client team members into our **IMPACT Engine System™** and **IMPACT Accelerator Mastermind™** programs. These programs are designed to set the PMO leader and team up for success quickly and position your solution at the center of their IMPACT delivery strategy.

How we'll work together:

Elevate the strategy delivery leaders in your existing client organizations so that they are positioned to influence the future.



WE'LL HELP YOU DEEPEN CLIENT RELATIONSHIPS

Help your clients make an even bigger IMPACT by directing them to an end-to-end strategy implementation system and life-changing mastermind and coaching program.

By combining your industry leading software with our incredibly successful IMPACT Engine System™ and IMPACT Accelerator Mastermind™ program, we're creating an irresistible package of resources and hands-on guidance and support to help your clients deliver outstanding organizational results while elevating their position in the organization.



WE'LL HELP YOU MAXIMIZE CLIENT LIFETIME VALUE

A strong, influential PMO leader in your client's organization is the best way to increase usage and expansion of your software internally.

We'll help you uplevel the PMO leader to be better positioned for growth. This will help your software expand to users both within the PMO and other departments of the client company, increasing their overall lifetime client value.

Preferred Partnership Discount

Option 1:

We recommend that you offer to purchase seat(s) for your existing clients in the IMPACT Engine System™ and one year in the IMPACT Accelerator Mastermind™ using your Preferred Partnership Discount of \$500 per person.

Option 2:

You can send your clients your Preferred Partnership link to join our IMPACT Engine System™ and one year in the IMPACT Accelerator Mastermind™ using the Preferred Partnership Discount of \$500/person in lieu of a referral fee.

Next Steps

Ultimately, we're reaching out to you specifically because we believe you have the right solution for our clients and will take care of them the way we have for ten years.

We want to partner with a small select group of solution providers to create a holistic support network to serve our clients and your clients to better achieve their PMO's goals.

Let's schedule a discovery call to better understand how our strategic partner program will serve your company's strategic goals.



Preferred Partnership Onboarding

Upon review and agreement to the terms, we will proceed with the following onboarding activities:

SIGNED AGREEMENT

We'll put the details into a contract so terms and expectations are clear.

PREFERRED PARTNER WEBPAGE

We will create a Preferred Partner webpage just for you that explains our partnership program and benefits of combining our solutions.

PREFERRED PARTNER LINK/CODE

We will create a unique access link/code so that any referrals you send to our IMPACT Engine System™ and IMPACT Accelerator Mastermind™ will receive your Preferred Partner Discount.

CUSTOM CLIENT TRAINING

We will plan and schedule our custom preferred partner special client only training.

CUSTOM PROSPECT TRAINING

We will plan and schedule our custom preferred partner training for your leads.

PMO IMPACT SUMMIT SPECIAL PARTNER BENEFITS

You will have access to special benefits as a sponsor of our PMO IMPACT Summit only available to Preferred Partners.

PMO STRATEGIES INTEGRATION INTO YOUR PROCESS

We will provide guidance and materials for your sales and client delivery teams to know when to send referrals and educate leads and clients about our solutions to support their PMO journey.

ADDITIONAL OPPORTUNITIES

We will look for additional partnership opportunities to get you in front of our audience and support your clients as we deepen our partnership.