

# Genius Group Partner Conference



## Genius Group

Welcome to the Genius Group Partner Conference

**2nd & 3rd of September 2021**

The Education Nation - Finding your place in the  
Education Revolution



genius group

# Your Host for the Conference



**Michelle Clarke**  
Chief Partnerships Officer



# Genius Group Partner Conference



# Genius Group

**DAY 2 - 3rd September**

**Education Nation**



**genius** group

# Outcomes for the Partner Conference



**How you can become a part of the Education Nation, creating and growing the brand new curriculum or community for entrepreneurs of all ages, in 2021/22**



**How you can step up as a leader and generate anywhere between \$50k to \$2M+ in the next 12 months as one of our key partners**



**The best way to leverage off Genius Groups exponential growth in 2021/2022 and beyond as one of our Partners**



# Competition - Win a free Flow Consultant place



- Comment in the Partner Conference Circle with learnings, takeaways and action points
- [Circle](#)
- You could win a FREE Flow Consultant Certification valued at \$1,500
- [Webpage](#)
- Flow Consultant is 6th to 17th Sept  
4pm UK LIVE  
7am Singapore REPLAY



# Join us in the Partner Conference Circle



Michelle Nolting posted in mentor circle: [Genius Group Partner Conference Circle](#)

Sep 3, 2021 at 06:09 in South Africa - [Delete](#) - [Report](#)



Welcome to Day 2 of our Partner Conference! We have an amazing line up today and we cannot wait to share that with you! This will be the pinned post for DAY 2 - remember to post your biggest learnings, takeaways and AH-HA moments here - you can win a place in the Flow Consultant certification next week! See you soon!



# The Speakers



**Michelle Nolting**  
Partnerships Manager



**Marilize Paixao**  
Data Manager



**Angie Stead**  
Co Founder Genius School



**Sandi Herrera**  
Founder and CEO  
Educator Dynamics



**Monica Batsukh**  
Founder and CEO  
Coaching Academy



**Josef Hajkr**  
CEO  
SHINE Consulting s.r.o.



**Simon Zutshi**  
CEO  
Property Investors Network



**Jo Formosa**  
Co Founder  
Health Dynamics



**Mark Robinson**  
CEO  
International  
Academy of Wealth



# Entrepreneur Dynamics

## The No.1 agile system for entrepreneurs

**Ultraviolet** - Legend

**Violet** - Composer

**Indigo** - Trustee

**Blue** - Conductor

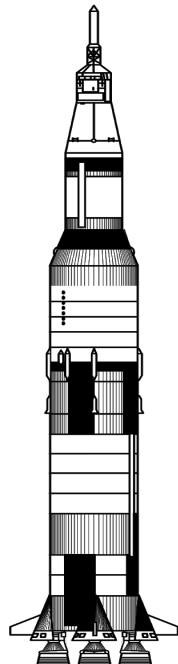
**Green** - Performer

**Yellow** - Player

**Orange** - Worker

**Red** - Survivor

**Infrared** - Victim



**Level 8**

**Level 7**

**Level 6**

**Level 5**

**Level 4**

**Level 3**

**Level 2**

**Level 1**

**Level 0**



**Talent Dynamics**

**Wealth Dynamics**



**Society 5.0**

**Leadership 5.0**

**Entrepreneur 5.0**

**1**

### Entrepreneur Impact Test

What's your level of flow and level of impact?

**2**

### Wealth Dynamics

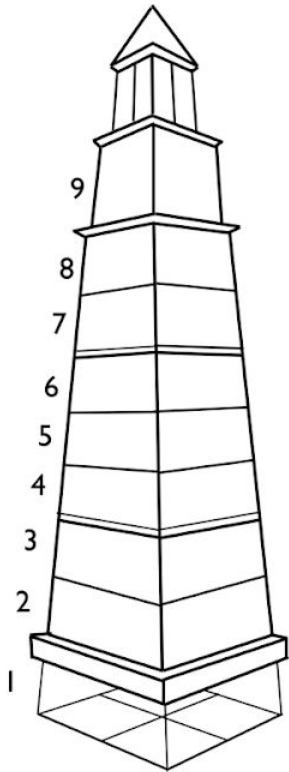
How to grow your flow

**3**

### Impact Dynamics

How to grow your impact

# How to make \$250,000



## LEVEL 7

1m customers

### Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?



## LEVEL 6

100k customers

### National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



## LEVEL 5

10k customers

### Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?



## LEVEL 4

1k customers

### Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?



## LEVEL 3

100 customers

### Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?



## LEVEL 2

10 customers

### Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?



## LEVEL 1

1 customer

### Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

# Panel Discussion - Generating your first \$250k



**Sandi Herrera**

Founder and  
CEO  
Educator  
Dynamics



**Monica  
Batsukh**

Founder and  
CEO  
Coaching  
Academy



**Josef Hajkr**

CEO  
SHINE  
Consulting  
s.r.o.

# Marilize Paixao - Data Manager

## Using data to grow your education business



# 5 Big Data Myths

## **Myth #1: Machines Are Always Better Than People**

Speed of raw data collection

Quickly detect patterns & execute formulas across lots of data

You still need human decision-making when you have access to data in order to ultimately make the best possible decisions and to be effective with your marketing, sales and promotional activities



# 5 Big Data Myths

## **Myth #2: Computer Generated-Data is the Solution to Everything**

Even the best of the best computers systems have their flaws. The quality of your answers and solutions will be based on the quality of the questions that you ask. You still need the human element when working with data.



# 5 Big Data Myths

## **Myth #3: Data Collection is Expensive**

You need a cluster of supercomputers or expensive data collection platforms

Lots of cost effective data processing systems. Even better, many platforms provide data tracking & analytics solutions as part of their service (FB, LI, TW, INSTA, GA, GeniusU)



# 5 Big Data Myths

## **Myth #4: You Only Need Data if You Are in the IT Sector**

You need to make good strategic decisions every day in your business, and Data is the 5.0 way. It helps you to build insights that will drive actions and informed business decisions - no matter what industry you are in.



# 5 Big Data Myths

## Myth #5: Data isn't for the “Little Guy”

Data can help the “little guy” shift into the 5.0 space faster. The “little guy” can afford to be agile and to pivot as and when needed - sometimes a lot faster than larger corporations. Data can help you to take action almost immediately or in a few days/weeks versus taking months to make necessary changes.



# Data Driven Approach



**DATA**



**KNOWLEDGE**



**ACTION**

facts or information in the form of numbers used usually to calculate, analyze, or plan something

Analysed data will give you information that you can use to start predicting the actions of your followers, community, prospects and customers

Implementing strategies and take action towards achieving your best case scenario



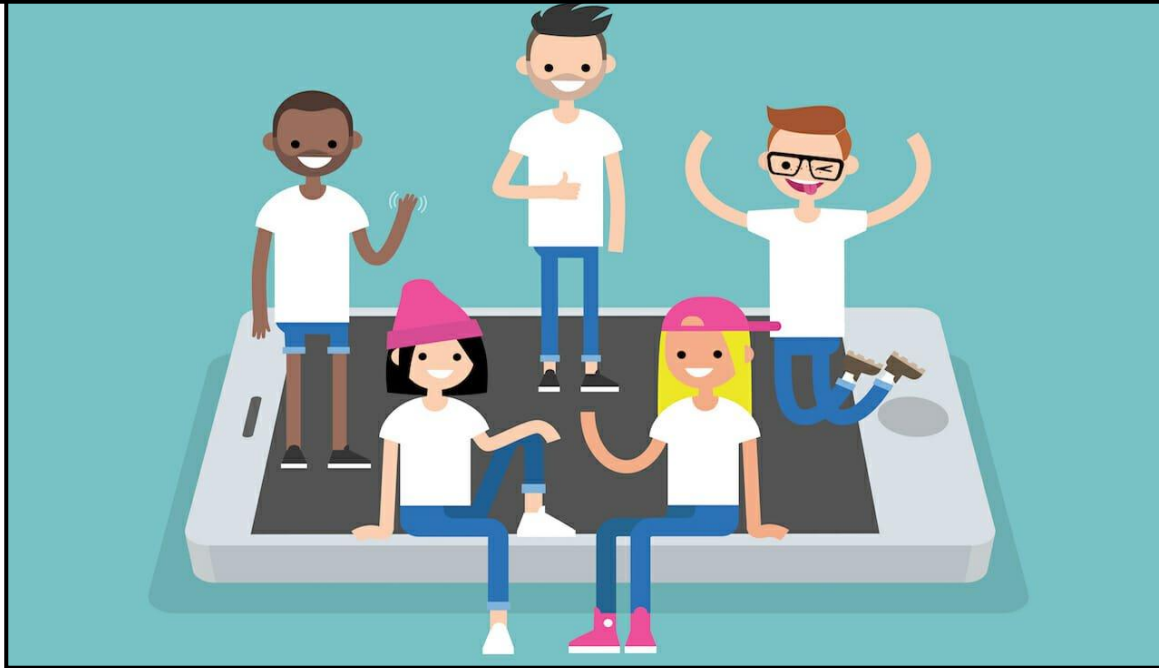
# Data Measures Your Ability to Create Awareness

**Awareness:** Illuminating your current and potential audiences.  
*Do you draw attention? How much attention do you hold?*



# Data Measures Your Level of Engagement

**Engagement:** how your audiences are interacting with your content.  
*What content encourages your community to give you their time?*



# Data Measures Your Conversion Effectiveness

**Conversion:** measuring the effectiveness of your engagement  
*How often do you convert your leads/prospects into customers?*



# Data Helps You to Understand Your Customer Loyalty

**Loyalty:** How active customers think and feel about your brand.  
*How many problems are you solving? Do they keep coming back?*



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**YOU CAN'T  
IMPROVE  
WHAT YOU  
DON'T  
MEASURE.**

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# What to Measure in Your Education Business

Awareness

Engagement

Conversion

Loyalty

**F**

**FOLLOWER**

Some one who gives  
you **ATTENTION.**

**C**

**COMMUNITY**

Some one who gives  
you **TIME.**

**P**

**PROSPECT**

Some one who gives  
you **DECISION.**

**C**

**CUSTOMER**

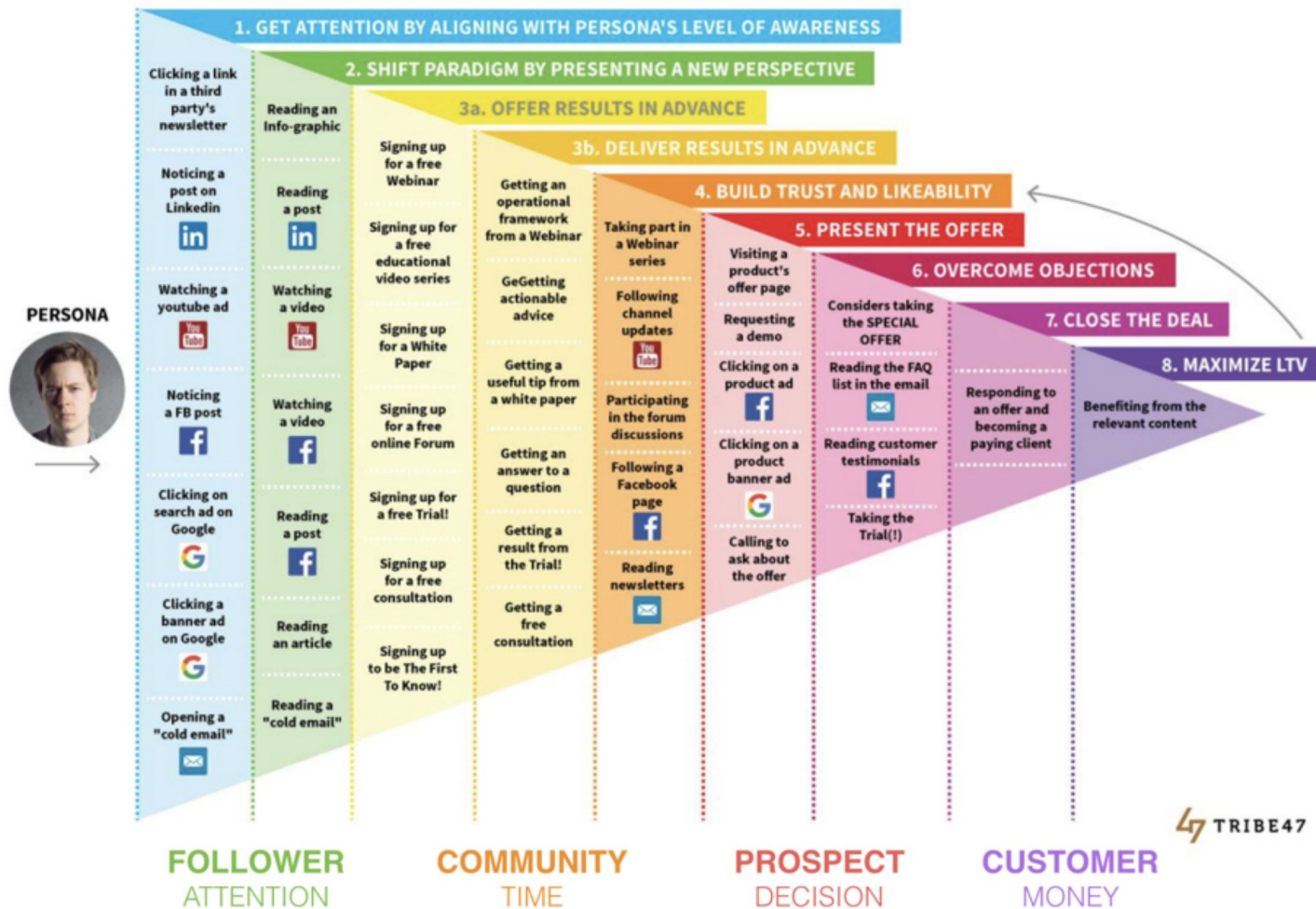
Some one who gives  
you **MONEY.**

# The Value Cycle



# The Value Cycle





# Ask Yourself This...

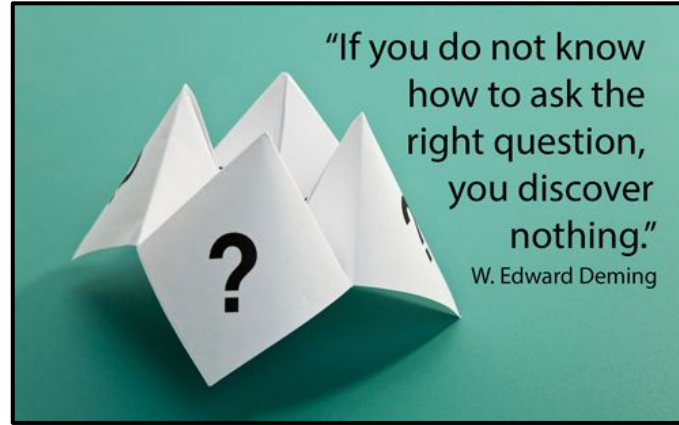
Which pathway is best suited for me:  
**FACULTY / COMMUNITY?**

How many **Followers** do I need to **ENGAGE** to convert into Community? Which platforms will I use?

How many **Community** do I need to **CONVERT** into Prospects? Which tools will give me the results?

How many **Prospects** do I need to **CLOSE** into Clients? Do I have products / services that solve a problem?

How much **REVENUE** do I want to generate?




**Think About Your Targets,  
Set Them, Measure Them.**



# What to Measure in Your Education Business

Measurement	Description	Calculation Guidance
<b>FOLLOWERS</b>	How many people's attention do you need to grab?	No. of fans/followers over X period and the number of community members who joined you for the same X period
<b>COMMUNITY</b>	How many people need to join your community / give you their time over the same period?	No. of community members that have joined you over X period and the number of prospects you generated for the same X period
<b>PROSPECTS</b>	How many prospects do you need to connect with per annum / quarter / month in order to close 1 client?	No. of clients over X period divided by the no. of connection calls / contacts over for the same X period
<b>CLOSED CLIENTS</b>	How many clients do you need to close per annum / quarter / month based on the average rev / client?	Total revenue target divided by your current average rev / client number
<b>AVE. REV/CLIENT</b>	What is your current average revenue per client per annum / quarter / month?	Total revenue achieved for X period divided by no. of clients for the same X period
<b>REVENUE TARGET</b>	What is your revenue target per annum / quarter / month?	

# How to Make \$100,000

		Followers		Community		Prospects		Customers		
		Engagement %		Registration %		Conversion %		Average \$		
	<b>LEVEL 5</b> 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m
	<b>LEVEL 4</b> 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m
	<b>LEVEL 3</b> 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
	<b>LEVEL 2</b> 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
	<b>LEVEL 1</b> 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K

## Example: How to Make \$10,000

<b>REVENUE TARGET</b>	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
<b>AVE. REV / CLIENT</b>	\$100	\$200	\$300	\$500	\$800
<b>CLIENTS</b>	100	50	34	20	13
<b>PROSPECTS (20% Close Rate)</b>	500	250	170	100	65
<b>COMMUNITY (8% Conversion Rate)</b>	6,250	3,125	2,125	1,250	812
<b>FOLLOWERS (5% Engagement Rate)</b>	125,000	62,500	42,500	25,000	16,250

## Example: How to Make \$50,000

<b>REVENUE TARGET</b>	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
<b>AVE. REV / CLIENT</b>	\$250	\$450	\$650	\$850	\$1,050
<b>CLIENTS</b>	200	112	77	59	48
<b>PROSPECTS (20% Close Rate)</b>	1,000	560	385	295	238
<b>COMMUNITY (8% Conversion Rate)</b>	12,500	7,000	4,812	3,687	2,976
<b>FOLLOWERS (5% Engagement Rate)</b>	250,000	140,000	96,240	73,750	59,523

## Example: How to Make \$100,000

<b>REVENUE TARGET</b>	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
<b>AVE. REV / CLIENT</b>	\$450	\$650	\$850	\$1,050	\$1,250
<b>CLIENTS</b>	222	154	118	95	80
<b>PROSPECTS (20% Close Rate)</b>	1,110	770	590	475	400
<b>COMMUNITY (8% Conversion Rate)</b>	13,875	9,625	7,375	5,938	5,000
<b>FOLLOWERS (5% Engagement Rate)</b>	277,500	192,500	147,500	118,760	100,000

## Example: How to Make \$100,000

<b>REVENUE TARGET</b>	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
<b>AVE. REV / CLIENT</b>	\$450	\$650	\$850	\$1,050	\$1,250
<b>CLIENTS</b>	222	154	118	95	80
<b>PROSPECTS (20% Close Rate)</b>	1,110	770	590	475	400
<b>COMMUNITY (8% Conversion Rate)</b>	13,875	9,625	7,375	5,938	5,000
<b>FOLLOWERS (5% Engagement Rate)</b>	277,500	192,500	147,500	118,760	100,000

## Example: How to Make \$1,000,000

<b>REVENUE TARGET</b>	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
<b>AVE. REV / CLIENT</b>	1,250	2,500	3,750	5,000	6,250
<b>CLIENTS</b>	800	400	267	200	160
<b>PROSPECTS (20% Close Rate)</b>	4,000	2,000	1,333	1,000	800
<b>COMMUNITY (8% Conversion Rate)</b>	50,000	25,000	16,667	12,500	10,000
<b>FOLLOWERS (5% Engagement Rate)</b>	1,000,000	500,000	333,333	250,000	200,000



# What If You Didn't Achieve Your Targets - Questions to Ask Yourself

- What was your **marketing spend** for the month?
- What **call to action converted followers > community** successfully, and which did not?
- Did you have a **call to action or tools available to invite people** into your Community?
- And which calls to action aren't gaining any traction?
- Which **activities and offerings** are converting community into prospects?
- Are your **community > prospect pathways** easy, simple, and clearly defined?
- Do prospects understand the **value of your program / product / service** (sales team / sales page)?
- What journey do your new customers experience?
- What do your existing customers say about your offering?
- What activities keep them coming back and buying more with you?



### Followers by Week - Q2



[View Report \(Fan & Followers - Q2\)](#)

### New Community Members by Week - Q2



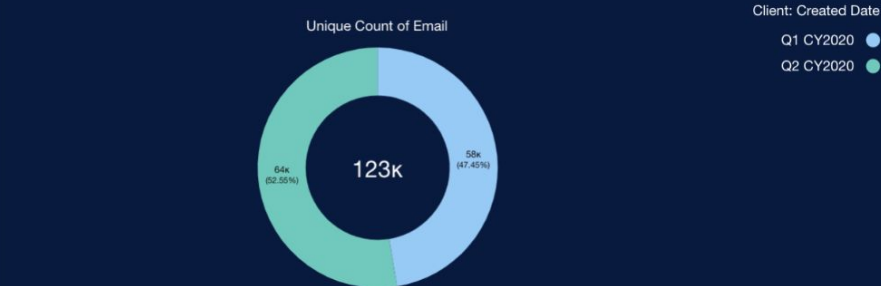
[View Report \(Community Members - Q2\)](#)

### Prospects by Week - Q2



[View Report \(Prospects - Q2\)](#)

### New Community Members - Q1 vs Q2



[View Report \(Community Members - Q1 & Q2\)](#)

## Total Revenue by Promo - Q2

Promo ↓	Sum of Amount	Record Count	fx Average Rev per Sale
TBC	USD 77,694.58	246	USD 315.83
Health Dynamics	USD 16,881.00	57	USD 296.16
Partnerships	USD 286,164.01	151	USD 1,895.13
Genius Solutions	USD 285,907.00	53	USD 5,394.47
Genius School	USD 28,324.00	29	USD 976.69
Genius Institute	USD 150,845.00	179	USD 842.71
-	USD 105,181.65	938	USD 112.13

[View Report \(Total Revenue by Promo - Q2\)](#)

## Total Revenue by Week - Q2

[View Report \(Total Revenue by Week - Q2\)](#)

## Conv % of Calls Had / Booked - Q2

79.8%

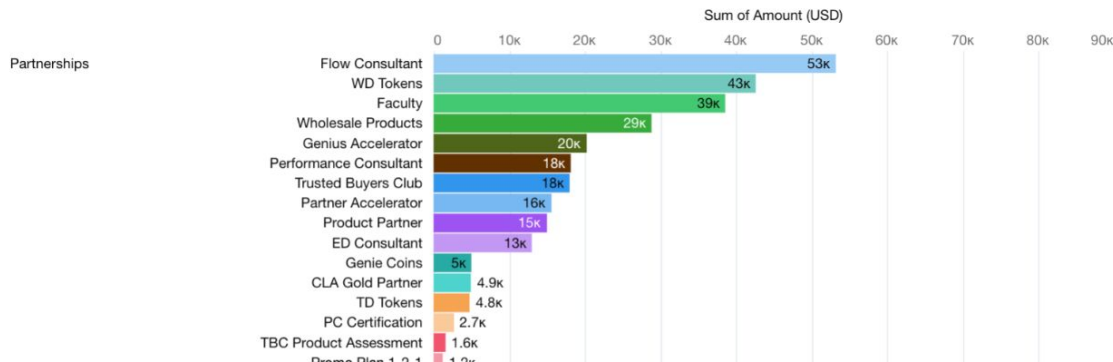
[View Report \(Calls Had / Calls Booked - Q2\)](#)

## Conv % Calls Won / Had - Q2

19%

[View Report \(Calls Won / Calls Had - Q2\)](#)

## Total Revenue by Promo &amp; Product - Q2





Dashboard

## Partnerships Q1 Review

As of 03-Sept-2021 14:06 Viewing as Dominic Welsh

Refresh

Edit

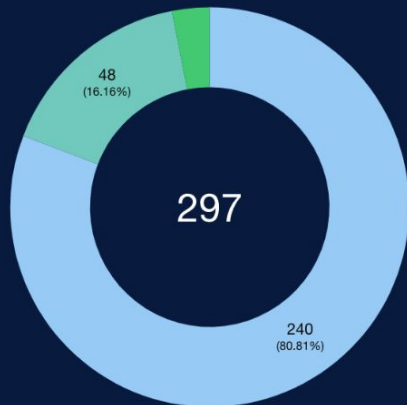


### Total Calls Booked



Type of Call  
Call Completed ●  
Cancelled ●  
No Show ●

Record Count



[View Report \(Calls Graph - Part. Q1\)](#)

### Total RRCalls Had



123

[View Report \(Total RRCalls Had - Part. Q1\)](#)

### Non-RRCalls Had



63

[View Report \(Non-RRCalls Had - Part. Q1\)](#)

### Follow Up Calls Had



51

[View Report \(Follow Ups Had - Part. Q1\)](#)

### Calls Had / Booked %



81.1%

[View Report \(Nav calls Conversion Rate - Part. Q1\)](#)

### Average Revenue / Call



USD 1,676.6

[View Report \(Partnerships Revenue Per Call - Q1\)](#)

### Calls Closed Won



146

[View Report \(Closed Won - Part. Q1\)](#)

### Revenue Closed Won



USD 411,134

[View Report \(Closed Won - Part. Q1\)](#)



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Calls Won / Calls Had - Part. Q1

145 GI Closed Won / 248 Calls Had

58.5%

[View Report \(Calls Won / Calls Had - Part. Q1\)](#)

Average Revenue / Prospect

\$409,084 Revenue / 212 Prospects

USD 1,929.6

[View Report \(Rev Per Prospect Average - Part. Q1\)](#)

Average Revenue / Client

\$409,084 Revenue / 145 Clients

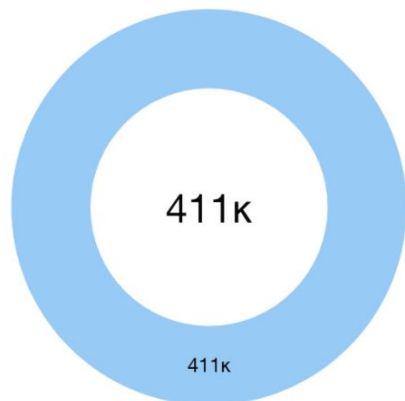
USD 2,821.3

[View Report \(Rev Per Client Average - Part. Q1\)](#)

### Revenue by Promo

Sum of Amount (USD)

Promo  
Partnerships



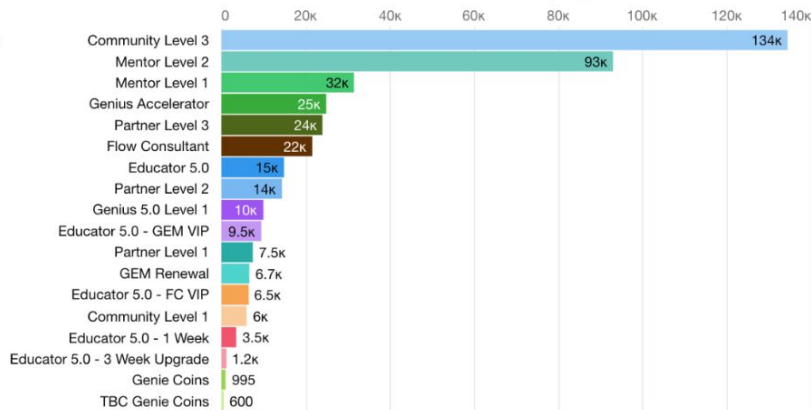
[View Report \(Closed Won - Part. Q1\)](#)

### Revenue by Product

Sum of Amount (USD)

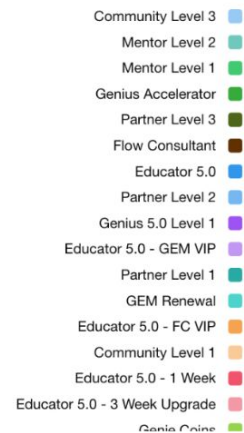
Partnerships

Product Name Short > Promo



[View Report \(Closed Won - Part. Q1\)](#)

Product Name Short





Dashboard

**Your Crypto Club**

As of 03-Sept-2021 14:05-Viewing as Alina Ungureanu

[Refresh](#)

[Edit](#)



Total Clients Closed Won

224

[View Report \(Your Crypto Club - Closed Won Total\)](#)

Total Revenue Closed Won

USD 332,242

[View Report \(Your Crypto Club - Closed Won Total\)](#)

Total Revenue by Source



[View Report \(Your Crypto Club - Closed Won Total\)](#)

Total Calls Booked

98

[View Report \(Your Crypto Club - Calls Booked Live\)](#)

Upsell % from Microschool Clients

33.7%

[View Report \(Marcus - Upsell %\)](#)

Total Registrations

4,660

[View Report \(Your Crypto Club - Rego Total\)](#)

Total Attendance

2,653

[View Report \(Your Crypto Club - Attendance Total\)](#)

Total Applications

96

[View Report \(Your Crypto Club - Apps Total\)](#)

Total Webinar Calls Booked

78

[View Report \(Your Crypto Club - Webinar Calls Booked\)](#)



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## My Community Members

## Thailand - Affiliate Tagged Clients



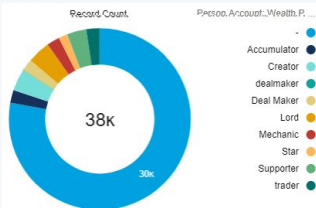
Person Account: PAP referer for 12 months  
wealthspace

## Thailand - Commissions Earned



Opportunity Name  
Private cooking class - Thai Authentic ...  
Thai Market Opportunities - Upront P...

## All Clients - Thailand



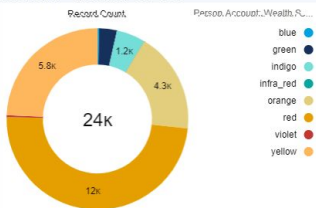
Person Account: Wealth P...  
Accumulator  
Creator  
dealmaker  
Deal Maker  
Lord  
Mechanic  
Star  
Supporter  
trader

## All Clients - Thailand - WD Test



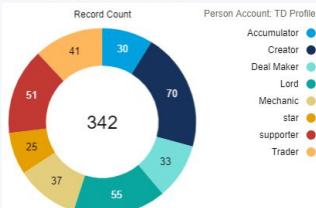
Person Account: Wealth P...  
trader  
Supporter  
Star  
Mechanic  
Lord  
Deal Maker  
dealmaker  
Creator  
Accumulator

## All Clients - Thailand - WS Test



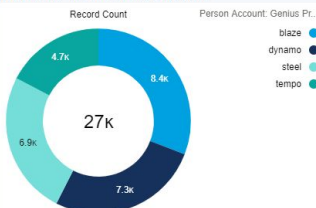
Person Account: Wealth P...  
blue  
green  
indigo  
infra\_red  
orange  
red  
violet  
yellow

## All Clients - Thailand - TD Tests



Person Account: TD Profile  
Accumulator  
Creator  
Deal Maker  
Lord  
Mechanic  
star  
supporter  
Trader

## All Clients - Thailand - Genius Test



Person Account: Genius Test...  
blaze  
dynamo  
steel  
tempo

## All Clients - Thailand - Impact Test



Recent Impact Test Result  
green  
indigo  
infrared  
red  
violet  
yellow

## My Community Members

## Dashboard

As of 08-Jul-2021 14:28 Viewing as GETBIZ Thailand

Refresh

Sales Revenue - Today

USD 0

View Report (Opportunities Today)

Number of Sales - Today

0

View Report (Opportunities Today)

Sales Revenue - Last 7 Days

We can't draw this chart because there is no data.

View Report (Opportunities - Last 7 Days)

Sales - Yesterday by Product

We can't draw this chart because there is no data.

View Report (Opportunities Yesterday)

Events - Total Registrations All Ev...

We can't draw this chart because there is no data.

View Report (Events - Total Registrations All Ev...

Events - Total Reg. Upcoming Ev...

We can't draw this chart because there is no data.

View Report (Events - Total Reg. Upcoming Events)

Total Sales Revenue - This Month

USD 0

View Report (Opportunities This Month)

Total Sales Revenue - All Time

USD 1,680

View Report (Opportunities All Time)

Events - Registrations in Last 30 ...

View Report (Events - Registrations in Last 30 Da...

Events - Registrations in Last 30 ...

View Report (Events - Registrations in Last 30 Da...

Circles - Total Members

134

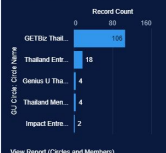
View Report (Circles and Members)

Microdegrees (MDs) - Total Members

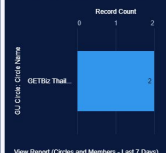
158

View Report (MD Members)

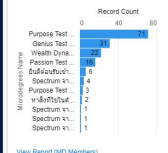
Circles - Total Members by Circle



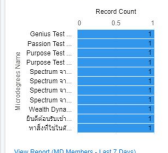
Circles - Last 7 Days New Members



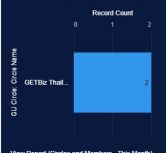
MDs - Total Members by MD



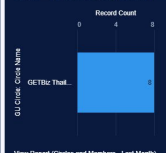
MDs - Last 7 Days New Members



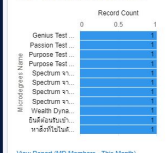
Circles - This Month New Members



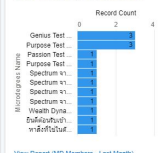
Circles - Last Month New Members



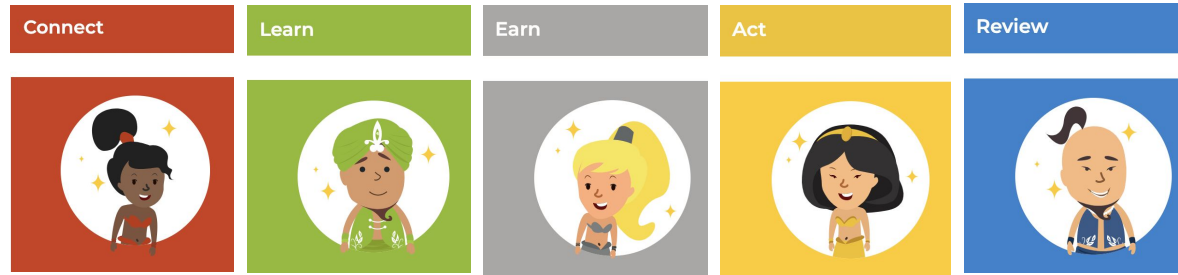
MDs - This Month New Members



MDs - Last Month New Members



# Grow Your Education Business with GeniusU



**Partner with us, take the next action steps, and use your data to make decisions for your business**

**Book a Call -  
Identify your  
best pathway  
(Faculty /  
Community)**

**Use GeniusU -  
set up profile,  
company,  
circle,  
products**

**Examine your  
service /  
product  
offering - what  
real problems  
do they solve?**

**Set up your  
products on  
the GeniusU  
store**

**Include  
GeniusU as  
part of your  
community  
building  
strategy &  
prospect  
generation**

**Work with  
Michelle  
Nolting on the  
next steps to  
get a data  
dashboard\***

“

Without data you're just another person with an opinion.

W. EDWARDS DEMING



# Panel Discussion

## Generating your first \$1M & creating your own partnerships



**Michelle Nolting**  
Partnerships Manager



**Simone Holt**  
COO Entrepreneur Resorts



**Angie Stead**  
Co Founder  
Genius School



**Simon Zutshi**  
CEO  
Property Investors Network



**Jo Formosa**  
Co Founder,  
Health Dynamics

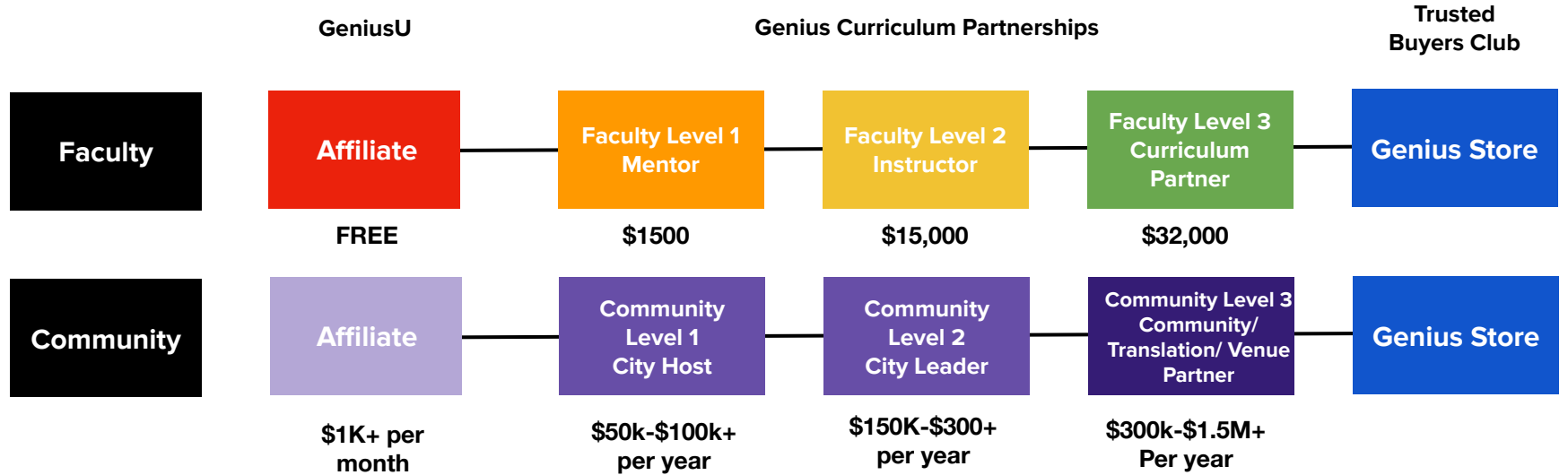


**Mark Robinson**  
CEO  
International Academy of Wealth



**genius** group

# The Partnerships Pathway



The Genius Group has a quarterly rhythm, with one summit, two microschools and two World Games every season.



Scan this

Microschool 1  
Marketing 5.0  
24/1 - 18/2

WORLD GAME Round 1  
7/2 - 18/2

Microschool 3  
Investor 5.0  
18/4 - 13/5

WORLD GAME Round 3  
09/5 - 20/5

Microschool 5  
Community 5.0 &  
Educator 5.0  
01/8 - 26/8

WORLD GAME Round 5  
8/8 - 19/8

Microschool 7  
**Cash Flow 5.0**  
24/10 - 11/11

WORLD GAME Round 7  
7/11 - 18/11

Microschool 2  
Sales & Serv 5.0  
28/2 - 25/3

WORLD GAME Round 2  
21/3 - 1/4

Microschool 4  
Leader 5.0  
13/6 - 8/7

WORLD GAME Round 4  
20/6 1/7

Microschool 6  
**Flow Builder**  
24/10 - 28/10

WORLD GAME Round 6  
19/9 - 30/9

Microschool 8  
**Tech 5.0**  
28/11 - 23/12

WORLD GAME Round 8  
19/12 - 30/12

Impact Investor Summit  
6/4 - 7/4

Global Education Summit  
20/7 - 21/7

US Investor Summit  
12/10 - 13/10

Global Entrepreneur Summit  
8/12 - 9/12



The Genius Group has a quarterly rhythm, with one summit, two microschools and two World Games every season. There is a game for everyone to play.



Scan this

Microschool 1  
**Marketing 5.0**  
24/1 - 18/2

WORLD GAME Round 1  
7/2 - 18/2

Microschool 3  
**Investor 5.0**  
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WORLD GAME Round 3  
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Microschool 5  
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Educator 5.0**  
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WORLD GAME Round 5  
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WORLD GAME Round 7  
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WORLD GAME Round 6  
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Microschool 8  
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WORLD GAME Round 8  
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Impact Investor Summit  
6/4 - 7/4

Global Education Summit  
20/7 - 21/7

US Investor Summit  
12/10 - 13/10

Global Entrepreneur Summit  
8/12 - 9/12





Flow Consultant Training  
6 - 17th Sept

Performance Consultant  
Training 15 Nov - 10 Dec

Genius Accelerator Program  
Oct - Dec

Genius Accelerator Program  
Jan - Mar 2022

Genius Accelerator Program  
Apr - Jun 2022

Educator 5.0  
April 2022

Education Summit  
July 2022

Genius Accelerator Program  
Jul - Sep 2022

Educator 5.0 & Community  
5.0  
Jul/Aug 2022

Genius Accelerator Program  
Oct - Dec 2022

Performance Consultant  
Training 15 Nov - 10 Dec




**Scale Up Entrepreneurs Founders Round Table**
[Secure your Seat](#)



**Prepare your business for the next 12 months and the digital decade, with a clear plan for 20-100% growth**

Create a plan giving you between 20 and 100% growth over the next 12 months allowing you to scale your business and positively thrive, in the coming recession and digital decade.

This invitation is strictly limited to Scale up Entrepreneurs

[Secure your Seat](#)

**Wealth Dynamics Masters**  
6-8 Oct 2021

**EMEA**  
**Entrepreneur Fast Track**  
21 Oct 2021

**APAC**  
**Entrepreneur Fast Track**  
9 Nov 2021

**South America**  
**Entrepreneur Fast Track**  
2 Dec 2021

**Entrepreneur Fast Track**  
**Event #1 2022**  
Q1 Regional Event - EMEA x 2

**Entrepreneur Fast Track**  
**Event #2 2022**  
Q2 Regional Event - APAC x 2

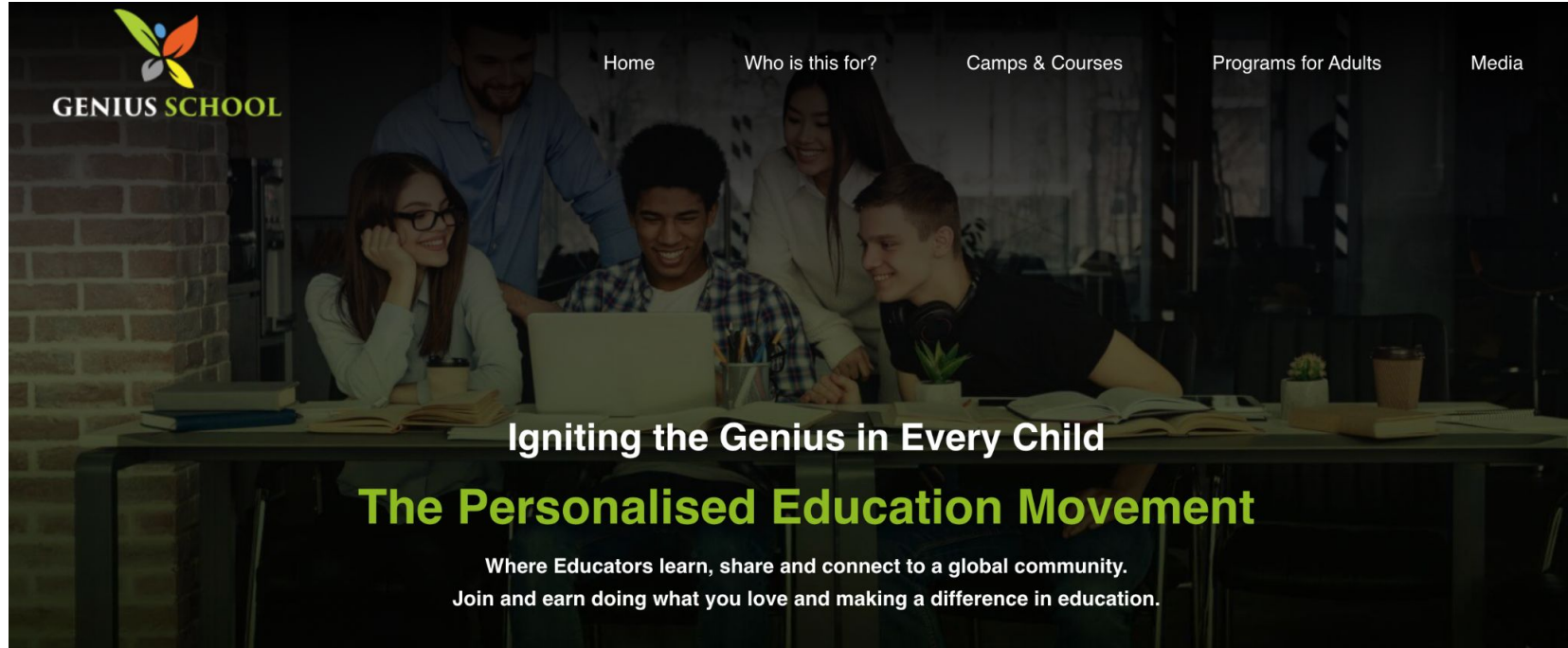
**Entrepreneur Fast Track**  
**Event #3 2022**  
Q3 Regional Event - NASA x 2

**Wealth Dynamics Masters**  
Feb 20-26th South Africa

**Wealth Dynamics Masters**  
Oct 2022 Bali

**Crystal Circle Conference**  
Oct 2022 Bali





Teen Quest  
13th Sept - 8th Oct 2021

Genius Camp  
25th - 27th Sept 2021

Genius Educator  
Certification  
11th - 22nd Oct 2021

Young Entrepreneur  
Academy  
11th Jan - 4th Feb 2022





## Let Us Help You in September & Beyond!

If you commit to your personal property development by attending at least one pin Meeting in September, October, AND November,

I'm going to gift you three incredible incentives worth £70!

[Click here to find out more >](#)

[pin Speaker Training](#)

[pin Annual Dinner](#)

[Strategy Implementation Live](#)

[Property Magic Live](#)

[pin Meeting - Basingstoke](#)  
22nd Sept

[pin Meeting - Cambridge](#)  
23rd Sept

[pin Meeting - Edinburgh](#)  
22nd Sept

pin Host certification





Wealth Acceleration Workshop  
20th Sept





**Health Dynamics**  
Certified consultants online course

Discover the unique personal pathway you can provide your clients to gain optimal health. While growing a lucrative health practice using proven methods.

[Apply Today](#)

Developed by Ayurveda Doctors with over 50 years experience and top experts in their fields.

Health Dynamics  
5 Day Challenge  
4-8 October

Health Dynamics  
Bootcamp  
3-5 November

Health Dynamics  
5 Day Challenge  
6-10 December

[Health Dynamics  
7 Day Detox](#)

[Health Dynamics  
Certification Program](#)

[Health Dynamics  
Retreat](#)

[Health Dynamics  
28 Day Detox](#)



# Choose your Breakout Room



**ROOM 1**  
GeniusU Faculty &  
Community  
Level 1, 2, 3 partners



**ROOM 2**  
Health Dynamics  
Health Dynamics  
Consultants



**ROOM 3**  
Entrepreneur Resorts  
Venue Partner



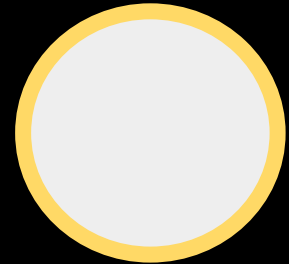
**ROOM 4**  
Investment Mastery  
IAW Coaching Certification



**ROOM 5**  
Property Investment  
pin Hosts



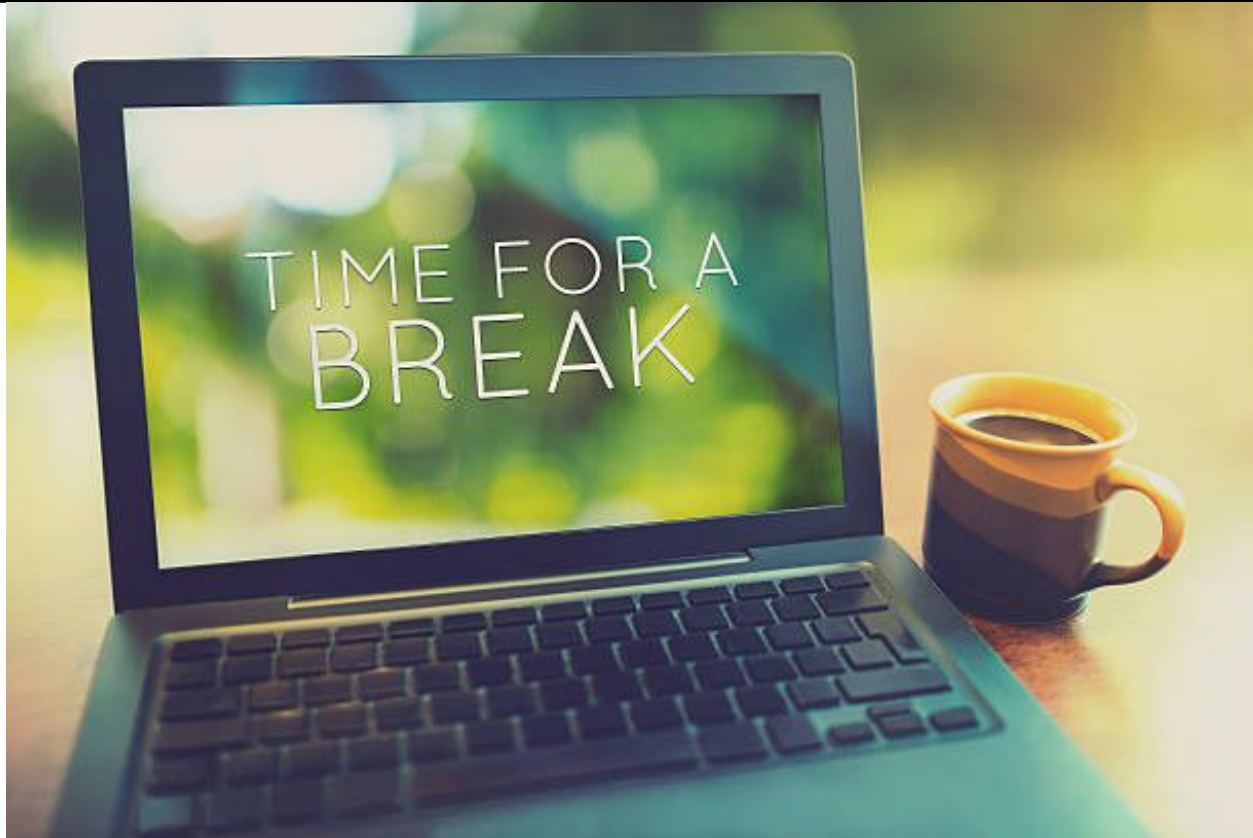
**ROOM 6**  
Genius School  
Genius Educator Certification



**MAIN ROOM**  
No speakers



**Time for a break...**



# Welcome back!



# Choose your Breakout Room



**ROOM 1**  
GeniusU Faculty &  
Community  
Level 1, 2, 3 partners



**ROOM 2**  
Health Dynamics  
Health Dynamics  
Consultants



**ROOM 3**  
Entrepreneur Resorts  
Venue Partner



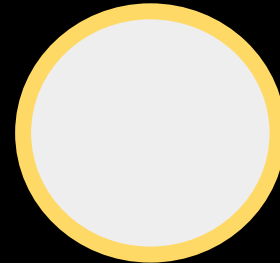
**ROOM 4**  
Investment Mastery  
IAW Coaching Certification



**ROOM 5**  
Property Investment  
pin Hosts



**ROOM 6**  
Genius School  
Genius Educator Certification



**ROOM 7**  
No speakers

# Debrief from the Breakout Rooms

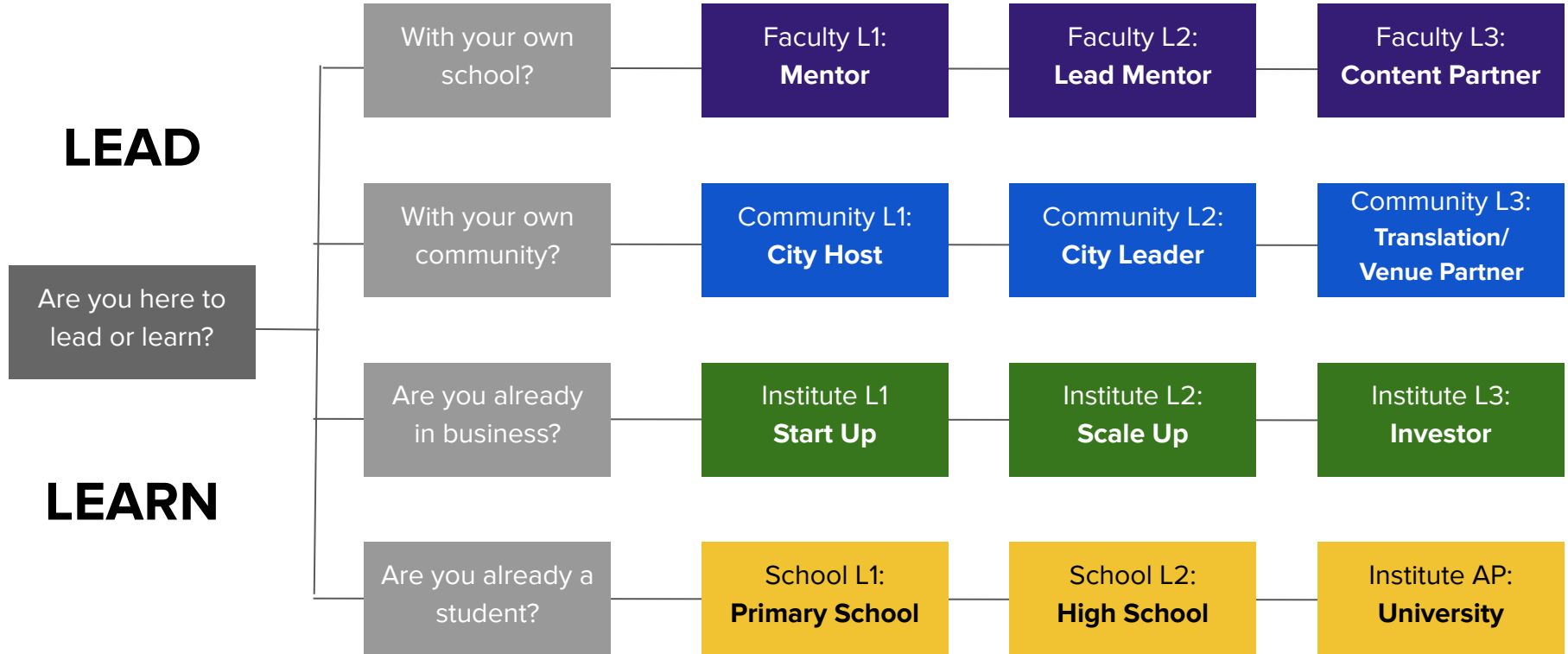


**genius** group

# Your Journey in the Education Nation

Choosing your next steps...

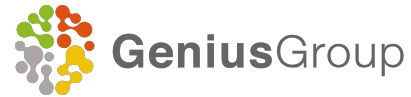




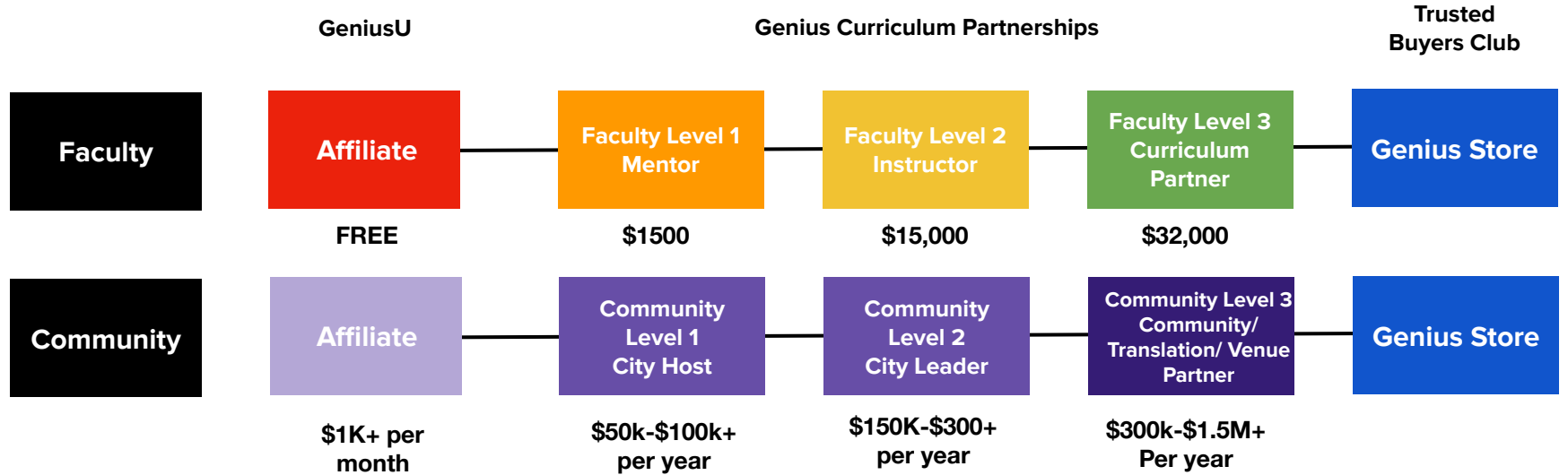
# The Partnership Criteria

We have Level 1, Level 2 and Level 3 Partnership Opportunities. These are split between faculty partners and community partners:

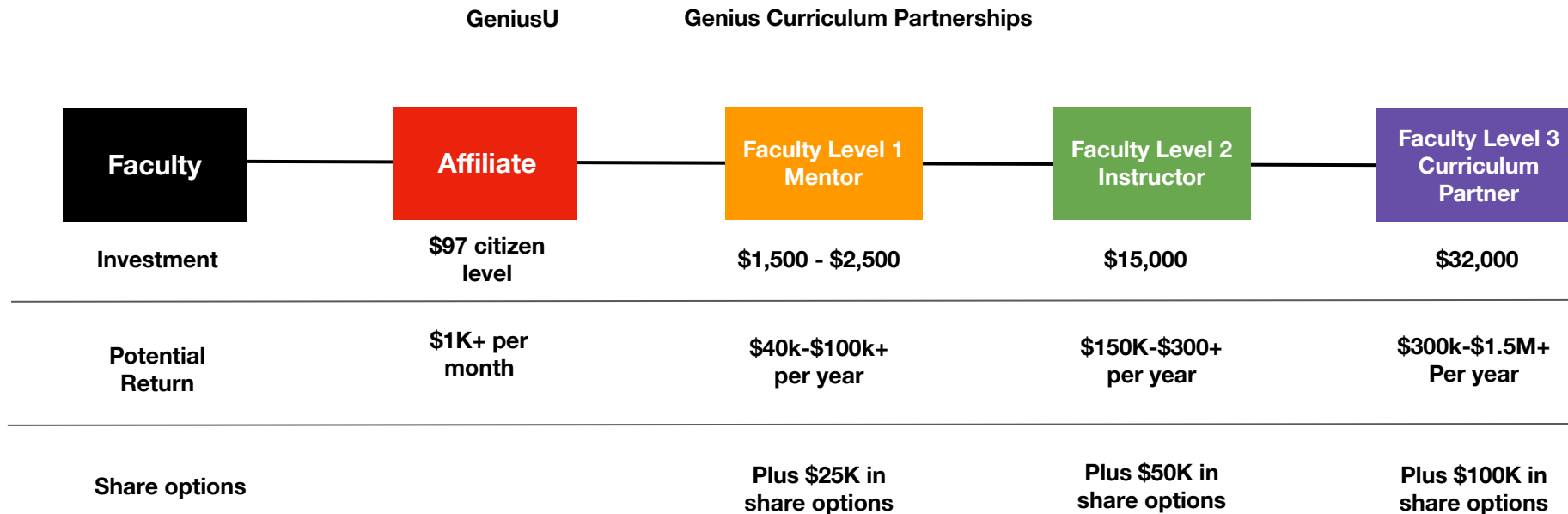
1. Faculty Partners are educators and companies looking to develop and digitize their content and reach our global community on GeniusU.
2. Community Partners are schools, universities, locations and translation partners looking to deliver GeniusU curriculum at their location.



# The Partnerships Pathway



# Pathway to Building your Faculty Curriculum



# Faculty Curriculum Partners



**Sofie Marin**  
Arts Dynamics



**Jo Formosa**  
Health Dynamics



**Lourdes Gant**  
Sustainable Business 5.0



**Violetta Terpeluk**  
Financial Planning



**Simon Zutshi**  
Wealth Dynamics for  
Real Estate Investors



**Laura Hartley**  
Talent Dynamics  
for Recruitment



**Peter Vogel**  
Talent Dynamics for  
luxury hospitality



**Mark Robinson**  
Investment Mastery



# Niches available for Faculty Curriculum Partners



**Talent Dynamics for  
Agile Leadership**



**Talent Dynamics for  
Remote Sales**



**Wealth Dynamics for  
Digital Marketing**



**Talent Dynamics  
for Change  
Management**



**Talent Dynamics for  
Culture**



**Wealth Dynamics  
for Mentors**



**Wealth Dynamics for  
Network Marketing**



**Talent Dynamics for  
Communication**



**Talent Dynamics  
for Productivity**



**Talent Dynamics  
for Coaches**



**Talent Dynamics  
for Cash Flow**



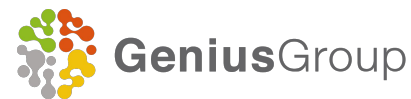
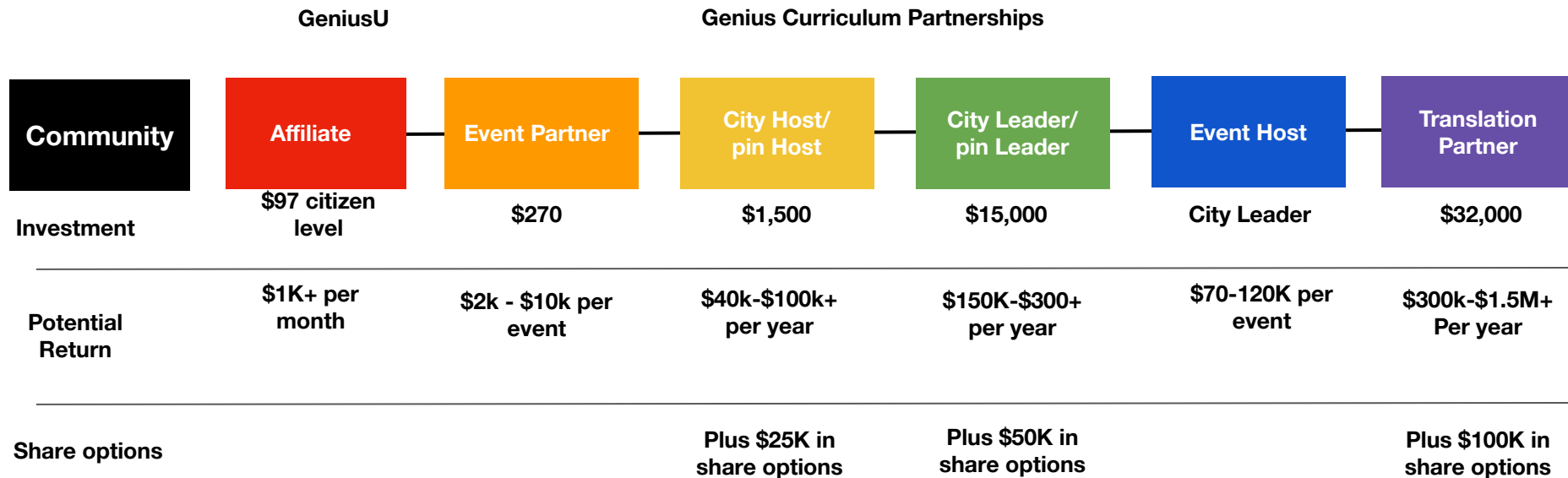
**Talent Dynamics for  
Business Automation**



**GeniusGroup**



# Pathway to Building your Community



# Country/ Translation Partners



# Current City Hosts



# Current City Leaders



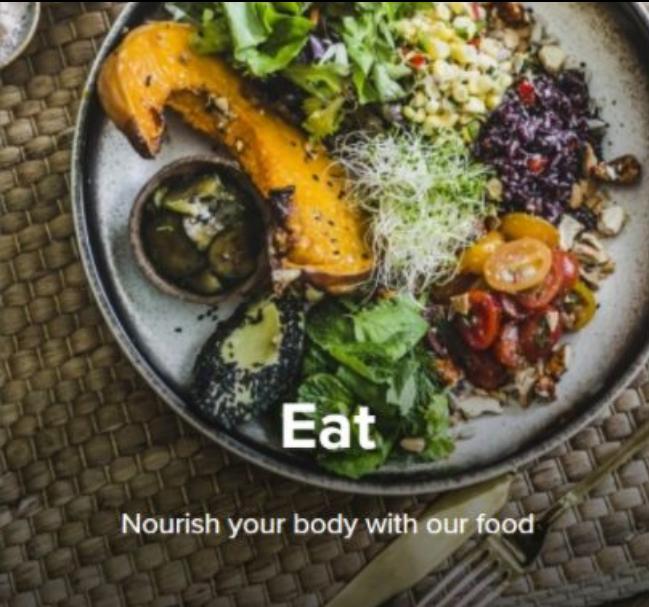
# Opportunities for City Leaders - Top 20 cities



# Opportunities - Translation Partners



# Co-Work, Co-Eat, Co-Learn, Co-Give



## Entrepreneur Resorts

Summary: ER has an organic growth plan with a mix of company owned and licensed venues. We are now in three countries, with five locations and have developed the Genius Cafe, Genius Central & Genius Resorts models, which we are expanding through Regional License agreements.

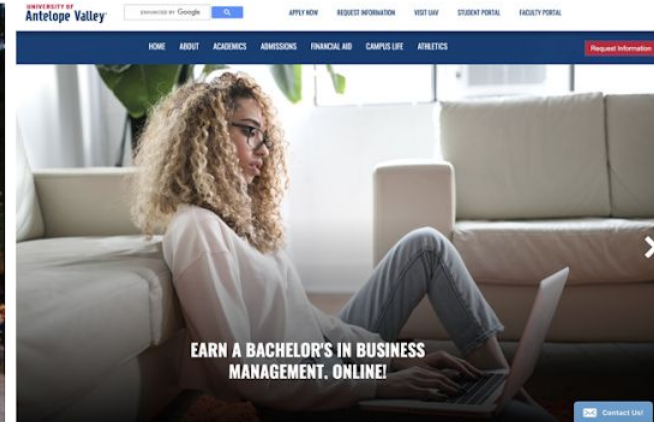


## Our Campuses

**Our entrepreneur community meet online via GeniusU and in person, at our 1,000+ events and microschools, and at our own school, university and city campuses.**

The campuses we have launched and acquired include our city-centre Genius Central campus in Singapore, the E-Square Primary and Secondary schools and Tau Game Lodge in South Africa, the University of Antelope Valley in California, USA, and the Genius Cafe Beach Club and Vision Villa Resort in Bali, Indonesia, attracting over 100,000 entrepreneurs a year.

We are now expanding our Genius Cafe, Genius Central and Genius Resort models through regional licenses.



# Our 3 Campus Models

**GENIUS  
CENTRAL****Property Description**

- Major/Gateway city center locations only
- Food & Beverage café/bar , private meeting and event space, Genius Group campus plus home deliveries

**Target Customers**

- Health conscious, Vegan, CBD office workers, Co-working (freelancer, SME's), HR Mgrs, Owner SMEs, 3rd party APPS, GG events & programs

**Locations**

- **Current:** Singapore
- **Future:** Los Angeles, London

**GENIUS CAFE****Property Description**

- Beach front or high street locations and inside our resorts, universities and colleges
- Food & Beverage café/bar , social and event space, Genius group campus plus home deliveries

**Target Customers**

- Health conscious, Vegan, Co-working freelancers, HR Mgrs, 3rd party APPS, GG events & programs

**Locations**

- **Current:** Sanur and Gianyar, Bali
- **Future:** EMEA x 3, NASA x 3, APAC x 1

**GENIUS  
RESORTS****Property Description**

- Destination, resort or city location but always with great connectivity by air, road or sea
- Experiential destinations for our community to Co-Live, Co-Eat, Co-Learn and, Co-Give

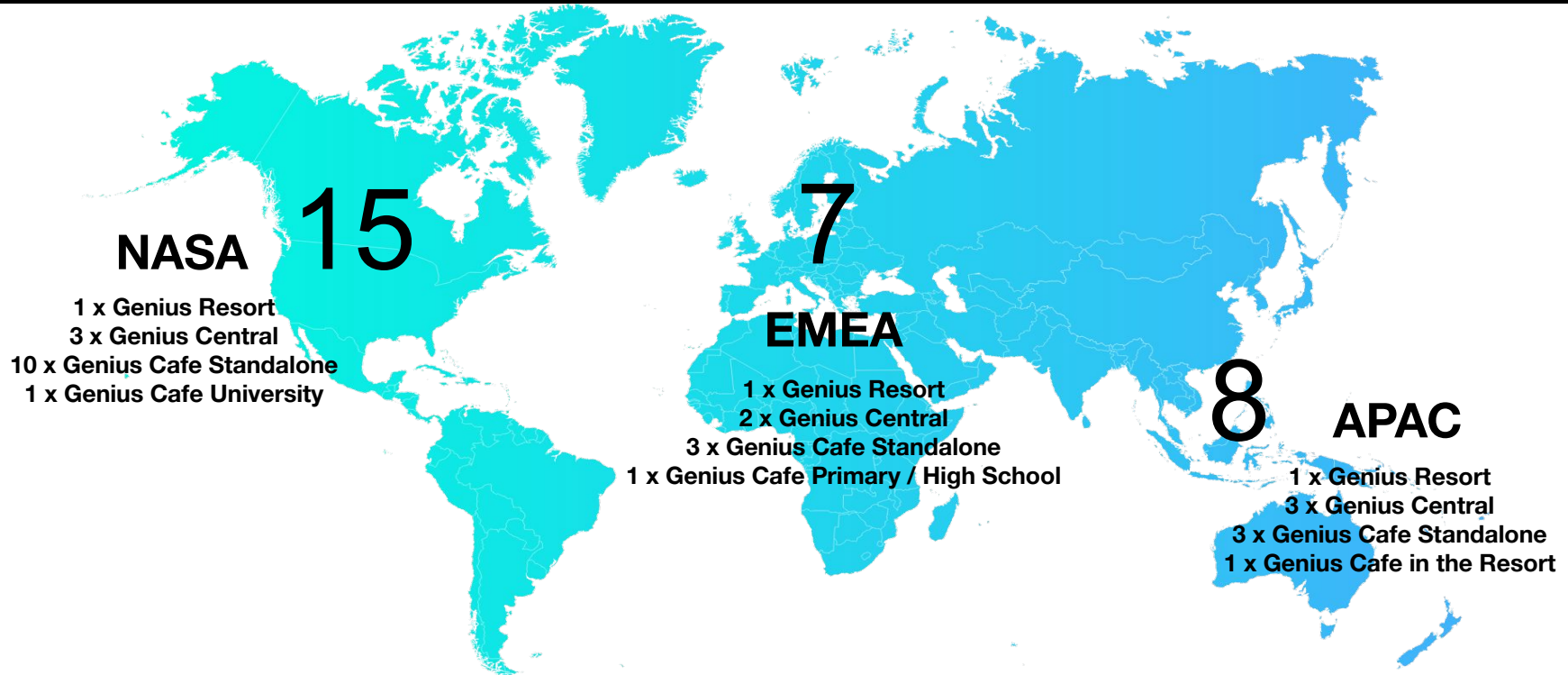
**Target Customers**

- Global travellers: FIT, OTA, MICE, Corporate and Wholesale agents plus GG events & programs

**Locations**

- **Current:** Madikwe Game Reserve and Bali
- **Future:** USA, Australia, New Zealand & UK

# Global Campus Growth Plan 2022 - Pipeline 30



# The levels at a glance

## Level 1 Faculty/City Host

### What's included

- Have your own suite of products and offering set up on GeniusU with your own store.
- Get Flow Consultant certified in Wealth Dynamics Talent Dynamics and work with clients one on one for mentoring and coaching work.
- Be the go to person for the community requirements in your local city.
- Partner with local faculty to deliver high value content to your community
- Invite your city members to events/ webinars/ masterclasses run by Genius Group and earns 10-20% of revenues

### Additional Bonuses

- Flow Consultant - \$1,500
- Genius 5.0 Community Microschool / Educator 5.0 Microschool- \$1,495
- Genius Entrepreneur Mastermind - \$970
- Mentor Status on GeniusU - \$970
- City Host/Faculty Membership for 12 months - \$2,500
- Trusted Buyers Club Genie Coin - \$500



**Investment : \$1,500**

**Potential Earnings \$50k - \$100k**

# The levels at a glance

## Level 2 Faculty/City Leader

### What's included

- Be featured as one of the Faculty who lead our Genius 5.0 Microschools.
- Have your content featured in our curriculum with GEM credits earned by your students.
- Have your own suite of products and offering set up on GeniusU with your own store and dashboard to track growth.
- Lead your own City Circle and work with Lead Faculty at L3 to deliver courses to your city earning.
- Fill events, masterclasses and webinars for the Genius Institutes curriculum.
- Work with local Faculty to ensure a full curriculum that fits with our global curriculum.
- Generate 20 new customers each month with your own virtual campus.

### Additional Bonuses

- All L1 bonuses PLUS
- Crystal Circle Enterprise (Partners) level - \$12,000
- Full suite of Genius 5.0 Microschools - \$8,970
- Wealth Dynamics Masters virtual (Oct) - \$3,500
- Flow & Performance Consultant - \$4,395
- Trusted Buyers Club - \$1,000



**Investment : \$15,000**

**Potential Earnings \$150k - \$300k**

# The levels at a glance

## Level 3 Faculty Curriculum/Translation Partner

### Description

- Run and lead Microschools on your co-created content to generate \$150,000+ on the back
- Create and build your own certification for mentors and instructors in your content potentially generating \$250,000+ per year in annual licenses
- Have your own suite of products and offering set up on GeniusU with your own store and dashboard to track growth, with GeniusU highlighting your content
- Generate minimum 50 new customers each month.
- Build and drive your community by translating GU content and curriculum

### Additional Bonuses

- All L2 bonuses
- 30 places on Flow Consultant or 30 places on Community 5.0 Microschool/ - \$45,000
- Crystal Circle for Partners - \$18,000
- Trusted Buyers Club - \$2,500



**Investment : \$32,000**

**Potential Earnings \$300k - \$1.5M**

# Next Steps

- 
1. Decide the level of revenue you want to generate in the next 12 months and choose your level
  2. From there choose either Faculty or Community
  3. Book a call with one of the team to decide the best level and niche/location  
<https://calendly.com/entrepreneurs-institute-partnerships/partner-conference-rrcall>

Book a call with one of the team  
before **September 20th**  
and discover which level is right for you  
and where to focus your attention  
for maximum results in 2021 and beyond



**genius** group

# **PARTNERSHIPS SHINE AWARDS 2021**

# ABOUT THE AWARDS

Every year we recognise **Genius Group** Partners who have shown remarkable performance and achievements in their business.



# WHO IS ELIGIBLE

Genius Group Partners including:

- Reseller and Wholesale Partners
- Flow & Performance Consultants
- Genius Accelerator Programme Graduates
- Level 1 Partners
- Level 2 Partners
- Level 3 Partners

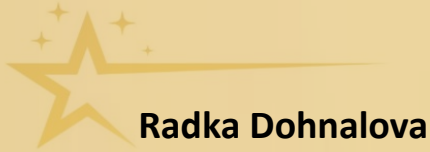
The background of the slide is a warm, golden-yellow color with a bokeh effect of soft, out-of-focus light circles. Scattered across the background are numerous golden stars of various sizes and designs. Some stars are simple five-pointed stars, while others are more complex, multi-pointed starburst shapes with a 3D, faceted appearance. The stars vary in opacity and brightness, creating a sense of depth and sparkle.

## Categories:

- ★ Top Wholesale Partner
- ★ Top Affiliate Partner
- ★ Top Mentor

- ★ Top Event Partner
- ★ Most Active GeniusU Partner
- ★ Top GeniusU Revenue Partner

# Finalists: Top Wholesale Partner



**Radka Dohnalova**



**Patchanan  
Khongwanitkitjaroen**



**Tamami Ushiki**



# Winner: Top Wholesale Partner

**Tamami Ushiki**



# Finalists: Top Affiliate Partner



**Eileen Forrestal**



**Lourdes Gant**



**Monica Batsukh**



# Winner: Top Affiliate Partner

**Eileen Forrestal**



# Finalists: Top Mentor



# Winner: Top Mentor

**Lisa Michaels**



# Finalists: Top Event Partner



**Lisa Michaels**



**Monica Batsukh**



**Sandi Herrera**



# Winner: Top Event Partner

**Monica Batsukh**



# Finalists: Most Active GeniusU Partner



**Luca Bernardini**



**Del Lewis**



**Howard Cain**



# Winner: Most Active GeniusU Partner

**Luca Bernardini**



# Finalists: Top GeniusU Revenue Partner



**Mark Robinson**



**Marcus de Maria**



**Tamami Ushiki**



# Winner: Top GeniusU Revenue Partner

**Marcus De Maria**





# **CONGRATULATIONS**

**To each of our amazing Winners and Finalists and also to every Partner who has added such incredible value to our community**

# And the WINNER of the Flow Consultant certification is....



**WHEN:** 6th to 17th  
September

**TIME:** 4pm UK LIVE  
7am Singapore REPLAY



**Robyn Payne | Lord**  
United Kingdom  
Mentor rank #365 of 2571  
Startup Entrepreneur  
Entrepreneur level: Scaleup  
★★★★★ 5.0

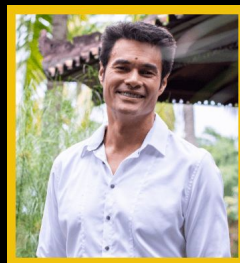
***"My biggest takeaway was the realisation that Level 1 Partnership appears to not be so daunting, so I can overcome the overwhelm of just getting started and taking the first step. The success stories are so helpful in providing a future vision of what can be achieved with the collaboration of a community. On GeniusU you certainly do not have to do things on your own."***

<https://app.geniusu.com/users/674329>

## Includes

- ✓ The Digital Flow Consultant Live Certification for 12 months - **valued at \$1,500**
- ✓ 36 Wealth Dynamics or Talent Dynamics Profile tokens - **valued at \$3,492**
- ✓ Faculty Member of the Genius Institute for 12 months - **valued at \$1,500**
- ✓ Access into the Trusted Buyers Club - (only available on \$1500 payment) **valued at \$500**
- ✓ Promotion Planning Fast track programme - **valued at \$1,495**
- ✓ Full GeniusU Mentor Status - **valued at \$970**
- ✓ Genius Entrepreneur Mastermind - **valued at \$970**
- ✓ A quarterly navigation call with the Partnerships Manager - **valued at \$500**

# Thank you for attending!



## Thank you to all our speakers!



genius group