



**BECOME AN
INTELLIGENT LEADERSHIP EXECUTIVE COACH
& LAUNCH YOUR BUSINESS**

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International Market-Entry Specialist

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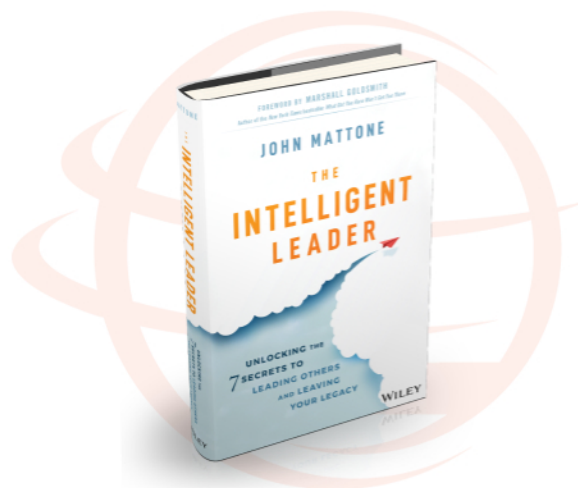
Inc.

WSJ

We are honored to partner with FranGlobal and Franchise India to officially launch the World's #1 Leadership Coaching Franchise in India, the Middle East and APAC.

MASTER LICENSEE/LICENSEE OPPORTUNITIES AVAILABLE NOW.

GROWING LEADERS. BUILDING CULTURES. DRIVING RESULTS.



Intelligent Leadership Coaching International (ILCI) is the world's #1 leadership and executive coaching franchise dedicated to growing leaders, building cultures, and driving results.



THE JOHN MATTONE & ILCI FRANCHISE STORY

John Mattone is a bestselling author, the world's top executive coach, and the founder/co-founder of five exceptional coaching and leadership development companies, John Mattone Global, Inc., Intelligent Leadership Executive Coaching (ILEC) US and Canada Franchise, Intelligent Leadership Coaching International (ILCI) Franchise, Intelligent Leadership Online Academy (ILOA), and Intelligent Leadership Development Systems (ILDS). John and his companies own 8 registered IP trademarks awarded by the United States Trademark and Patent Office (USTPO).

For the third consecutive year—2019, 2020 and 2021, the research organization, Globalgurus.org, recently awarded John Mattone with the prestigious world's #1 coaching authority ranking. Aside from legendary executive coach, Marshall Goldsmith, John is the only other executive coach in the world who has earned three consecutive #1 rankings from Global Gurus. In 2017 and 2018, Globalgurus.org recognized John Mattone as one of the top three coaching authorities in the world alongside Tony Robbins and Marshall Goldsmith. John was also a finalist for the 2017 Thinkers50 Leadership Award recognizing the world's top leadership authority and thinker.

Since 2010, John Mattone's Intelligent Leadership® coaching philosophy, process and tools have transformed the lives of nearly one million CEO's, entrepreneurs, and executives and impacted the success of thousands of organizations from every corner of the globe—53 countries to date. We wrote the global bestselling books on Intelligent Leadership: Intelligent Leadership: What You Need to Know to Unlock Your Full Potential (2013) and The Intelligent Leader: Unlocking the 7 Secrets to Leading Others and Leaving Your Legacy (2019).



John Mattone understands that truly great leadership always starts on the inside. More than that, John is a master of helping people discover and cultivate their innate leadership potential through advice that is both practical and profound.

-- Deepak Chopra – Author, "You Are the Universe"



THE JOHN MATTONE & ILCI FRANCHISE STORY (cont.)

Intelligent Leadership Coaching International (ILCI) is the world's #1 leadership and executive coaching franchise dedicated to growing leaders, building cultures, and driving results. The ILCI unique coaching methodology provides a proven philosophy, process, and tools to empower leaders, future leaders, and organizations to unlock and unleash their potential. ILCI clients benefit from a high ROI that delivers real results. Our sister franchise based in the US and Canada, Intelligent Leadership Executive Coaching, launched in 2020 and is growing quickly.

In addition to bringing significant senior executive experience to their client engagements, ILCI Master Licensees/Licensees have earned the prestigious International Coach Federation (ICF) approved and accredited Master Intelligent Leadership Executive Coach Certification.

Do you often think about leaving the corporate world to begin a new, exciting chapter in your life running your own lucrative executive coaching business?

Are you currently operating your own coaching practice, but you find it difficult to separate yourself from the competition, win bigger and more lucrative coaching assignments, and grow your business and brand so you and your family can enjoy the freedom and independence that comes with having a successful coaching practice?

Are you inspired by the thought of “paying it forward” helping leaders, future leaders and organizations achieve their greatest potential?

Do you want more control over how you spend your time—when you work, how you work and where you work?



ABOUT THE OPPORTUNITY

From John Mattone, himself...

"As the world's #1 leadership and executive coaching brand, I see Intelligent Leadership Coaching International (ILCI) as filling a massive void in the world of leadership and executive coaching services and offerings. We believe ILCI will provide enormously rewarding Master Licensee and Licensee opportunities to experienced coaches looking to force multiply their own brand and business as well as experienced leaders looking to leave the corporate world and pursue the next exciting phase of their life and careers. Upon being awarded an ILCI Master License or License, they will learn and apply my powerful IL philosophy, process, content and tools they will need to really make a difference helping solve the global leadership problem—which includes developing stronger leaders at all levels, accelerating the development of high potentials and millennial emerging leaders, and helping organizations build and sustain strong cultures. These are the keys to every organization achieving and sustaining success."

The ideal ILCI Licensee is a successful, experienced leader who is looking for the "next chapter" in their professional life or they currently own a business-to-business services company such as a consultancy (human resources or strategic management), an executive coaching firm, a training company, or a boutique retained executive search firm. The ideal ILCI Master Licensee is an individual who is interested in building a company of 20+ ILCI coaches (licensees).

From John Mattone, himself...

We are looking for experienced leaders who have been executives, managers, coaches, trainers and go-to problem solvers. This is your opportunity to build and grow your own business helping leaders and future leaders become better leaders and help clients build strong cultures that drive sustained operating results. This is your opportunity to achieve your dream of "paying it forward" while earning and enjoying lucrative rewards in an industry and coaching segment experiencing unprecedented hyper-growth, under John Mattone, the world's #1 executive coach and coaching brand. You will learn to replicate the philosophy, process, templates, tools and strategies that John Mattone and his team have created and perfected over the past 10 years that have contributed to the global strength of the John Mattone and Intelligent Leadership brand. As part of your training, you will work directly with John Mattone as well as his master trainers and advisors and you will enjoy ongoing personal coaching from John and his team—whether you need help preparing for a meeting, writing a proposal, even having John on important calls.

If you've ever been curious about owning your own leadership and executive coaching business and would like to make a lasting impact helping leaders, future leaders and organizations become the best they can be, keep reading and answer the questions below to learn more about a professional opportunity with the Intelligent Leadership Coaching International family.



Success has nothing to do with money, titles and possessions; success is only about committing — every day — to becoming the absolute best you can be.

-- John Mattone

WE HAVE A FEW QUESTIONS FOR YOU:

- Do you believe in and embrace the Intelligent Leadership Coaching International (ILCI) Vision, Mission and Purpose Statement (scroll to the bottom of this page)?
- Do you have 10+ years of middle to senior executive experience and/or 5+ years as an owner/employee of a business-to-business services company such as a consultancy (human resources or strategic management), an executive coaching firm, a training company, or a boutique retained executive search firm?
- Do you enjoy helping others become better leaders and people?
- Do you enjoy helping others remove the inner barriers that are holding them back from realizing their potential?
- Would you enjoy truly being in control of your time & future?
- Would you like to honestly earn what you're worth?
- Would you thrive being on an elite team of like-minded thinkers?
- Do you have the confidence to consider investing in yourself to have the above?



"When I left the corporate world at 55 and I told my family, friends, and colleagues that I was leaving to re-start a consulting/coaching firm that failed the first time, most were shocked. My wife, Gayle, said "you have my support and blessing just don't mess up like you did the first time"! All I had to hear were those words of support and then I made a promise to her and my four adult children that I was going to succeed. The next day, I felt unleashed! I will never forget that feeling and trust me, I still feel that way today.

As you think about embarking on your own new journey, I promise if you let us show you the way to building a lucrative, rewarding executive coaching practice, you will succeed. It will be our privilege to work with you, help you, coach you and give you everything you will need to be successful as an ILCI Master Licensee/Licensee."

-John Mattone



A WORLD OF OPPORTUNITY AS AN INTELLIGENT LEADERSHIP COACHING INTERNATIONAL (ILCI) MASTER LICENSEE/LICENSEE

The Intelligent Leadership Coaching International (ILCI) Franchise is an elite group of professional, certified executive and leadership coaches, trainers, and advisors. We are committed to helping leaders, future leaders and all organizations become the best they can be. When you become an Intelligent Leadership Coaching Master Licensee or Licensee you will have the opportunity to **enjoy a successful executive coaching career** with our proven content, systems, and support.

OUR INTELLIGENT LEADERSHIP COACHING INTERNATIONAL (ILCI) MASTER LICENSEES/LICENSEES ARE MASTER CERTIFIED AND EXPERTS IN:

- Executive Coaching for High-Potentials
- Executive Coaching for Middle-Managers & VP's
- Executive Coaching for the C-Level
- Leadership Coaching for Entrepreneurs & Small/Medium Businesses
- Leadership Development Workshops & Retreats
- Administering, Interpreting & Debriefing Proprietary Leadership & Culture Assessments
- Culture & Culture Transformation
- Driving & Sustaining Business Results
- Successfully Launching and Operating a Highly Profitable IL Executive Coaching Business
- Target Marketing and Business Development Strategies, Tools and Templates Designed for Converting Prospects into Long-term Clients
- And more!

Our internal training program, our content and coaching philosophy was pioneered and is powered by John Mattone himself, the world's #1 executive coach. Once trained in our philosophy, processes and tools and engaged in our support—which includes personal coaching from John Mattone himself, you will feel empowered and confident in your ability to build and maintain a sustainable and thriving coaching and leadership development practice.



WHY DO GLOBAL LEADERS & ORGANIZATIONS WANT TO WORK WITH AN INTELLIGENT LEADERSHIP COACHING INTERNATIONAL FRANCHISE OWNER?

1. John Mattone® - The Person, The Coach, The Pioneer

- Top Executive Coach in World
- Top Leadership Coach in World
- Top CEO Coach in World
- World's #1 Coaching Authority
- Top 10 Leadership Authority in World
- Best-Selling Leadership, Coaching and Culture Author
- #1 Authority on Intelligent Leadership®
- Former Coach to Steve Jobs (Apple), Roger Enrico (PepsiCo), Bill Logue (FedEx), Armando Uriegas (Nielsen), His Excellency the Managing Director of Saudi Arabia's Public Investment Fund, as well as many other global CEO's, top government leaders and professional athletes.
- Top 10 Leadership Speaker
- Culture and Cultural Transformation Authority
- #1 Business Coaching Blog in World
- #1 Leadership Coaching Blog in World
- 2018 UCF Distinguished Alumnus Award
- John Mattone Endowed Scholarship for Leadership and Coaching at UCF
- Creator of the World's Top Executive Coaching Certification Program the Intelligent Leadership Certified Executive Coach® Program.
- Creator of the Intelligent Leadership Master Certified Executive Coach Development Journey worth over 93 ICF CCE's (56 hours of direct online/classroom education).

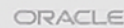


John Mattone provides a very fresh perspective on leadership, and as he always does, making it practical, actionable, and learnable.

-- Tiger Tyagarajan, CEO, Genpact



SOME OF OUR GLOBAL CLIENT PARTNERS:



2. Intelligent Leadership - The Philosophy, Process, & Tools that Grow Leaders, Build Cultures and Drive Results

- Intelligent Leadership® Coaching Philosophy, Process, Content & Tools.
- Intelligent Leadership® 2.5 Day Team Coaching Retreat/Workshop Content—recognized as one of the top three leadership development programs in the world.
- Culture & Culture Transformation Philosophy, Process and Tools.
- Assessments: Mattone Leadership Enneagram Inventory (MLEI)®, Strategic-Tactical Leadership Index-360 (STLI-360)®, 5 Cultures of Culture Assessment (5CCA)®, Cultural Transformation Readiness Assessment-40 (CTRA-40), LeaderWatch®
- Since 2010, Intelligent Leadership has transformed the lives of nearly one million CEO's, entrepreneurs, and executives and impacted the success of thousands of organizations from every corner of the globe—53 countries to date.
- John Mattone Intelligent Leadership Certified Executive Coach® (20 hours classroom/online) plus 5 Advanced IL Certifications (48 hours classroom/online).
- Being certified and becoming an expert in launching a successful ILCI business that is guaranteed to grow leaders, build cultures and drive results—you will be recognized by your prospects and customers as a problem solver who produces results.
- Being certified and becoming an expert in target marketing, business development, positioning ILCI, growing your pipeline and securing highly profitable business—you will be seen by your prospects and clients as professional, need focused and a true partner in creating their sustained success.
- Being certified and becoming an expert in running a profitable, efficient, and effective ILCI operation—you will receive accolades from your prospects and clients for your caring, diligent approach to building lifetime customer and client bonds.



My work with John Mattone has had great results and a huge impact on me, my team and our organization. Simply amazing!!

-- Armando Uriegas, CEO-Director General, Nielsen LATAM





CHANGING THE WORLD ONE LEADER, ONE ORGANIZATION AT A TIME

Growing Leaders. Building Cultures. Driving Results.

First and foremost, leadership coaching is not for everyone. Becoming an in-demand and successful Intelligent Leadership Coaching International Master Licensee/Licensee requires you to possess a big vision and passion for selflessly helping leaders and organizations get better. You will need to be diligent in launching and running your business and you will need to blend in a lot of resilience, patience, presence, excellent communications skills, the confidence to invest financially in yourself, and an entrepreneurial mindset. If this sounds like you, we would be honored and privileged to talk with you.



**Assessment-Driven
INDIVIDUAL LEADERSHIP
DEVELOPMENT PLANNING
(ILDLP) Tool**

**INTELLIGENT LEADERSHIP
Development Strategies
Resources**

**Tactical Leadership
360 (STLI-360)**

Score Profile & Executive Maturity

TWO	HELPER	36	A
THREE	ENTERTAINER	43	LA
FOUR	ARTIST	38	HA
FIVE	THINKER	41	LA-LM
SIX	DISCIPLE	40	A
SEVEN	ACTIVIST	41	HA-MM
EIGHT	DRIVER	46	A
NINE	ARBITRATOR	48	A
ONE	PERFECTIONIST	42	LA

M = Mature
 MM = Most Mature
 LM = Least Mature
 HA = High Average Maturity
 A = Average Maturity
 LA = Low Average Maturity
 DTP = Dealler Trait Potential

AMR: 277/52nd
 ■ Predominant Style
 ■ Secondary Style
 ■ Least Presented Style



John Mattone has helped some of the world's most influential leaders. And he can do the same for you, if you let him.

-- Marshall Goldsmith – author of The New York Times best-sellers
“MOJO,” “What Got You Here Won’t Get You There” and “Triggers.”



GROWING LEADERS. BUILDING CULTURES. DRIVING RESULTS.

Our Purpose, Vision, Mission and Guiding Principles.

Purpose Statement: Through our leadership coaching offerings, leadership retreats, workshops and online leadership academy, culture assessment and transformation projects, we are committed to helping leaders, future leaders, and organizations become their best. We strive to touch the hearts, minds, and souls of everyone we live with and work with through authentic and selfless thinking and action. It is in this foundation we embrace, live, role model, and teach the Intelligent Leadership Executive Coaching International—Pioneered by John Mattone Code: (1) Think Different & Think Big; (2) The Vulnerability Decision; (3) Leverage Gifts & Address Gaps-constantly; (4) Courageously Execute with Passion, Precision, and Pride; (5) Being Vigilant; (6) Course-Correcting; and (7) Privileged Mindset.

Vision Statement: As proud members of the Intelligent Leadership Coaching International Franchise family, we believe in becoming the absolute best version of ourselves. Our future will be the brightest when we make an authentic, heart-felt decision to think and live this way. We do this by making a non-negotiable commitment to be people of incredible character, refusing to accept mediocrity, and embracing the four pillars of personal growth – intellectual, spiritual, emotional, and physical. All of us must commit to holding ourselves, and each other, accountable to these pillars. Our collective strength is determined by the sum of our individual strengths.

Mission: We embrace the privileged opportunity we have chosen (and, been given) to do this noble and fulfilling work. We will, therefore, strive to help every leader in the world grow as leaders and people while also helping every organization in the world build and sustain a culture of strong leadership and talent that ensures their long-term success. It is in this altruistic spirit that we launch and grow the world's #1 leadership coaching franchise, Intelligent Leadership Coaching International (ILCI)—Pioneered by John Mattone.



John's leadership framework is both elegant in its simplicity and profound in its depth. If you have a genuine desire to dive deep, ask hard questions, and do what it takes to achieve your potential as a leader, John will equip you well for the journey.

-- Kathy Mazzarella, – chairman, President and CEO, Graybar



OUR GUIDING PRINCIPLES

Live Honorably

We always honor our word & commitments; We do the right thing; We treat everyone with honor, dignity & respect.

Act Selflessly

We are more concerned with the needs of others than our own; We serve expecting nothing in return; We empathize with others & consider the relationship first.

Give Our Best

We possess the highest standards of personal excellence-intellectually, spiritually, emotionally, and physically; We finish what we start; We work hard every day to improve on yesterday's wins.

Be Vulnerable

We are innovative & willing to challenge old ways of thinking; We respectfully receive & consider feedback from each other; We strive to become the best version of ourselves.

CONTACTS

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