

Make a change. Change a life



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'Paying it Forward' is a fundamental value here at The Innovation Advantage. However, we didn't just want to give back. We wanted to Dare 2b Different in how we give back.

Make a Change, Change a Life was inspired by the 'one-for-one' giving models that exist in such wonderful organizations as TOMS, Warby Parker, Blanket America and so many more. The challenge, however, was to adapt a model that applies to shoes, eye-glasses and blankets to keynotes, consulting and innovation labs.

Then it occurred to us. Many of our clients support or are actively involved with organizations that selflessly contribute to the welfare of our society. Organizations that may lack the resources to hire external experts who can help them develop new ideas that would make a significant contribution to the success of their missions. And as luck would have it, we can help with that!

In our version of the one-for-one model, each time a client hires Toni to present to their organization, Toni will commit to delivering a second presentation to an organization-in-need of that client's choosing – most likely an organization with whom the client is already associated. Toni will waive her entire speaking fee for that second presentation leaving only expenses to be covered by either the client or the Make a Change, Change a Life (MCCL) recipient organization.



Make a Change
Change a Life

Helping our friends help
their friends make the world
a better place.



Now yes, there is a little bit of fine print. So here are what we like to call the **MCCL guidelines.**



- a) Services that qualify for MCCL are identified with the MCCL butterfly on our website and include any of Toni's full fee keynotes, At Your Service mentoring programs and Living Innovation Labs.
- b) None of our clients are obliged to take advantage of MCCL. However, for those that do, Toni's speaking fee will be waived in its entirety for the MCCL presentation. However, all additional expenses related to that presentation, (including but not limited to travel, lodging, audio-visual, per-diem etc...), will need to be covered by either the Client or the MCCL recipient organization.
- c) Given the complexities of Toni's schedule, the theory behind MCCL is that Toni would deliver the additional presentation within the same city and within the same time frame (day before or day after) as the original client engagement.

When this arrangement isn't possible, all we can promise is that we will look at Toni's schedule and do our best to consider other options. However, expenses such as travel and lodging will likely be much higher in these circumstances and will still need to be covered by either the Client or the MCCL recipient organization.

- d) We ask our clients to discuss their choice of MCCL recipient organization with us before reaching out to the organization about the possibility of an MCCL presentation.
- e) Since we are targeting organizations with whom our clients are already associated or are already supporting, we would ask that a liaison within the client organization work with us to contact the MCCL recipient organization and help arrange the event.
- f) We will work with the MCCL recipient organization to determine which of Toni's existing keynote programs would best suit their needs.
- g) If the Client wishes, they may appear as the official sponsor of their MCCL event.

So, there you have it. And although MCCL is a new adventure for us that may well require some adjustments along the way, you can rest assured that here at The Innovation Advantage, we are committed to the program and to helping organizations in need bring their gifts to the communities that depend upon them.

We hope that you will join us on the journey because together, we can make the world a better place.

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TONI NEWMAN
is Your Innovation Advantage

