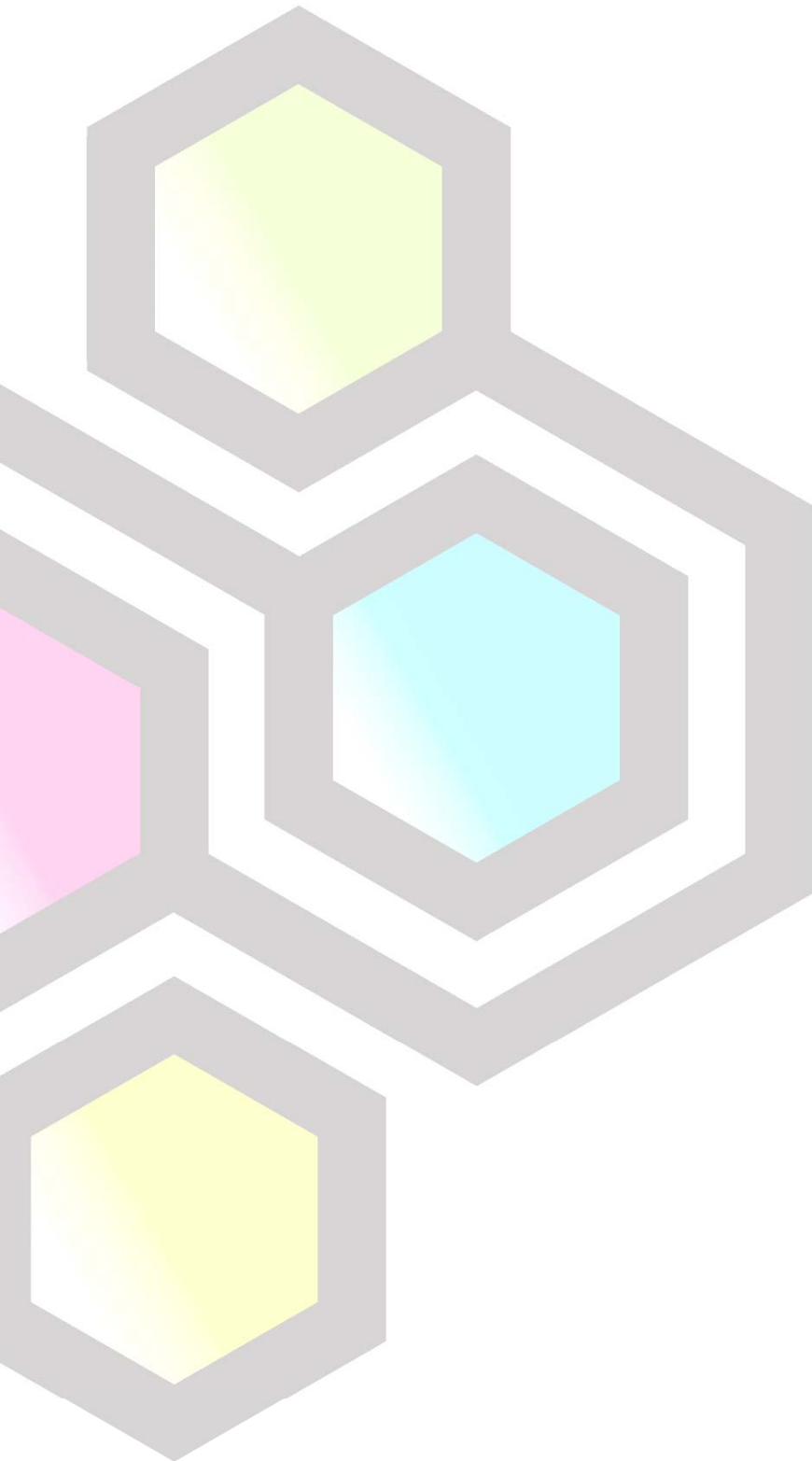


LOGOVISUAL



accredited practitioner

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Prospectus

For LVT Practitioners

2nd edition, June 2009

please check for updates
<http://www.logovisual.com/lvt/practitioners.html>

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About LogoVisual

LogoVisual Thinking (LVT) is the name applied to the methodology evolved over many years of study and development by the Centre for Management Creativity (CMC).

With intent to help people improve results by use of LVT, CMC has now (2008) established LogoVisual as a separate business with its supporting website, Community of Practice and Accredited Practitioner network.

logovisual.com, the LOGOVISUAL logo and the acronym **LVT** are the intellectual property of LogoVisual.

LogoVisual has published criteria for attaining and sustaining Accredited LVT Practitioner status to encourage others to contribute to, and enjoy the benefits of, the LVT Body of Knowledge.

Use of the logos and trading names of LogoVisual by an LVT Practitioner indicates they have been trained, are participating in continuing professional development and agree to abide by the LVT Code of Conduct. LogoVisual is not responsible for the work of such independent practitioners.

The LVT brand symbolises:

- Engagement in the development of a core LVT body of knowledge
- Consistency of language and rigorous process
- Adherence to a professional code of conduct



LogoVisual is a trading name of Centre for Management Creativity Ltd, registered in England & Wales
Company No. **3920053** VAT Reg No. **(GB) 755 4519 12**

What are LVT Practitioners?

Accredited LVT Practitioners get outstanding results in a wide variety of applications, using LVT to successfully engage people and unlock creative potential. They are change agents, project managers, consultants, trainers or teachers, employed in organisations or working independently. Each has their own unique skill-sets and professional experience.

They are LVT trained, and have signed up to a Code of Conduct that requires:

- On-going practice and development of their professional capability
- On-going contribution to the LVT knowledge base through participation in the Community of Practice
- Consistency of quality, language and rigour

There is much more depth and substance to LVT than first meets the eye. Though related methods abound (anything using brainstorming, Post-It Notes or mind mapping might claim a relationship) our aim is to embrace and transcend such diversity, raising it into an integrated, profound and effective methodology.

Accredited LVT Practitioners share a passion for supporting and enabling others to think more effectively, and therefore invest in developing their capability on an on-going basis. They benefit from being part of a professional Community of Practice with access to high quality training and support. Independent practitioners can add significant value for their clients by adopting LVT as a component of their professional capability.

Who will benefit from being an Accredited LVT Practitioner?

- OD Leaders and Consultants
- Project and Program leaders
- Line managers, team leaders and supervisors
- Facilitators and trainers
- Teachers and Educational advisors
- Community leaders and social entrepreneurs



What are the benefits of becoming an Accredited LVT Practitioner?

- Get high quality training & support to enable you to make best use of LVT methodology in your own professional domain
- Join a Community of Practice using a cutting-edge thinking & learning methodology
- Develop your own cognitive capabilities through practice and sharing
- Access a network of skilled practitioners with experience of a rich variety of applications
- Sustain your professional development with regular training and networking opportunities
- Raise your profile by participation and contribution and by leveraging the LVT brand
- Benefit from expert co-facilitation support and capture services to enhance the value you add for clients in meetings, workshops and conferences
- Influence on-going product development
- Access E-mail and telephone support
- Enjoy discounts and commissions on products and training

How to become an Accredited LVT Practitioner

The training ensures that Accredited LVT Practitioners have a common grounding, a common language and a common level of knowledge. The Foundation Course is enriching for all, regardless of prior experience. The Facilitator Course is specifically facilitating using LVT processes. The process concludes when you are ready to present what you have done at an informal Best Practice event. Signing up to the Code of Conduct leads to confirmation as an Accredited LVT Practitioner.

Accreditation Pathway

Step 1: Attend a Foundation Course

Step 2: Attend a Facilitator Course

Step 3: Design, plan and carry out assignments or projects using LVT, seeking whatever support you need from the LVT Community of Practice

Step 4: Articulate learning from your assignment and share in the form of a short presentation at a Best Practice event.

Step 4: Sign up to the Code of Conduct

Code of Conduct

As stated above, Accreditation is formalised by your commitment to uphold the professional standards and terms set out in this Prospectus, and summarised in the Code of Conduct, a separate document signed by both LogoVisual and the Practitioner. A copy of the Code of Conduct is available in the Knowledge Base on logovisual.com.

How to maintain Practitioner status

Maintaining Accredited Practitioner status requires your continuous professional development. Practitioners are peer assessed within the Community of Practice, to whom they demonstrate their engagement through participation and contribution on the website and attendance of at least one Best-Practice event per year. (Overseas Practitioners may submit contributions remotely and are encouraged to establish local Practitioner Groups where numbers allow).

Already attended a Better Thinking course?

Quite a few people have completed the **Better Thinking** training programme in the last few years. It is not our intention to 'move the goalposts' for those who are already embarked on the journey but rather to ensure that accreditation is meaningful and useful. If you have not already done so, we urge you to complete the accreditation process in order to gain the full benefits of being an LVT Practitioner.

If you are not sure what is needed please contact us so that you don't drop out of the process.

The process and standards of LVT Accreditation are evolving, as are the benefits and status – it is a learning process. Your comments on any of this will be very welcome.

How to Leverage your Practitioner status

Within the Community of Practice

Practitioners have every opportunity to raise their profile and stature within and via the Community by attendance at events and further training, by participation in community areas of the website and by submission of articles and case studies.

Profile

Once you have become accredited, your *Practitioner Profile* can be made accessible to all registered users of the website (the Community of Practice). You first need to register and login on the website, then click the profile button, top-left. You can then select 'edit' and click on the 'Update my profile' link. You will then be presented with a number of editable tabs. The **Practitioner Profile** tab is published once you become a Practitioner, so that other members of the community can see your LVT interests and expertise. This also means you can be contacted directly by fellow members of the community.

The following conditions apply in order that we can approve your profile:

- 1) Instead of providing direct contact details, you encourage fellow members of the community and potential clients to use the contact system provided
- 2) You can provide external hyperlinks if you have reciprocated such links prominently on the linked website, promoting your Accredited LVT Practitioner status.
- 3) You make your profile relevant to your experience and use of LVT.

Comments

You can comment on articles, case studies and research in the Knowledge Base area of the website, giving others feedback on their processes and sharing learning within the community. Your comments will link to your profile, and so will raise awareness of your presence and participation.

To comment on an article or any other item in the Knowledgebase, make sure you are logged in, then click on the comment link in any of the Knowledge base listings.

The following conditions apply in order that we can approve your comments:

- 1) You make your appraisals and feedback constructive
- 2) You do not abuse the system

Articles and case studies

Articles and case studies are published in the Knowledge Base area of the website and are known generally as listings. Where the author is an Accredited LVT Practitioner, listings are linked to the author's profile. Case studies can be simple or comprehensive write-ups of LVT assignments, and are useful in giving others ideas and solutions. They are also useful in raising one's profile, and can be readily developed from presentations made at *Best Practice* events.

For the time being at least, articles and case studies have to be submitted to logovisual.com for publishing on the website and we will link these to your profile and/or you can use the 'claim' function to achieve the same result.

Events and Training

Attendances at *Best Practice* and further training events provide valuable opportunities to network, and evidence participation and contribution to the Community of Practice.



More broadly

As an Accredited LVT Practitioner you can evidence your commitment to Continuing Professional Development and promote LVT and the Community of Practice for reciprocal benefit by referencing and use of brand images as follows.

In all cases, Accredited status statements and the use of icons and logos are only permitted by those who currently meet the conditions of Accredited Practitioner status.

Where icons and or logos are used, they must be hyperlinked to the logovisual.com website or the URL must be referenced.

Where the website is referenced and/or hyperlinked, this should be to the relevant Practitioners' profile page or to the homepage.

General Reference

Make use of LVT icons in conjunction with the initials 'LVT' to highlight use of LVT in your events, or otherwise reference the methodology, with an elaborating footnote or statement referencing www.logovisual.com

E.g. We will introduce and make use of LVT  as a means of exploring the issues.

 visit www.logovisual.com

Accredited LVT Practitioner status

Referring to yourself as **LVT Accredited** or an **Accredited LVT Practitioner** and using the brand and logo as a badge of Practitioner status: NB a *Practitioner* is only a specific person who can properly claim this status. It does not refer to a whole company or practice.



Accredited LVT Practitioners are listed and their profiles published on the practitioners listing

LVT Certified Content

Logovisual Certified Content covers a broad spectrum of workshops and courses, where LVT is introduced as an enabling methodology and used for the purposes of the event, rather than being its focus. Certification of content ensures consistency of language, rigour and the quality of outcomes.

If, as a component of your event, you deliver in full one of the core modules provided in the Practitioners-only area, and observe the associated conditions, you can refer to your programmes and courses as having **LVT Certified Content**. By making use of LVT Introductory training materials, you ensure you introduce a common language and a level of rigour that optimises results for all concerned.



Certified content events and courses **MUST** be listed in the training and events section of the knowledge base.



LVT Certified Courses

LogoVisual Certified Courses are those that explicitly train people in the use of LVT, either generically or for a specific application, where LVT is the predominant focus. Certified courses must impart requisite key knowledge and course designs must have been approved by LogoVisual.

If you submit a course design and have it approved, you may refer to that specific course as being an **LVT Certified Course**. This will denote that the course imparts core process knowledge to an approved standard within a specific professional domain/niche and sector or geographic region.

Such courses will extend the breadth and depth of LVT training as opposed to replicating competing offerings.



Certified courses **MUST** be listed in the training and events section of the knowledge base

In order to have your events listed, please e-mail details of the event and the type of certification you want. Ideally, this will include copy that can be uploaded to the knowledge base, enabling interested parties to enquire via your profile.

Commercially

If you are an Independent Practitioner you can benefit commercially as follows.

Where you get work as a result of your Practitioner status, profile, listing or other legitimate exposure within the LVT Community of Practice or more broadly, and LogoVisual played no specific role in this coming about, no fee will be due to LogoVisual.

Where LogoVisual are actively involved in referring leads, a finders fee of 8% will be due to LogoVisual.

Where LogoVisual generate the actual sale, for example, if someone books on an event or asks LogoVisual to provide an appropriate facilitator, 20% of the revenue will be retained. If LogoVisual makes the sale and manages the assignment, a higher percentage will be retained as agreed for the specific event.

Listing your related facilitation, training and consultancy services

See the **Practitioner Profile** tab described above. Here you can outline LVT related services and include downloads and external links provided that these are prominently reciprocated. Remember it is you who is the Accredited LVT Practitioner, not the company for whom you work.

Listing your events

You can submit two different types of event to be listed on logovisual.com - certified courses and courses that include certified content. See above for more about what these terms define.

Listing your workshops and courses will increase your exposure, and by mutual consent your qualifying events can be added to the shop so that public places or in-house events can be purchased.

Receive Discounts on products and training

Independent Accredited LVT Practitioners are eligible, upon application, to receive 20% discount on all goods and services they purchase. This can be configured on the website so that when you are logged in, the website will automatically display discounted prices.

LVT Affiliate Scheme (launching Summer '09)

The LVT affiliate scheme is a system that tracks where traffic that comes to Logovisual.com has come from, and 'rewards' the owner of the referring website with a commission if the visitor purchases goods or services on logovisual.com. This is dependant on the owner of the referring website being a registered user on logovisual.com., and their abiding by the separate terms of the affiliate scheme. One of the important conditions specified in the terms is that the referring website must have some substance and relevance in relation to LogoVisual Thinking.

Accredited LVT Practitioners, just as any other registered users, will be able to agree to its terms and conditions and opt in to the affiliate scheme. Exclusively however, Practitioners will be eligible, upon application, to receive a considerably higher commission than ordinary affiliates.

The affiliate scheme will offer many kinds of opportunity for commercially leveraging your Accredited LVT Practitioner status, should this be an attractive and ethical proposition. Support will be on hand to help unearth the win-wins.

A Note about commissions & discounts

Multiple discount/commission rules cannot be used in combination.

Commission is based on the final total before carriage and VAT, not on the list price. I.e. If the client is entitled to a discount, this is applied before the commission is calculated.

Commission rates in respect of education sales (discounted) will be half those for list price sales

Should you have any questions, ideas or suggestions about how you and others can further benefit from a thriving and successful Community of Practice, then do get in touch.

Whilst the benefits and terms set out in this document are made in good faith, LogoVisual reserves the right to withdraw or alter any aspect either completely or specifically from certain individuals, and this shall be at the sole discretion of LogoVisual and its Directors.