



## TALENT MANAGEMENT LEADERSHIP UNIVERSITY

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Help us build the world's only free and fully online university for Talent Management professionals – and those who aspire to be – while enhancing your brand and securing your company's position as an industry thought leader.

**FREE ONLINE CLASSES | HIGHLY-CURATED CONTENT | CUSTOM CERTIFICATION SERVICES**





*Your partnership allows people to gain course credits and certifications while learning about your company's core subject matter. You help people grow, learn, accomplish, and gain confidence due to the knowledge you facilitate – skills and knowledge they can use to propel themselves miles ahead in work and life. It's about helping people you know and others you may never meet become better versions of themselves, thrive in ways they didn't think they could, work better as team members, and perform more passionately.*

**- Ginger Smith, TMLU Advisor**

## **WE'RE LOOKING FOR PARTNERS AT VARIOUS LEVELS TO HELP US LAUNCH AND GROW TMLU'S MISSION AND VISION:**

- Partners who seek to provide value and insightful learning to customers, prospects and aspiring talent management leaders through white papers, webinars, and course content.
- Partners who want to develop Professional Certification Programs in specific categories (e.g., candidate relationship management, employer branding, leadership development).
- Partners who want to create Learning Academies in broad aspects of talent management and leadership (e.g., talent acquisition, retention, analytics).

*"TMLU's comprehensive and turnkey deliverables – a white paper, infographic, hosted webinar, explainer video and a great course – made the initiative really valuable. I would recommend them to anyone wanting professional thought-leadership branding with high quality."*

- Yves Lermusi, Founder and CEO, Checkster

## BENEFITS OF TMLU CONTENT PARTNERSHIPS

- **MISSION-DRIVEN:** The chance to support and be part of TMLU's mission to build the world's first and only free, online Talent Management university
- **LEAD GENERATION:** White papers and webinars *with* certified learning is the new content marketing. Attract new prospects with the most valuable content in your industry
- **THOUGHT LEADERSHIP:** Release some or all learning to customers and prospects, securing your position as an industry thought leader
- **EMPLOYER VALUE PROPOSITION:** Improve your standing in the eyes of employees, potential new hires, and the larger community by supporting the mission and vision of TMLU
- **EMPLOYEE SKILL-BUILDING:** Mobile-ready micro-learning empowers learning on-the-go, *in the flow of work*, and on the learner's schedule. Join us to give your employees a clear path to professional certifications and skill-building
- **CUSTOMER & PROSPECT SKILL BUILDING:** Support your customers and prospects with professional, certified learning that builds their knowledge of your tools and processes
- **CUSTOMER LOYALTY:** Offer professional certifications and advanced thought leadership, providing greater value to clients and prospects while securing your position as an industry innovator and leader
- **IMPROVED ON-BOARDING:** Use TMLU learning to onboard employees and customers faster and more effectively, resulting in shorter time to productivity
- **REPORTING/ANALYSIS:** Access reports and analysis on all aspects of employees, customer and prospect use of your learning content
- **INCREASED TRAFFIC:** Utilize data-driven SEO insights gathered by TMLU to help improve your sales and marketing efforts both online and offline
- **ADDED MEDIUMS:** Improve exposure to varying customers via widely-promoted digital courses, research-based white papers, and fully-hosted, expertly-executed, and webinars.

## FEATURES OF TMLU CONTENT PARTNERSHIPS

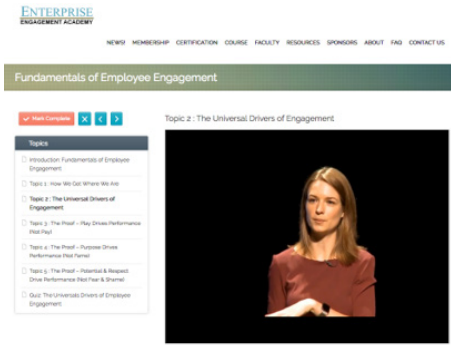
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- A full-year, concerted campaign to promote your brand and tools through valuable educational materials marketed across multiple mediums and aimed at your customers, prospects and employees
- White paper (10+ pages, fully-referenced, based on research and interviews)
- Infographic developed from white papers
- Webinar: hosted and co-promoted - SHRM credits
- Full course module(s) on TMLU, with SHRM credits (you can embed the courses on your site too)
- Animated "How To" explainer videos that can be used separately from the courses
- Spokesperson videos that can be used separately from the courses
- A one-year, ongoing Google AdWord™ advertising campaign promoting your webinar(s), course(s) and white paper(s)
- Personal, targeted and co-branded email campaigns to at least 5,000 decision-makers in your space
- SEO data garnered from Ad Words and the TMLU site sent to you in ongoing reports
- All new customer and prospect leads shared with partners
- OPTIONAL: Charitable tax receipts for 50% or more of your fee (in return for donating your content to TMLU so that we can offer it to learners free of charge).

## PRICING AND PARTNERSHIP LEVELS

	Course Level	Series Level	Certificate Level	Custom
White Paper	1	2	6	Custom Corporate Academy (Public or Private)  And/Or  Integration with existing LMS or Corporate University
Infographic	1	2	6	
Courses (With SHRM PDCs and TMLU Badges)	1	2	6	
Explainer Animation	1	2	6	
Spokesperson Video	1	2	6	
AdWord™ Campaign	Shared (12 months)	Shared (12 months)	Dedicated (12 months)	
Blog Post	1	2	6	
eMail Marketing Campaign	1 (5,000+)	2 (10,000+)	6 (30,000+)	
Certification Program			Full Program with SHRM & TMLU Credits/Certificate	
Fee	\$6,000	\$10,000	\$27,500	

# CO-BRANDED ASSETS INCLUDE



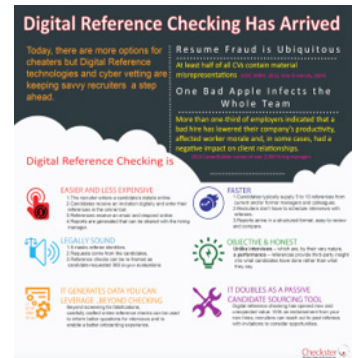
### Course Module:

Full course module on TMLU, with SHRM and TMLU credits (you can embed the course module in your site too)



### White Paper:

10+ pages - fully-referenced, based on research and interviews



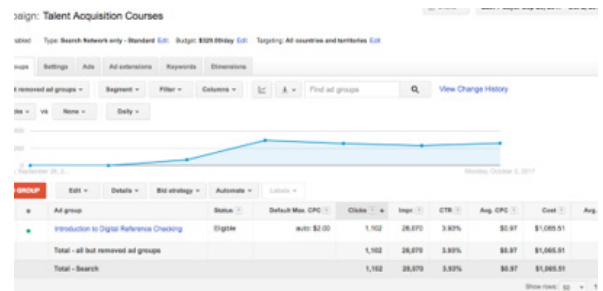
### Infographic:

Custom-designed to summarize key points



### Co-Branded & Co-Marketed Webinar:

Hosted and co-promoted (SHRM credits); all registrants and leads shared



### Data-Driven Google AdWord™ Campaign



### “Explainer” Video:

Animated “how to” video that can be used separately from course



### Spokesperson Video:

At least one spokesperson video that can be used separately from course

## About TMLU



TMLU delivers world-class learning to individuals in the workforce to help them achieve their career goals and to drive higher performance.

We provide relevant and accessible learning, as well as certification programs, delivered by thought leaders across the spectrum of categories in talent management and leadership, from employee and enterprise engagement to strategic workforce planning, talent acquisition and retention, to critical thinking skills and analytics.

Our courses and programs are short, high impact and interactive. They are research-based and created in partnership with leading professional associations, authors, professors, practitioners, and thought leaders worldwide.

TMLU Courses and training programs are highly-customized and geared to the immediate needs of learners, with each course built on leading edge know-how and best practices.

**TMLU.org**





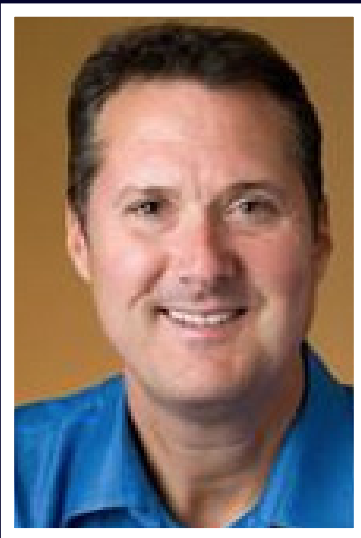
In the words of TMLU's Founder and President,  
Allan Schweyer:

"TMLU is creating a complete range of courses and certificate programs across the spectrum of talent management and leadership, each centered on the principles of leading people through inspiration and engagement.

New talent management technologies and creative processes are reinventing business to the benefit of employees and organizations. But the landscape of technologies and ideas is immense and growing daily. TMLU was created to help leaders, talent management professionals, and those new to the field understand these technologies and processes and to accelerate their adoption.

Our free education and low-cost professional certification programs provide access to some of the world's best learning in the field and are available to anyone, anywhere. Our non-profit mission ensures the independence of the curriculum and certification process.

We spend a tremendous amount of time at work. Better talent management leads to better lives, a better future, and a better world."



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