



A Disruptive Business  
Education Experience

# The FlexRight Association™



FlexRight Association™ Membership Manual  
“A Disruptive Business Education Experience”

Lead in the World of Business and Technology



---

# THE FLEXRIGHT ASSOCIATION NEXT-GENERATION LEADERS

## Table of Contents

|                                     |            |
|-------------------------------------|------------|
| Our Purpose                         | Page 3     |
| Idea in Practice                    | Page 4 – 5 |
| The Opportunity                     | Page 6     |
| The Future Picture                  | Page 7     |
| Engaging the World Every Day        | Page 8     |
| Association Fee Structure           | Page 9     |
| The Wrap Up: Making Sense Of It All | Page 10    |
| Association Enrollment Form         | Page 11    |





---

# THE FLEXRIGHT ASSOCIATION

## OUR PURPOSE

### Our Mission

The mission of the FlexRight Association™ is to develop Next-Generation Leaders—LeaderShaping—with a mindset and disciplined focus on integrating disruptive innovation, along with five key constructs (skills training) to help people learn how to increase their leadership relevance by becoming more marketable while disrupting the norms in the global marketplace.

### Our Objective

The essential objective of the FlexRight Association™ is to inspire the cultivation of new ideas that stimulate key behaviors for leaders to recognize the importance of embracing differences in people, while understanding how to connect the dots amongst those differences to get the best outcomes—*Performance-Driven Execution*™—from their team of innovative thinkers.

### Our Questions

There are five key questions every leader in the association learn to answer that have direct lineage to the true-fabric of leadership and the principles of disruptive innovation as they relate on an individual basis:

1. What level of *Performance-Driven Execution* is required to improve existing conditions?
2. What are the improvements needed across the competitive landscape that will increase quality, but lower cost at every level of the ecosystem?
3. What should be the primary differentiators to reach a state of “[Better-Best?](#)”
4. What are the historical behaviors across public domain and the regulatory tenor that needs to change in order to succeed and grow beyond today’s best practices?
5. What are the next steps that will actually matter?

The association fully understands the challenge facing leadership when recognizing that innovation must evolve to be tested against the unfolding realities of markets, technologies, regulations and competitors. Leaders learn what it takes to pivot before being forced to pivot using continual experimentation, learning and adaptation.



---

# THE FLEXRIGHT ASSOCIATION

## IDEA IN PRACTICE

### **Learn Leadership. Understand Disruptive Innovation. Develop Strategy to Succeed.**

Today's leaders, specifically those in technology, need skills training and understanding in all of these areas and more: leadership, disruptive innovation and strategy execution. With change as a constant, the key to success is learning how to set the pace for others to follow on a global scale. Gone are the days of striving to achieve a "competitive advantage." We provide our associates comprehensive training designed to help leaders innovate, create and disrupt the norms, while achieving a "strategic advantage" by integrating value creating ideas—turn ideas into products in demand—across their leadership ecosystem.

Beyond networking opportunities and learning more about going beyond best practices, associates can also benefit from these aspects of our professional association:

---

#### **1. Do the Right Things to get the Right Things Done—TIME!**

Faculty at the FlexRight Association ensures education and training is provided for future leaders to learn what it means to "do the right things to get the right things done." When this simple, yet complex essential becomes second nature across an entire culture, leaders and their organizations gain the needed time to become laser-focused on the things that are important: leadership, strategy and growth.

#### **2. Understand the Art of the Pivot—Relevance!**

Relevance today has a significant cost in leadership, business and technology. However, knowing when to pivot to remain relevant can either keep you chasing trends or setting them. The Art of the Pivot teaches an essential task that most leaders never quite figure out; relevance! The key here is knowing when to pivot to stay relevant before being forced to pivot to remain relevant long before it is too late to stay in the game as a valuable asset for the team and the entire ecosystem.

#### **3. Break Industry Standards using Disruptive Innovation (DI)—Differentiation!**

In the 21st century, leaders and organizations alike continue to behave using outdated norms. Leadership is confusing. Decisions are outdated. Stratagem is archaic. Organizations are just more of the same; blah, blah, blah. To become successful today where legacy impacts the future, things need to be broken. Industry standards and the byproducts must endure the principles of disruptive innovation. This is what will cause leaders to be looked upon different. Their organizations will learn to establish "targets" versus setting "goals;" essential trait that must be learned in leadership today.



---

#### **4. Build a Future Picture Culture of Next-Generation Leaders—Vision!**

If leaders haven't already picked up the essential traits of credibility and trustworthiness as a practitioner in a field, they will pick them up after learning how to cross the chasm between the "future," the "Future Picture," and the "battlefield" connecting the three. Building a culture of next-generation leaders with entrepreneurial thinking to expand the organization beyond its norms requires a special kind of leadership. Joining our professional association and understanding the vital code of "vision" requires leaders to know what will work in the next generation of leadership in an industry.

#### **5. Replace Competitive Advantage by Achieving a Strategic Advantage—Ecosystem!**

There's a reason why leadership in the 21st Century is failing and that reason is obvious; identity and competency focus causing crises. It's amazing how the very fabric of leadership has become focused on competition rather than competency and identity. Leaders must stop trying to compete to make an impact. A discipline of the association is devoted to updating associates on developing the *strategic advantage* that will change an entire ecosystem using competency as the essential trait to drive innovation. Associates who learn this trait will also learn to advocate and lead others about how to prepare for any change now and in the future—internal or external that begins with identity and laser focus to transform an entire ecosystem.

Let's face it. These five benefits, especially these days when business lifecycles and the pace of change is so rapid in the social media and digital age, have become lost in the last few decades. This is not to say that all leadership is being executed in the wrong manner. It simply means that far too much leadership that is WRONG has overshadowed the truest form of the skill. Between working for different organizations, different cultures, acquisitions, mergers, layoffs, leadership and corporate strategy changes to name a few, focus seems to get lost in the shuffle. Leadership gets refocused to become individualized and not on influencing others to achieve extraordinary greatness.

The association is designed to ensure that leaders today fully grasp the understanding that you cannot be a leader and "selfish" at the same time. More importantly, leaders must focus to inspire the cultivation of new ideas that stimulate key behaviors for other leaders to recognize the importance of embracing differences in people, while understanding how to connect the dots amongst those differences to get the best outcomes—*Performance-Driven Execution™*—from their team of innovative thinkers.

Want to know how to make your best better? This is how and the association is poised to recapture the competencies and focus to ensure others learn the lost skills, mindfulness and collaborative spirit to achieve the strategic advantage that wins for everyone. Leadership must be recommitted to everyone to achieving a common objective. This is the challenge the association is founded on...*providing a shock to the ego to do the right things to get the right things done.*



---

# THE FLEXRIGHT ASSOCIATION

## THE OPPORTUNITY

Joining our professional association is a win-win situation for any leader, at all levels, because while you network with likeminded professionals, you'll also learn the essentials of going beyond best practices to ultimately achieve extraordinary greatness for yourself and your organization. Making the decision to take the necessary steps that will take you away from “more of the same” as you make key transitions is one of the greatest benefits of joining. Learning to command the Future Picture will discipline you to transform into a more effective leader. It will also position you to disrupt the norms while inspiring others to do the same by winning with teams. Associates learn what it means to do the right things to get the right things done!

### **AS A FLEXRIGHT ASSOCIATION MEMBER, YOU AND YOUR BUSINESS RECEIVES:**

#### **Monthly seminars (open to the public), 9-11am every first Wednesday...**

- ✓ Associates can network and showcase their own products or services.

#### **Monthly Business & Technology Integration (BTI) training classes, 1-2 8-hour sessions per month...**

- ✓ 12 executive training seats for associate in a year's timeframe. Additional seats are available at discounted prices. Associates can also view the training sessions via online streaming (TBA).

#### **Business Promo: SPOTLIGHT your Business...**

- ✓ Opportunity to host monthly seminars and have products or services mentioned on marketing material, website, media of FlexRight Solutions™ to be displayed on the national conference circuit (i.e., FlexRight Solutions™ participated at [InterDrone 2017](#) in Las Vegas with the CEO as a panel speaker for “[Taking Charge: Battery Life Innovations on the Horizon](#)”).

#### **Access to 1-on-1 Business/Leadership Coaching...**

- ✓ Complementary monthly coaching sessions for association members throughout the year, including a quarterly mastermind around disruptive innovation and bringing products to the global marketplace. Additional coaching is offered to associates at a discounted price.

#### **Referrals/Support Employment Services...**

- ✓ Looking for potential customers and leads? FlexRight Association can help. Each day the team at FlexRight Solutions™, the association's parent company, receives phone calls and emails from potential customers looking for businesses or new staff associates that can help them with specific needs, goods or services. We can only recommend association member businesses or help association members with referral requests.





# THE FLEXRIGHT ASSOCIATION

## THE FUTURE PICTURE

**Your Future Starts Here!** Leadership is no longer only about influencing operational excellence through people. It is increasingly becoming a matter of stimulus, seeing the “Future Picture,” and making the right strategic choices (doing the right things to get the right things done) to influence growth and change—both personally and professionally. Enrolling today and reserving your seat in the upcoming associate training places you on a path to achieve extraordinary success.

| Month          | Topic of Interest   |
|----------------|---|
| February 2018  | <a href="#">Leadership and Disruption: The New World Order with Crisis Leadership, Disruptive Innovation and Technology</a> |
| March 2018     | <a href="#">The New Age of Drone Technology, Understanding 14 CFR Part 107 Licensing (FAA)</a>                              |
| April 2018     | <a href="#">Establishing Innovation Frontiers-Application Specific Design Think</a>   |
| May 2018       | <a href="#">Teambuilding Maneuvers in Plain English-Differentiations of Team Building</a>                                   |
| June 2018      | <a href="#">The Good, the Bad and the Ugly: Working Financials and Capital Requirements</a>                                 |
| July 2018      | <a href="#">The Application of Maneuver Warfare Decision-Making</a>   |
| August 2018    | <a href="#">The Strategy of Disruptive Change within an Ambidextrous Leadership Environment</a>                             |
| September 2018 | <a href="#">Strategy Gamification: Innorptions™ with the Art of the Pivot</a>   |
| October 2018   | <a href="#">Anatomy of a Supply Chain Environment</a>   |
| November 2018  | Managing the Chaos--Performance-Driven Execution™ with Disruptive Business Methodology                                      |
| December 2018  | <a href="#">Product Management: Application of Lean Operations/Loading &amp; Performance</a>                                |
| January 2019   | <a href="#">Form-Fit Function: Manufacturing Disruptive Products and Marketplace SHIFTS™</a>                                |
| February 2019  | Detect. Defend. Defeat! Identifying the RIGHT Partnerships for Effective Deployment.  |
| March 2019     | Next Steps—SWSWSWN! Understanding “Some Will. Some Won’t. So What’s Next?”  |

Simply fill out the enrollment form on page 11 and return it to save your seat. Visit our [blog](#) for more insight.





---

# THE FLEXRIGHT ASSOCIATION

## ENGAGING THE WORLD EVERY DAY

### Promotional Opportunity for Associates

Entrepreneurs and business leaders alike are the powerful icons we all know and love that make the world spin with innovation, sometimes disruptively that causes everyone else to follow the trend or get left behind. They are the brilliant minds with a distinctive spirit and approach to life that only one trait places them into a single category—Leadership.

This single trait is the foundation that drives leaders forward. Leadership in entrepreneurship and in business has become the ultimate playbook to success followed by business owners, c-suites and inspired minds from all walks of life. Through a diverse array of platforms and experiences, leadership remains the definitive trait that binds extraordinary greatness and levels of success together in the disruptive innovative and connected world.

### Promotional Opportunities

- ✓ **Internet:** FlexRight Association™ members can be mentioned in the association’s E-newsletter, E-mail Blast, E-blog, Social Networking Sites, Website, Digit Flyers, etc.
- ✓ **Printed Material:** The FlexRight Association™ maintains a list of all associates; associates can be spotlighted on the association’s marketing materials (flyers, mail correspondents, advertisement, and more) to get the word out about “what’s current” or “what’s to come.”
- ✓ **Event:** FlexRight Association™ associates can host their own opportunity seminar to promote a product or service for other members to utilize.

### Think Locally, Act Globally



The most successful consumer enterprises are radically reshaping their organizations and business models to suit the region’s rapidly evolving high-growth markets. FlexRight Association™ members learn strategies and tactics to leverage their organizations by building a coalition of forces throughout the global marketplace—by rethinking their leadership and organizational business models.



# THE FLEXRIGHT ASSOCIATION

## ASSOCIATION FEE STRUCTURE

The FlexRight Association™ is for those individuals who have responsibilities in leadership, creativity and innovation their organizations.

**PROCESS TO JOIN:** The FlexRight Association™ process requires that interested professionals submits the enrollment form (page 11) along with payment to establish his/her enrollment with the association. The application is then reviewed by the FlexRight Association™ Enrollment Committee who looks to ensure that applicants meet the criteria for admittance. Included in the application is a statement each person is asked to sign and endorse the FlexRight Association™ Mission Statement (page 2) and agree to uphold the strategy forward for all involved.

**CRITERIA FOR ADMITTANCE:** FlexRight Association™ includes those who have responsibilities in leadership, creativity and innovation in and around their organizations. Although no formal training to join is required, associates must have some background in the three outlined areas in order to optimize the level of discourse, as well as enable their understanding and participation during training sessions and events.

**REQUIREMENTS FOR CONTINUED MEMBERSHIP:** FlexRight Association™ is maintained by paying annual or biannual dues to attend monthly training sessions. In addition, associates are expected to foster the mission of the association throughout the duration of their affiliation. Associates will be “cancelled” if: 1) a request is received in writing; or 2) they violate the guidelines established by the mission statement; or (3) they do not actively contribute to the discourse of the training sessions; or 4) they no longer meet the criteria for admittance; or 5) they are not current on association dues.

**Pay Annual Association Dues: \$5,400 per associate...**

| <u>Choose a Payment Option</u>  | <u>At Time of Enrollment</u> |
|---|------------------------------|
| <b>Payment Option #1:</b> (Annual Payment receive 10% discount)   | \$4,860                      |
| <b>Payment Option #2:</b> Bi-annual Payments (Billed in the 1 <sup>st</sup> & 3 <sup>rd</sup> quarters) | \$2,700                      |



---

# THE FLEXRIGHT ASSOCIATION

## THE WRAP UP: MAKING SENSE OF IT ALL

Disruptors and leaders, this is your wake-up call! For the better part of the last few decades, companies have suffered through declining revenues, cash flow and return on investment just as tech companies like Google, Facebook, Twitter, Amazon and others have blossomed by significantly building their businesses on the personal frustrations felt by end-users with rising cost.

While these tech visionaries have enjoyed well over \$2.5 trillion in combined market-cap growth by influencing leadership models to innovate and leaders to think differently while adapting, competitors have tried to stay relevant by implementing outdated survival tactics: cutting costs, reducing the workforce and without a clear mission, they've continued to enter into new business adjacency structures. Without fail, these leaders have come to realize the true hard facts and troubles when applying that playbook; the tactics NO longer work. It's now time, and in most cases the time is long overdue for today's leaders to fully embrace different perspectives and realities, and rethink the key tenets that have shaped existing conditions since the first call of change was made over the last 100 years.

We are the solution for leaders and those aspiring to be in a leadership role! Our associates become leaders who influence disruption no matter where they are. When FlexRight Association™ graduate leaders show up, very good things begin to take shape. Things take a leap in the direction of becoming extraordinary. Become a next-generation leader with us simply by assessing the value for yourself by exploring the cost of executive education online and around the world.

If you have questions about FlexRight Association™, feel free to contact our office at your convenience by email at [training@flexrightsolutions.com](mailto:training@flexrightsolutions.com) or by phone at (215) 628-3193.

Thank you for your consideration.

*The FlexRight Association™ Team*



# THE FLEXRIGHT ASSOCIATION

## ENROLLMENT FORM

Please read the instructions carefully. All payments activate association benefits immediately. To ensure participation in upcoming opportunities, please return the enrollment form at your earliest convenience. For more information or further inquiries, please contact our enrollment team at [training@flexrightsolutions.com](mailto:training@flexrightsolutions.com) or by telephone at (215) 628-3193.

### Business Contact Information

Requestor's Name: \_\_\_\_\_ Date: \_\_\_\_\_

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_ Telephone: \_\_\_\_\_

**Payment Details:** Please select the box that applies and submit payment with the enrollment form...

| PAYMENT OPTION   | PAYMENT TYPE  | SUBMIT PAYMENT   |
|--|---|--|
| <input type="checkbox"/> Payment Option #1:<br>\$4,860<br><br><input type="checkbox"/> Payment Option #2:<br>\$2,700 | <input type="checkbox"/> Credit Card No:<br>_____<br>EXP:<br>_____<br>CVC#:<br>_____<br><br><input type="checkbox"/> Check/Money Order<br>[Please make checks payable to: FlexRight Solutions™] | <p><b>Return By Mail</b><br/>           540 Pennsylvania Avenue, Suite<br/>           304, Fort Washington, PA<br/>           19034-3311</p> <p><b>Return By Fax</b><br/>           (215) 628 – 2174</p> <p><b>Return By Email</b><br/> <a href="mailto:training@flexrightsolutions.com">training@flexrightsolutions.com</a></p> |

**Disclaimer:** All fees are non-refundable once training begins and are used toward associate training materials, opportunities, marketing and promotion. I have read the above and hereby grant FlexRight Solutions™, on behalf of the FlexRight Association™, to maintain information for company record as they see beneficial ONLY in the matters of training and marketing information. I authorize FlexRight Association™ to list my business/service/product to fellow associates. By signing below, I acknowledge and agree to the enrollment of my participation in the FlexRight Association™.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

