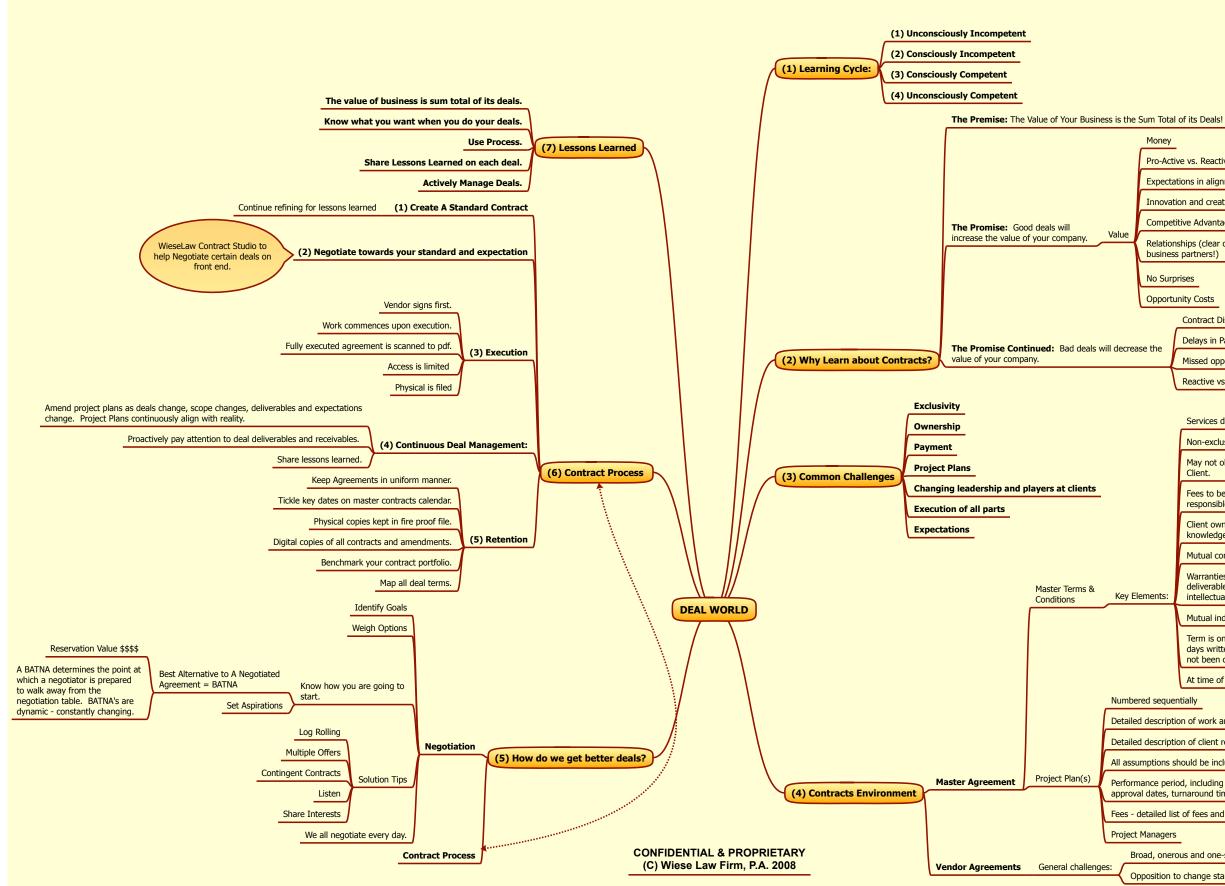
## A WORLD DRIVING TOWARDS MERITOCRACY



Result: The markets are demanding simplicity, authenticity & value.

This is driving Business & Government Towards Meritocracy - a system based on demonstrated **talent** and **ability** to get things done.

**Influence** is a requirement to get things done. One of the strongest ways to develop Influence is with **Leverage.** 



s is the Sum Total of its Deals!		
	Money	
Value	Pro-Active vs. Reactive	
	Expectations in alignment with Reality	
	Innovation and creativity	
	Competi	tive Advantage Relationships, cultures, people all change over time
		ships (clear contracts make happy
	business	s partners!) passage of time and change in individuals.
	No Surp	
	Opportunity Costs	
		Contract Disputes
I decrease the Delays in Payment		Delays in Payment
		Missed opportunities
Reactive vs. Pro-active		
Services described / detailed in Project Plans.		
		Non-exclusive
		May not obtain new clients who directly compete with Client.
		Fees to be paid as set forth in the Project Plan. Client responsible for supplies and third party fees.
		Client owns all fully paid for deliverables with a residual knowledge carve-out.
		Mutual confidentiality obligations.
Key El	ements:	Warranties - includes warranty that all services/ deliverables will not infringe upon any third party intellectual property right.
		Mutual indemnification and limitation of liability.
		Term is ongoing until terminated by either party with 30 days written notice or if terminated for breach that has not been cured after 30 days.
		At time of termination, Client has dependent termination obligations.
Numbered sequentially		
Detailed description of work and deliverables.		
Detailed description of client responsibilities.		
All assumptions should be included.		

Performance period, including milestones, schedules, approval dates, turnaround times.

Fees - detailed list of fees and how billed.

Project Managers

Broad, onerous and one-sided terms.

Opposition to change standard deal terms.