



TRANSFORMATIONAL HUB

# REFERRAL PARTNERS TRAINING MANUAL TIME & FREEDOM CREATORS

# OUR HEAD ADVENTURER (CEO)



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Other places you can find me in:

### facebook

[www.facebook.com/kelvin.holliday](https://www.facebook.com/kelvin.holliday)  
[www.facebook.com/transformational.hub/](https://www.facebook.com/transformational.hub/)

### LinkedIn

[www.linkedin.com/in/kelvinholliday/](https://www.linkedin.com/in/kelvinholliday/)

## TRANSFORMATIONAL HUB



[www.transformhub.com.au](http://www.transformhub.com.au)



[www.hireava.com.au](http://www.hireava.com.au)



[www.crm-hub.tech](http://www.crm-hub.tech)



[www.project-hub.tech](http://www.project-hub.tech)



[www.host-hub.tech/](http://www.host-hub.tech/)



# THE TRANSFORMATIONAL STORY

I chose to start a practical career as an apprentice carpenter, due to a significant learning difficulty. During this time I learnt a great deal about the value of teamwork and gathering people around me to build success. By the time I was 30, I had grown a building company with over 170 trade and administration staff and contractors in the team, putting out an 8-figure revenue.

In 1990, as a result of a significant accident, I was unable to walk for under 6 months. I was confronted with potential financial ruin and no career prospects. This was a significant turning point—a hard but valuable time where I discovered my inner passion to help those who, in some way, are seeking clarity and focus to overcome their own challenges.

Down but not out, I realised the need for further education. So, over the next 18 years I set about conquering my fears, learning and reading challenges to now be an author and hold 12 formal qualifications, including 3 undergraduate and postgraduate degrees in leadership, community welfare, and education.

Through those studies, I completely reinvented my life, and nothing was going to hold me back. I became acutely aware of my potential and focused on my dream, which was to be “a catalyst of empowerment to accelerate people's restoration and transformation”.

With this experience and a burning passion to make a difference in the world, in 2016 the Transformational Group of Companies was founded, which included a registered training organisation, strategic consulting firm, team leadership workshops, among others. But the one consistent theme was to **empower, accelerate, and transform** people, businesses, and corporations to UNLEASH AWESOME!

In 2016, after decades of experience building teams, specifically remote teams, we narrowed our focus with the vision to be the **#1 Remote Team Transformational Leaders**, the employee of choice for remote gurus, commonly known as Virtual Assistants or outsourced teams. But we had one major point of difference: We didn't want to provide just another VA service, but to create a remote team environment that was equipped with the **systems, support, and sustainability** that will ensure success.

**Kel Holliday**

# OUR MISSION

We exist as the creators of Time and Freedom for entrepreneurs and small business owners to educate, enrich, and empower individuals and organisations who serve others to:

- ❑ Realise their dreams
- ❑ Live to their full potential
- ❑ Transform lives

# OUR VISION

It is 2025 and Transformational Hub is an alliance, passionate about individuals' mental, spiritual, physical, and emotional health. We are committed to equipping and facilitating 5000 people annually to find purposeful lives, alignment within their organizations, and an experience of transformational growth. We see:

- ❑ A team who adds abundant value and delivers transformational experiences to individuals and organisations through effective systems and support within the same sector;
- ❑ A network of over 70 referrals, strategic alliances, and JV partners sharing mutually beneficial connections providing income and business growth;
- ❑ A foundation that serves over 500 struggling and marginalised individuals with services that empower them to reach their potential, including social enterprises;
- ❑ A team of people who invest in others to help them reach their dreams in the process of reaching our own;
- ❑ A virtual support team of 100+ that is well trained, productive, shares the same vision, and aspires to reach their dreams;

The provider of IT applications and services to over 1000 business owners. This includes but not limited to CRM, Project Management, TESS, Website and more.

We see the team being led remotely by inspiration and motivation, so as to have a life balance that can be enjoyed, and serving with passion and not perspiration, fully expressing Kingdom-focused values and holding these as non-negotiable within the company.

# OUR VALUES

## INSPIRATIONAL

- Living by Grace: Building Kingdom connection/s, building trust, and valuing all
- Going the Extra Mile: Creating value and delivering WOW experiences
- Empowering Relationships: Engaging everyone with integrity, humility, and generosity
- Inspiring Culture: Celebrating success and having fun and joy as the foundational attitude

## ASPIRATIONAL

- Courageous Growth: Facing and overcoming fears, embracing innovation, and nurturing a thirst for knowledge and lifelong learning
- Effective Simplicity: Being flexible, transparent, proactively planning

# OUR WHY

My journey has resulted in a rich appreciation of the true value of people and invoked in me a desire to support family and business owners to be fully empowered by realising their noble purpose in life and then liberate themselves in order to pursue it.

In simple terms: To ignite the passion within to live your dream!



# GOALS

To Empower People, Transform Lives and Accelerate Productivity by:

- ❑ Being the Hub of transformation of 10 not-for-profit organisations;
- ❑ Being THE remote heroes to small businesses across Australia, New Zealand, USA, and Canada, providing exceptional value and support at all times;
- ❑ Being THE HUB of remote teams in Cebu, providing training, resources, conferences and support without prejudice and with compassion.

# ACCOMPLISHMENTS

It' s not about the recognition, but as an encouragement, this sets us apart in what we do, and we want to help you do the same.

- ❑ Recognised internationally as a Top 10 Professional in Leadership (Founder) and Team Systems (Transformational Group of Companies) by Fox, ABC, CBS, and NBC twice in 2015 and again in 2016
- ❑ Successfully established and grew a range of diverse business enterprises spanning the profit and not for profit sectors
- ❑ Finalist in the 2016 Hunter Business Chamber Awards
- ❑ Developed community infrastructure that has remained sustainable
- ❑ Co-written over 100 textbooks
- ❑ 2017 Outstanding Specialized Business
- ❑ 3-time best-selling author
  - Unleash the Future of You
  - Unleash the Future of Leadership
  - Unleash the Diamond In The Rough
  - Unleash the Freedom Machine (Coming 2021)

# INTERESTS

- ❑ Caring for family
- ❑ Personal growth
- ❑ Changing and enhancing our understanding of “transformational leadership”
- ❑ Being a transformative force in enhancing people's lives
- ❑ Motorbikes
- ❑ Cycling
- ❑ Public speaking
- ❑ Building objects, products, tools, & systems

# NETWORKS

- ❑ Executive committee member of H.R.A.T.A. (Hunter Regional Apprenticeship and Trainee Advisory Committee)
- ❑ Business Blueprint
- ❑ Partnership Club
- ❑ Multiple Business Chambers
- ❑ Multiple Business Enterprise Centres

# SKILLS

- Public Speaking
- Writing
- Strategy
- Recruitment
- Vocational education
- Team growth and culture expert
- Relationships and Networking
- Mentoring
- Developing digital productivity systems

# MY TARGET MARKET

- Business leaders with 0-5 team members
- Middle management and up who seek to optimise workplace culture
- Entrepreneurs and small to medium business owners with 0-5 team members
- People who run a consultancy or freelance enterprise who are interested in synergy Organisations that are in touch with their 'noble purpose' and sense of MVV

# MY SUITABLE CONTACT SPHERES

- Small to large businesses who are interested in promoting a paradigm shift that prioritises a strengths-based, person-centred approach to business practice
- People of influence who have a passion to make things better
- People who are engaged in life and committed to continuous learning



# OTHER WAYS TO HELP ME

- ☐ Endorse me on LinkedIn
- ☐ Promote/announce upcoming workshops
- ☐ Share my digital marketing touchpoints with your network
- ☐ Make introductions on my behalf
- ☐ Highlight places where I might publish articles
- ☐ Promote me as a keynote speaker on building remote teams and transformational leadership
- ☐ Connect me with like-minded business leaders
- ☐ Promote our digital casts that reflect our leadership in our selected fields

# PEOPLE HIRE ME BECAUSE:

- ☐ They want to grow but are stuck or stagnant.
- ☐ They want to empower their team to be productive.
- ☐ They want to grow their business and become an industry leader.
- ☐ They have a culture of continuous lifelong learning.
- ☐ They are not only motivated by profit alone but also committed to making people's lives better
- ☐ They want to fully align their product and services with a noble purpose.
- ☐ They believe that people who are empowered, supported, and valued perform better.

# THE SOLUTIONS WE PROVIDE

- ❑ **STRATEGY:** To recruit and empower remote teams. Who, when and where are the most common questions we are asked followed by the most common challenge statement: “How can I afford to grow?” We will help you overcome these questions, challenges, and more in our comprehensive Unleash Your Awesome strategy sessions. First hour is free.  
(Book here now: [www.transformhub.com.au/](http://www.transformhub.com.au/))
- ❑ **SYSTEMS:** To accelerate your productivity. Following the strategy with clear and duplicatable systems is essential to increased productivity. As part of Transformational Hub Remote Team VIP Membership, you are provided with a minimum of 75 pre-built tried and tested remote team systems on an intranet platform ready to go. PLUS access to a library of systems that grows every month and ongoing support in the selection of the right productivity tools and applications to suit your business. See example here: [www.systems-hub.tech/](http://www.systems-hub.tech/)
- ❑ **SUPPORT:** To implement and influence your market. With your strategy and systems at the ready, we will support you 100% through the implementation process and beyond so that you can scale up and be an influencer in your marketplace. Through our partnerships and networks we will provide you with access to world-class coaches, media opportunities, networking gurus, and much, much more that will totally TRANSFORM YOUR FUTURE!

## SO WHAT IS A REFERRAL PARTNER

A **referral partnership** is a generic marketing term that refers to a company or individual that sends prospective leads to a company or business or shares content via various platforms such as websites, blogs, group email (EDM) or through any other relational sharing method

**Most importantly, those participating are committed to reciprocation where the information flows equitably between the referral partners.**

Referral partners are part of a formalised associated network, which allows organisations to partner and promote their products and services through a mutually beneficial and equally managed process.

In order to effectively establish and maintain robust Referral Partnerships, Transformational Hub has developed five key categories that describe what we mean in practice by the term 'Referral Partners'. Each category has a unique purpose and structure.

Let's walk you through them.

## 1. PROFITABILITY PARTNERS

The Profitability Partners are a group of people that connect through one-on-one phone conversations every week (or as agreed). The focus for this referral partner type is to strategize and be accountable in helping one another using a set agenda.

These conversations should be limited to 10-15 minutes. The agenda looks like this:

- ☐ Accountability from the week before
- ☐ Goal for the current week
- ☐ Connection/s for the current week
- ☐ 3 things you can do for each other for the current week

**NB:** Transformational Hub aims to have 6 Profitability Partners within our referral program.

## 2. SUPER GROUP

Here we have a Super Group of 4-8 people that all come together at the same time once a month for around 45 minutes. Conducted face to face or via a video conference call, again there is a set agenda.

- ☐ Accountability from the month before
- ☐ Goal for the current month
- ☐ Connection for the current month
- ☐ One thing you can do for me in the current month



### 3. CROSS PROMOTION PARTNERS

As the title suggests, a Cross Promotion Partner is simply a partner who shares their network with you and you likewise share your network with them.

Cross Promotion enables you to get new people into your sales funnel and community and provides a once-a-month shot in the arm for new business generation.

Cross Promotion is best accomplished when you have something a person needs. Then you communicate that person's details in such a way that your cross promotion partner has an informed understanding of them. This provides the foundation for enhanced commercial relationships.

**NB:** Transformational Hub aims to have 12 Cross Promotion Partners within our referral program.

### 4. CONTENT DISTRIBUTORS

Content Distributors are people who share content on social media for you. Rather than just speaking to your own network, aka preaching to the converted, you want to reach out to new people. This is what content distributors help you do.

**NB:** Transformational Hub aims to have 20 Content Providers within our referral program.

### 5. AFFILIATE PARTNERS

Affiliate partners are those who are committed to selling our services. These are people who have similar networks as Transformational Groups target market as seen in page 8.

In return for sharing the information with others, the Affiliate Partner receives a commission if they are the first referral person for a new client's first sale at a set rate when the program is first offered.

**NB:** Transformational Hub aims to have 20 Content Providers within our referral program

So now a question presents itself... .

## WHAT TYPE OF REFERRAL PARTNER DO YOU WANT TO BE?

Please proceed to the following link and complete the Expression of Interest to apply to become a Referral Partner with Transformational Hub:

[www.transformhub.com.au/referral-partner](http://www.transformhub.com.au/referral-partner)

Note: Terms and conditions apply and can be found on the website.

### Our Service Offerings

Service	Description/Inclusions	Pricing
Strategy	<ul style="list-style-type: none"> <li>□ Team recruitment</li> <li>□ Productivity</li> <li>□ MVV goal setting</li> </ul>	\$990
Referral Services	<ul style="list-style-type: none"> <li>□ General Remote Hero</li> <li>□ Specialty</li> <li>□ Pod Teams</li> <li>□ Remote Hero</li> <li>□ VIP Member</li> <li>□ Concierge Services</li> </ul>	From \$1950 From \$2150 From \$2250 From \$250/mo From \$500/mo
Keynote Speaker	<ul style="list-style-type: none"> <li>□ Recruiting for success</li> <li>□ Transformational Leadership</li> <li>□ It' s TIME</li> </ul>	POA
Systems	<ul style="list-style-type: none"> <li>□ CRMHub</li> <li>□ ProjectHub</li> <li>□ SystemsHub</li> <li>□ HostHub</li> <li>□ 75 systems</li> <li>□ Monthly library access</li> </ul>	Included in VIP Membership
Support	<ul style="list-style-type: none"> <li>□ Monthly network</li> <li>□ Monthly website</li> <li>□ Tool Time</li> </ul>	Included in VIP Membership

## PEOPLE AND ORGANISATIONS I HAVE RECENTLY WORKED WITH

- ☐ Allianz Insurance
- ☐ Training Services NSW
- ☐ Aged Care Angels and Disabilities
- ☐ Lifestyle Solutions
- ☐ itGenius Australia - Peter Moriarty
- ☐ Brain in Box - John Tonkin
- ☐ The Referral Authority - Michael Griffiths
- ☐ Surf Lakes
- ☐ Weight Loss Coaching Works (WLCW)

## COMMON REFERRAL COMPLAINTS THAT WOULD MAKE FOR AN EXCELLENT REFERRALS

- ☐ I am working long hours and can't afford to employ.
- ☐ I know that my team needs training but I can't afford it.
- ☐ My team needs to go to the next level.
- ☐ My work culture needs to improve.
- ☐ I want to have an external revision of our strategic plan.
- ☐ I need trained team members in Business and Administration but can't afford it.
- ☐ I need to get more efficient in my workflow processes.
- ☐ My server needs to be upgraded and the cost is prohibitive.
- ☐ My team is not buying into needed change.
- ☐ I'm bogged down doing so much stuff that is not making money.

## QUESTIONS TO ASK THAT OPEN CONVERSATIONS

- ☐ Do you have delegation options? Or do everything yourself?
- ☐ Are you having difficulties with team retention?
- ☐ Are you considering using cloud technology to optimise your business systems?
- ☐ Are your IT costs becoming too burdensome?
- ☐ Is the technology aspect of business causing you stress?

## CONVERSATIONS TO HAVE AT A NETWORK MEETING FOR ME

- ☐ Are you overworked with limited delegation options?
- ☐ What is your source for outside-the-box thinking on improving productivity?
- ☐ Is your team really buying into your business success?