



Brake Your Limit

DECISION SYSTEMS



PARTNERSHIP GUIDE

Strategic Partnerships

A scalable member benefit for trusted institutions



02 / EXECUTIVE PROPOSITION

Give your audience a decision capability - not another content library

As technology makes execution capability more accessible, the quality of judgment entering those systems becomes a more important source of differentiation.

A trusted organization becomes more valuable when the people it serves become more capable - not merely more informed. Partner-Sponsored Access creates that practical benefit without asking the partner to build a new programme.

The audience gains a structured environment for improving judgment. The partner strengthens its own value proposition and creates new pathways for engagement, retention and appropriate account expansion.



TRUSTED AUDIENCE / SPONSORED ACCESS / STRONGER JUDGMENT



03 / PARTNER VALUE

Make the partner more valuable to the people it already serves

Partner-Sponsored Access turns Decision Lab into an included client, member, student or workforce benefit - without requiring the partner to build or operate the capability.

01 DIFFERENTIATE

Offer an applied judgment capability that strengthens the partner's existing proposition.

02 ENGAGE

Create continuing value between transactions, projects, events or teaching moments.

03 RETAIN

Give clients and members another reason to remain connected to the relationship.

04 EXPAND

Create natural pathways from individual use into relevant team and organizational conversations.

THE VALUE EXCHANGE

The partner sponsors access and brings a trusted audience. Brake Your Limit provides the platform, method, activation experience and operating standards.

One model. Multiple trusted audiences.

Sponsored access works wherever an organization benefits when the people it serves exercise stronger judgment.



01

Advisory firms

Accountants, advisers and consultants can extend client value beyond the immediate engagement.

02

Membership groups

Associations and communities can add a practical benefit that creates continuing engagement.

03

Workforce channels

HR and people partners can offer a workforce decision and judgment-development benefit.

04

Education

Universities and learning providers can connect critical thinking with applied judgment.



05 / SPONSORED ACCESS

From trusted distribution to qualified demand

The individual seat is a low-friction way for people to experience the method before considering wider application.



The seat becomes the demonstration. Wider demand follows experienced value - not pressure.

01

SPONSOR

The partner funds access for a defined audience.

02

ACTIVATE

Members join through a co-branded invitation.

03

EXPERIENCE

Personal use makes the value concrete.

04

EXPAND

Relevant team and organizational needs surface.

Value travels in both directions

The partner gains differentiation and engagement. Brake Your Limit gains trusted distribution and qualified expansion.

Low operational load. Clear responsibility.

Brake Your Limit supplies the activation infrastructure while the partner lends trusted context and audience access.

Partner support

- Co-branded announcement and newsletter copy
- Invitation and bulk-access preparation
- Member orientation and first-value journey
- Approved positioning and publication assets
- Launch event or activation session
- Aggregate engagement and review planning

Trust boundaries

- Private decisions are not reported to the partner
- Only agreed aggregate engagement is shared
- No clinical, counselling or EAP positioning
- Accurate claims and transparent access terms
- Clear ownership of upgrades and audience contact
- No guarantees of participant or business outcomes

Operating principle

The partner can promote the benefit confidently because the participant experience, privacy boundaries and expansion pathway are defined before launch.

If standards are not met



07 / ACTIVATION

Launch the benefit. Create the first value.

Distribution alone does not create engagement. The launch must explain why the partner is sponsoring access and help every participant use the method quickly.

The organizations define the audience, message, invitation route, first-value experience, engagement cadence, privacy boundary and expansion process.



The launch kit

Co-branded announcement copy, portal language, invitation instructions, participant orientation and a clear first decision practice.

The review

Activation, participation and aggregate engagement are reviewed alongside partner feedback and qualified demand for deeper use.

Choose how value and revenue should flow

The structure follows the audience, the partner contribution and who will own activation, support and expansion.

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| 01 | SPONSORED ACCESS | The partner purchases access at an agreed volume rate and includes it as a benefit for its audience. |
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| 02 | EMBEDDED BENEFIT | Decision Lab forms part of a wider membership, advisory, workforce or education offer. |
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| 03 | RESELLER | The partner packages and sells access under agreed pricing, attribution and support arrangements. |
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| 04 | SHARED GROWTH | Referral fees, account credits or revenue participation may apply when sponsored access develops into wider work. |
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Commercial principle

Reward genuine contribution without creating pressure to oversell access or compromise participant trust.

Before sponsored access launches

Audience trust, commercial attribution and private information should be settled before invitations are sent.

Who pays for access?

The partner normally sponsors a defined audience under agreed volume and access terms.

Should the benefit be called free?

Partner communications should normally say included at no additional cost or sponsored access.

Can the experience be co-branded?

Yes. Brand treatment, attribution and approved language are agreed for the activation.

What information does the partner receive?

Only agreed aggregate activation and engagement information - never private decisions or discussion content.

Who owns the audience relationship?

Contact permissions, upgrade communications and relationship ownership are agreed before launch.

What happens when team demand emerges?

Attribution, referral, account credit or shared-growth arrangements follow the agreed commercial model.

What the first conversation should produce

One defined audience, one valuable included benefit and one credible path from sponsored access to deeper application.



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10 / CONTACT

Is sponsored access worth exploring?

An initial conversation can determine whether the audience, benefit and operating model are a credible fit.

- 01** Would this capability make your existing proposition more valuable?
- 02** Could an included benefit strengthen engagement or retention?
- 03** Is there a trusted audience for whom better judgment would matter?

BRAKE YOUR LIMIT

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STRATEGIC PARTNERSHIPS