

Interactive Drawing Therapy

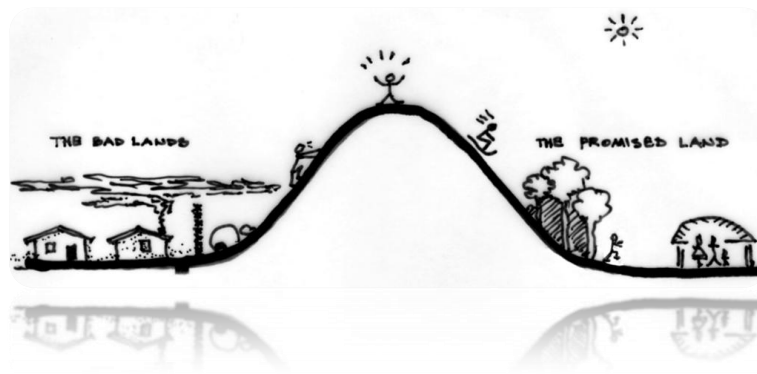


A unique business opportunity.

An invitation to

register your expression of interest to own an

Interactive Drawing Therapy License



Welcome to Interactive Drawing Therapy

The success and reputation of the Interactive Drawing Therapy (IDT) brand is backed by best practice systems. These include an innovative and unique product supported by established training programmes and efficient operations, alongside practical marketing strategies.

Interactive Drawing Therapy Limited is a well-reputed and profitable company that has been providing training courses and services based on the IDT modality to members of the mental health and 'helping' professions since 1992 in New Zealand and 2005 in Australia.

With substantial growth and increasing international demand, Interactive Drawing Therapy Limited is now offering Licensing opportunities to suitable buyers.

The IDT modality offers unique benefits

The IDT modality is a state-of-the-art paradigm backed by contemporary research findings about how the brain processes complex data and resolves conflict. IDT uses imagery and metaphor (right brain tools) along with writing and diagramming (left brain tools). By using pages to give external form to their words and feelings, the client can now 'see' the bigger picture and respond to their situation with more objectivity and increased resourcefulness.

This unique and effective method enables each client to be met at their own level of capability, making it remarkably accessible to a diverse range of practitioners and client groups. IDT bridges cultural and language differences, and is particularly useful with clients who are not verbally or conceptually fluent.

Managers of service agencies report that IDT produces break-through results with challenging clients, provides new tools for team consultations, results in more satisfying and enduring changes for clients, an increase in practitioner confidence, and a faster turn-around of cases.

Interactive Drawing Therapy enjoys respect from universities, professional associations and a wide range of service agencies. IDT is regularly presented at international and national conferences, has been university researched, and published in the academic press.

The IDT modality provides theory and practice that work, offering investors a unique and enduring product.



Ten reasons to invest in an Interactive Drawing Therapy license

1. Licensed businesses have a **greater survival rate** than new independent businesses. Licensing (or franchising) is about risk reduction and safety – you don't have to guess about the most effective way to build your business because there is already a successful operation in place.
2. When you invest in an IDT License, **we provide all** operating systems, technical expertise, marketing systems, management methods and all relevant information to make your business a success. Over the last 10 years IDT Ltd has developed standardised procedures, forms and templates for each aspect of the business.
3. Benefit from a simple business model offering **high income potential and low overheads**.
4. We commit to provide you with **initial and ongoing support** throughout the life of the license agreement.
5. Interactive Drawing Therapy provides a proven business model, an exclusive product range, and **an** internationally acclaimed **brand identity** that have high value in consumer's eyes. You don't have to reinvent the wheel to be successful. You provide capital, management, talent and energy to expand your business.
6. With over 15 years of research and development, IDT is **a unique and highly respected product**, widely recognized by professional associations, university departments and consumers.
7. The success and uniqueness of IDT training programmes has created a **strong market demand both locally and internationally**.
8. IDT provides check lists for building a substantial **data base** within each licensed area.
9. Buying an IDT license gives you the choice to manage and grow your own business in ways that suit you and **your preferred lifestyle**.
10. An IDT License offers you a **satisfying**, ethical and high value business. You will regularly be told that your business is making a difference in people's lives.



Six building blocks for success



An Interactive Drawing Therapy license provides a viable business opportunity. There are several things to consider in evaluation of this venture.

In order to achieve the best practice status as a mental health training provider Interactive Drawing Therapy Limited has created the six building blocks for the Interactive Drawing Therapy license system.

1. Mission and Core Values
2. People
3. Marketing
4. Operations
5. Venue Locations
6. Financial Management

Licenses are trained in each of these areas using contemporary teaching methods and detailed manuals developed by the company. As a Licensee you will be supported by Interactive Drawing Therapy Head Office.

These building blocks are constantly refined to update business processes to keep up with the changing needs of the industry.



Meet the People behind the Brand

Licensor

Interactive Drawing Therapy Limited – a New Zealand registered company, having its registered offices at 57 Lincoln Street, Ponsonby, Auckland 1021.



Russell Withers

Position: Managing Director

Background: Russell is the founder of the IDT modality, and the sole shareholder of Interactive Drawing Therapy Limited.

Elizabeth Sutherland

Position: Manager

Background: Elizabeth has an extensive background in senior management positions and business growth and development.

Kelly Withers

Position: Financial Controller / Administration Manager

Background: Being involved since the inception of IDT, Kelly has an in depth knowledge of the day to day management of IDT Limited, its Administration, Operational and Financial Systems, and the outreach of IDT into other countries.

Henry Withers

Position: Financial and Business Consultant

Background: Henry is a chartered accountant with 15 years experience in investment banking, and 10 years involvement with IDT.

Frances Darragh

Position: Industry Advisor and expert in IDT practice.

Background: Fran is a member of the New Zealand Association of Psychotherapists, and the New Zealand Association of Counsellors, and has been involved with IDT since its inception.

Angela Lawrie

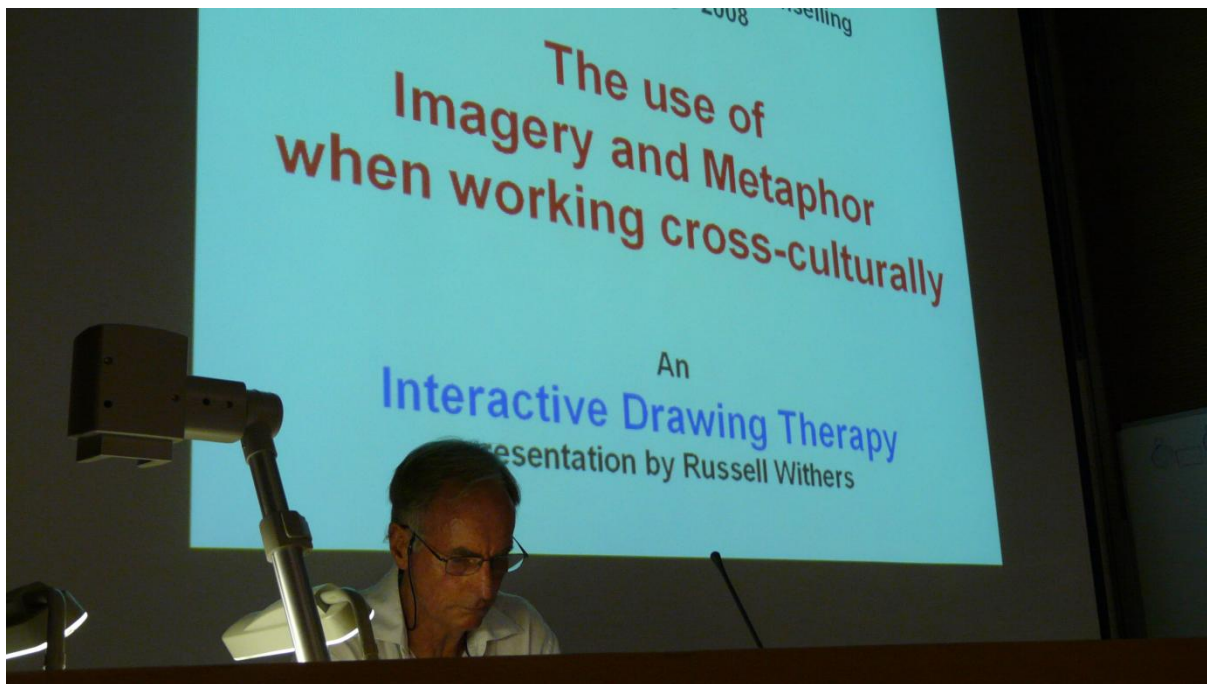
Position: Office and course administration

Background: Administration duties with a variety of companies



Our Vision

“Within ten years IDT will be licensed in all countries where there is a university level of professional training in counselling, social work or other helping professions.”



We will achieve this through:

- Establishing an international network of licensed IDT training Centres
- Training a network of highly skilled and accredited IDT Teachers
- Ongoing research, publication and conference presentations
- On-going product development.
- Diversification into other market sectors

By anticipating and providing for ongoing development and growth as well as maintaining the balance of available resources and capitalising on opportunities, we will ensure that IDT continues to move from strength to strength and grow both within existing markets and into new and exciting ones without risking our reputation, quality standards or products.



Our values

In accordance with the values inherent in the underpinning modality of IDT, License holders, IDT teachers, staff, consultants and executives of IDT Limited are committed to the following values:



Integrity

To be honest, genuine and sincere in all our dealings and actions.

Safety

To minimise danger and risk, maintain confidentiality, act respectfully and promote safe practices among all parties at all times.

Professionalism

To provide excellence of service, clear roles and boundaries, high standards and systems to uphold IDT's brand and values.

To ensure that all IDT Teachers and license holders are thoroughly trained, reliable, and committed to ongoing professional and personal development.

Reliability

To ensure that each new license provides security of investment and becomes a responsible and contributing partner in the success of the overall IDT business.

Ongoing Development

To research and develop new and better ways of doing things, to build professional alliances and initiate opportunities that promote IDT.



Our Products



IDT's core business is the provision of a range of focussed training courses, supported by a supplementary range of income-producing events and products.

Training Courses and Workshops

All courses come with substantial course handouts

- Foundation Course (4 days)
- Advanced Course (6 days)
- Masters Class (3 days)
- Teacher Training (12 days)
- Professional Development workshops (2 days)

IDT also has a range of branded, supplementary products available

- Posters and charts
- Work books and practitioner aids
- Drawing boards
- High quality crayons
- The IDT subscription newsletter "A Thousand Words"
- Listing on the IDT Register
- The IDT website
- IDT publications and conference presentations

Other products are being developed.



Eight Steps toward owning your own Interactive Drawing Therapy License

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| Step 1 | Contact us and register your Expression of Interest. |
| Step 2 | Sign and return the non-disclosure document that will be sent to you. You are then invited to an initial interview and presentation on the Interactive Drawing Brand (This may be conducted by telephone or Skype if necessary). |
| Step 3 | You are provided with an 'Information Memorandum'. |
| Step 4 | You obtain independent legal, accounting and business advice. |
| Step 5 | You will be invited to attend a meeting with the Licensor and ask them any questions you may have about the business opportunity. |
| Step 6 | A 'Terms Sheet' will be agreed to and a deposit will be made (This is a formal commitment from you to move forward with the License Agreement). |
| Step 7 | Your application will be reviewed for approval and reference checks completed. On approval the formal 'License Agreement' will be negotiated and sent to you. |
| Step 8 | License Agreement signed, final payment made and training date confirmed and booked. |

Step One

To register your expression of interest, simply contact us by phone or email:

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Elizabeth Sutherland

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