

Parents Toolshop® Leader

Standards & Practices Manual



PART V:

The Parents Toolshop Speaker Bureau

*Developed, written and maintained by
the Parent's Toolshop® Standards and Practices Committee (S&P Committee),
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**Parents Toolshop®
Standards & Practices Manual**

PART V: The Parents Toolshop Speaker Bureau

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Throughout this manual, you will see the following abbreviations:

GF = Group Facilitator
PTC = Parents Toolshop Consulting
TPT = *The Parents Toolshop* (book title)
UB = Universal Blueprint®
SP = Group Facilitator Standards and Practices

This Parent's Toolshop® S&P Manual is the result of nearly two years of discussion and decision making. All Parents Toolshop® Group Facilitators and active applicants had the opportunity to offer their opinions about the policies set forth in this manual. Those who participated in these discussions had almost unanimous opinions. As new issues arise, Group Facilitators have the opportunity to offer their suggestions and opinions through the Parent's Toolshop® S&P Committee, who recommends and oversees Group Facilitator policies.

*Parents Toolshop Group Facilitator
Standards & Practices Manual*

PART V: The Parents Toolshop Speaker Bureau

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All Speaker Bureau members are certified Parents Toolshop instructors who are knowledgeable of and already following the “standard” GF practices outlined in the “Introduction” and “Standard” sections of the SP Manual. This section explains additional policies and practices unique to the Speaker Bureau.

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This *Parent’s Toolshop® S&P Manual* provides the most *detailed* information about Parents Toolshop Speaker Bureau. Publicity materials and application packets will be summaries with user-friendly application kits that assist applicants in completing a streamlined application/training process.

INTRODUCTION

From 1992 to 2002, Jody Johnston Pawel, LSW, CFLE, the author of *The Parents Toolshop*, personally trained each and every Parents Toolshop “Group Facilitator.” As the curriculum became known worldwide, others wanted to teach it in their communities, or certify their staff to teach it. To enable this growth — and secure Parents Toolshop’s longevity for future generations — the Parent’s Toolshop® S&P Committee drafted a process for others to certify Group Facilitators. As always, maintaining the quality and integrity of the program was their foremost goal. As with all other Toolshop certification processes, this one is a fluid work-in-progress, so we encourage your input and feedback as we develop it further.

I. BECOMING A SPEAKER BUREAU CONSULTANT

A. Meet Speaker Bureau Consultant Pre-requisites

1. Complete the PTC Group Facilitator (GF) certification process and request classification as a PTC Consultant or Independent Consultant.
2. Independently teach a minimum of 3 Parents Toolshop® programs in which all of their evaluations show either an excellent or good rating. Two of the programs must be full-length (10+ hours) PT programs with scored skill assessments and evaluations. The probationary program can be used as one of the three. All programs used to meet these pre-requisites must have occurred within the last two years. The pay for these programs will be the standard fee split listed in the current Standards & Practices Manual.

B. Apply to be a PTC Speaker Bureau Consultant

The PTC Speaker Bureau Consultant Application includes the following:

1. The application fee of \$125, which includes assistance in obtaining approval from any boards which oversees training of those populations. (Can defer payment until after first paid speaking engagement or up to 6 months.)
2. A checklist for submission of documentation showing GF has met above pre-requisites.
3. GF selects programs he/she is interested in teaching, based on available curricula and area he/she has special knowledge/expertise (some examples to choose: Foster Parent’s Toolshop, Teacher’s Toolshop, Caseworker’s Toolshop)
4. The applicant will indicate what “territory” he/she is willing to serve—specifically, what their local, state, and national interests are. GF and PTC will jointly decide on a territory GF is authorized to serve.

C. Request Standards and Practices Committee Approval

The PTC president and the Standards and Practices (S&P) committee screens and approves all Speaker Bureau consultants for the PTC Speaker Bureau. If additional information or clarification is needed, the S&P Committee will correspond directly, in writing, following their procedures.

Once approved, the Probationary Speaker Bureau Consultant will receive a list of available topic packets that they can purchase.

There are two options for purchasing Speaker Bureau Curricula:

1. Buy each workshop packet you want to teach (like current GFs do). Current packets are \$20/hour of curriculum each. Pricing is based on the packets already having been approved to show competencies by the boards that oversee the training of the populations served by the Speaker Bureau.
2. Purchasing *all* of the packets within one topic area/category for a 25% discount which includes all workshop outlines, handouts, and descriptions to send to potential sponsors, *plus* complimentary updates of what was offered at the time of purchase. Any workshops developed *after* the time of purchase would need to be purchased separately/individually.

D. Complete Speaker Bureau Consultant Probationary Period

1. Within one's "territory", Speaker Bureau Consultants or PTC can market programs, but all scheduling and invoicing must go through the Parent's Toolshop® Speaker Coordinator.
2. The Probationary Speaker Bureau Consultant will co-teach the first two Speaker Bureau programs with a Certified GF instructor (who may or may not be part of the Speaker Bureau). The first program will be led by the Certified GF, and the Probationary Speaker Bureau Consultant will lead the second program. If further co-teaching is necessary (based on performance evaluations), arrangements will be made on an as-needed basis.
3. Regardless of who is the lead instructor, the Probationary Speaker Bureau Consultant receives 30% of the fee during this co-teach process. The Certified GF will receive 40% plus any travel expenses.

Once the probationary requirements listed above are completed, they receive notification from the S&P Committee that they have been approved as a Certified Parent's Toolshop® Speaker Bureau Consultant.

E. Begin PTC Speaker Bureau Performance Pay Scale:

Certified PTC Speaker Bureau (SB) Consultants will earn a minimum of 30% of the fee and up to 70% of the fee contracted with sponsor. Speaker Bureau Consultants earn an increasingly greater percent of the fee based on a performance pay scale. In order to advance to the next level of pay, a Speaker Bureau Consultant in the PTC Speaker Bureau shows consistent performance in teaching Parent's Toolshop® and Speaker Bureau programs.

The dollar amount shown in the table below is used as an example based on receiving a \$2,500 fee from the sponsor. Based on what the sponsor pays, the fee may be less or could even be more. If the fee split would amount to less than \$100/hour, the Consultant will have the option of accepting a lower fee with PTC only getting 30% of whatever the fee is. Sometimes this is desirable if sponsors can provide regular ongoing income, even though it's lower or non-negotiable.

<u>Level</u>	<u>% of fee SB Consultant Receives:</u>	<u>If perform at this level, advance to next level</u>
Level 1:	30% = \$750.00	SB Consultant does 5 programs at this level with all excellent or good performance evaluations or 4+/5 pts, one of which can be the Speaker Bureau Probationary Program in which he/she was the lead instructor
Level 2:	40% = \$1,000.00	SB Consultant does 4 programs at this level with all excellent or good performance evaluations or 4+/5 pts (at least 9 programs have been taught by completion of this level)
Level 3:	50% = \$1,250.00	SB Consultant does 3 programs at this level with all excellent or good performance evaluations or 4+/5 pts (at least 12 programs have been taught by the completion of this level)
Level 4:	60% = \$1,500.00	SB Consultant does 2 programs at this level with all excellent or good performance evaluations or 4+/5 pts (at least 14 programs have been taught by the completion of this level)
Level 5:	70% = \$1,750.00	70% is the cap/max amount that the SB Consultant will earn.

(Note: If you are wondering how long it could take to do 14 programs, consider this. Trainers for the state caseworkers and foster parents are paid lower speaking fees than schools (\$550/day non-negotiable), but usually speak at least 1/month, so they can easily do 14 programs in one year. If you are eligible to get on this speaker staff (more information in the Speaker Bureau Curriculum Descriptions), you could get a pay increase from the lowest to highest range in one year. The pay that year is lower, but more frequent, so it boosts you up the pay scale faster.

F. Qualifying Evaluations:

- To qualify for the next level, a Speaker Bureau Consultant can use performance evaluations from previous PT programs not provided through the PTC Speaker Bureau, as long as it has occurred within the last two years.

- If the Speaker Bureau Consultant did not receive evaluations from the sponsor, he/she can ask the sponsor for either a summary of the evaluations or a letter of reference that includes a statement about participant satisfaction and outcomes achieved.
- If a sponsor has their own evaluation form, PTC will honor the sponsor's form and will determine the point conversion needed to meet performance standards.

II. LOGISTICS OF PTC SPEAKER BUREAU:

A. Marketing

- Speaker Bureau Consultant or PTC does the following:
 - Compiles a list of potential sponsors in an area that are known to have funding for the type of programs offered by PTC. (An example of a Sponsor would be schools) Contact the sponsors about booking one of the Toolshop® programs.
 - Calls sponsor to give them a heads-up call that we are mailing information so it's not perceived as junk mail.
 - Sends sponsor a brochure that is professionally written/designed by PTC. It has links to detailed info on-line, but they have to call to get fees or book a program.
 - Calls sponsor a week after the brochures are mailed to follow-up and answer any questions they might have. (We have scripts and suggestions to follow.)
- Generally speaking, the programs with the highest income potential (certain types of schools) are the ones PTC will most aggressively market and coordinate most of the logistics for the PTC Speaker Bureau Consultant.
- For community programs in the Speaker Bureau Consultant's local area, PTC will still provide materials, guidelines, and support, but since marketing is about relationships, not selling, someone local is far better equipped to develop and maintain community relationships than PTC can do from afar.
- PTC expects a minimum amount of help from Speaker Bureau Consultants in order to market programs for them, especially in their local area. This entails tasks such as sending database information to PTC and providing any requested information.
 - If SB Consultant does not assist in the minimum amount of marketing mentioned above, it may take PTC longer to start setting up contracts, since there will be more work for PTC to do.
 - If SB Consultant does more than the minimum amount of marketing, such as initiating phone calls, printing and sending their own brochures, etc., he/she will likely advance more quickly to upper levels of the performance pay scale because of the increased potential for speaking engagements.
- PTC is willing to provide additional materials, training, and support for GF Consultants willing to market Parents Toolshop® programs (whether they are part of the Speaker's Bureau or not.)
- Speaker Bureau Consultants will be introduced to organizations in which PTC already has relationships, to help them get into that organization to teach programs.
- All GF Consultants can "ride the coattails" and use the good reputation of The Parents Toolshop® author and PTC programs to get in the door of organizations. This is why we are very selective who represents Parents Toolshop®! Each instructor is an extension of The Parents Toolshop® author and a reflection of the PTC organization. If they don't perform well or someone pays a lot of money to provide a good speaker and the instructor doesn't deliver, then it reflects poorly on The Parents Toolshop® author, organization, and programs.

B. How Speaker Bureau Consultants Are Matched with Sponsors

When sponsor books a program, PTC matches the request with a SB Consultant based upon the following criteria, in this order:

1. Territory
2. Curricula SB Consultant is certified to teach

3. The most qualified SB Consultant based upon performance evaluations.

Here are the criteria we will use for making decisions at each step:

1. Territory:

- The non-competition clause, as spelled out under “Clarification” in the S&P Manual, will be adhered to at all times.
- SB Consultants will be located based on territory first. If more than one SB Consultant serves that territory, the PTC Speaker Coordinator will look to see which curriculum each SB consultant is authorized to provide. (See next point.)

2. Curricula

- SB Consultants will be listed according to the curricula area they are certified to teach (examples of curricula areas are: Foster Parent’s Toolshop, Teacher’s Toolshop, Caseworker’s Toolshop).
- If a SB Consultant has more than one curricula area of expertise, then that Consultant will be listed under each curricula area he/she is certified to teach.
- All SB Consultants are certified to teach Parent’s Toolshop® programs, by virtue of being certified GFs. However, a SB Consultant must have special knowledge/expertise in order to be certified to teach the specialty Toolshop® programs. For instance, a Speaker Bureau Consultant would need to have:
 - To teach The Teacher’s Toolshop® program, the SB Consultant needs to have special knowledge/expertise pertaining to the school classroom, about issues teachers face, and have real-life examples he/she can use.
 - To teach The Foster Parent's Toolshop® program, the SB Consultant needs to have knowledge of foster parent issues and/or experience in protective service or foster care/adoption.
 - To teach The Caseworkers Toolshop® program, the SB Consultant needs to have knowledge/experience in protective service or juvenile court, both working with those types of clients and understanding the court system.
 - Other curriculum areas will be similar. If special knowledge or expertise is needed, then SB Consultants will need to document that in order to teach that particular curriculum area program.
- If more than one SB Consultant in the sponsor’s territory are authorized to teach the requested program, then the PTC Speaker Coordinator will look to see whose performance ratings are the highest. (See next point.)
- If no SB Consultants in the sponsor’s territory are certified to teach the requested program, then the Speaker Coordinator will look to the next nearest territory for a SB Consultant who is certified to teach the requested program.
- Note: Some sponsors may require that the individual speakers have his/her own professional liability insurance. Please see Section V. Professional Liability Insurance below.

3. Performance

- SB Consultants who are the most skillful and have received the best performance evaluations will be chosen for the highest paying Speaker Bureau positions.
- If a sponsor does not offer the full speaker fee PTC requests, then PTC will match the program/sponsor with a less experienced SB Consultant. The sponsor doesn't pay as much and the SB Consultant gets practice so he/she will qualify for higher-pay rates.
- PTC’s contract states that sponsors are to provide evaluations to PTC after each program. Yet, it is the SB Consultants responsibility to double-check the sponsors intent to do this the day of the program and to obtain any copies of performance evaluations from the sponsor that are available that day.
- Sponsors or SB Consultants must submit performance evaluations to PTC within 30 days of the completion of the programs they have taught.

III. BILLING AND PAYMENT PRACTICES

The following practices and policies apply to all PTC GF Consultants, regardless of whether they are on the PTC Speaker Bureau or not.

- All contracts, billing and invoicing of the sponsor will be handled by PTC.
- GF Consultants that arrange programs themselves are expected to forward all contract, fee, invoicing and billing information to PTC.
- GF Consultants will be paid the appropriate percentage of the fee once the fee for services has been collected from the sponsor. If there are collection issues with the sponsor, PTC agrees to pay SB Consultant no later than

- 90 days from fulfillment of the contract.
- GF Consultants receiving payment for a completed program is contingent upon performance evaluations being turned in to PTC and the billing cycle of the sponsor. Please be aware that some sponsors have a 90-day billing cycle.
- PTC checks are cut on the 10th and 25th of each month (or the Friday before or Monday after if on a weekend.)
- If the Monday is a holiday, payments will be made no earlier than the previous Friday and no later than the Tuesday after the holiday.
- For faster payment, a Paypal account can be used. Just provide PTC with your PayPal account name. PTC Consultants pay any PayPal fees for this option.

Sample Scenarios:

GF completes a PT program on May 3rd. GF submits performance evaluations to PTC on May 5th. However, the sponsor did not remit payment to PTC until June 9th. Therefore, PTC will cut a check to GF on June 10th.

GF completes a PT program on May 3rd. GF submits performance evaluations to PTC on May 9th. The sponsor remits payment to PTC on May 3rd. PTC will cut a check to SB Consultant GF on May 10th.

GF completes a PT program on May 3rd. Sponsor remits payment to PTC on May 3rd. GF submits performance evaluations to PTC on June 1st. PTC will cut a check to GF on June 10th.

IV. SPEAKER COORDINATOR

- The Speaker Coordinator oversees the speaking/training schedules of everyone representing PTC. This prevents double booking.
- All PTC Consultants (whether part of the Speaker Bureau or not) must provide the Speaker Coordinator with dates, times, and locations of any PTC programs they are scheduled to provide.
- Speaker Coordinator maintains a master calendar of all PT programs worldwide to enable anyone, anywhere, to access local PT classes

V. PROFESSIONAL LIABILITY INSURANCE

We strongly encourage each Group Facilitator to have professional liability insurance. Depending on the individual's credentials (i.e. LSW), a GF may be able to obtain Professional Liability Insurance through a membership organization for those professionals. It will be your responsibility to investigate what's available for your professional field.

PTC may have a list of companies that offer professional liability insurance. This list is not all-inclusive, and is offered simply as a starting point. If you find out about a professional liability insurance carrier that is not on our list, we encourage you to share the information with PTC so we may add the resource to our list. Further, if PTC as an organization has the option to offer liability insurance to its Group Facilitators, then GFs can take advantage of enrolling and paying the premiums when the annual enrollment period is open.

VI. FUTURE CONSIDERATIONS:

The following ideas are areas PTC is considering but have not made a commitment at this point to pursue:

Trainer-of-Trainers and/or Regional Coordinator:

- Once someone reaches the point of being a "seasoned" Parents Toolshop® instructor and are not in Ohio (or wherever PTC headquarters are located), and there are other instructors in their multi-state region, it may become difficult for us to keep up with the nationwide demand. Then PTC will look to the best PT instructors first to see if they want to become a Trainer-of-Trainers and/or a Regional Coordinator who oversees the programs offered in their region. PTC would provide the procedures and processes and support staff. (See the Trainer-of-Trainer's section of the Standards & Practices Manual)

College Speaking Circuit "Agent":

- There are instructors coming on board who have skills/talents/expertise in non-parenting areas that could elicit big fees in the college speaking circuit, but they don't want market themselves. They are missing \$2,000-\$10,000 a day speaking engagements!
- PTC has training on how to get into this market, but does not have knowledge, expertise, or program curricula in non-parenting areas that get high bookings, so PTC has not gotten into this arena.
- Once instructors who have skills/talents/expertise in non-parenting areas that could elicit big fees in the college speaking circuit are on board, and PTC has some extra capital to work with, PTC can offer to have the speaker's bureau represent/market them to the college market for a fee split. That will be like having an "agent" who handles all the marketing.

New Programs/Curricula

- If a certified GF has a workshop they do that would be appropriate for others, please let PTC know. PTC can work with the GF to publish and sell the program so that other GF can become certified to teach the program. Program developers receive ongoing royalties for sales of their program. (See additional information in the Standards & Practices manual.)

The ideas set forth in these policies are not set in stone. If a particular need arises, new policies and practices may be added to meet that particular need. PTC may or may not notify all certified GFs of changes to the Speaker Bureau policies, so it is the responsibility of each GF to periodically review the most recent policies posted in the S&P manual's appendix page on-line at: <http://parentstoolshop.com/HTML/DownloadGFSP.htm>

Jody Pawel, the author of The Parents Toolshop, and the Parent's Toolshop® S&P Committee hope this manual has answered any questions you have about being a Parents Toolshop Group Facilitator. If you have any further questions or concerns, feel free to contact the Parent's Toolshop® S&P Committee at SP@ParentsToolshop.com or (877) 748-4541.

We sincerely hope you choose to become a Parents Toolshop Group Facilitator. It is exciting to be a part of this valuable program and we hope you will join our team.



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