



## **STRATEGIC PARTNERSHIP BRIEFING**

**Document Reference:** MD-ATO-2026-V1

**Partner Entity:** New Concepts Consulting & Training / Mindset Decoded

**Principal Facilitator:** Jyotsna Pai (PMP®, CSM®, SAFe® 6 Agilist)

**Target Audience:** Authorized Training Organisation (ATO) Commercial Directors & Product Managers

### **EXECUTIVE SUMMARY**

This briefing outlines a turnkey, high-margin commercial opportunity for progressive Australian ATOs.

By partnering with **New Concepts / Mindset Decoded**, your organisation gains exclusive access to a premium instructional asset engineered to win enterprise B2B tenders and maximize PMP® pass rates.

We integrate my comprehensive, 680+ page published book *PMP® Mindset Decoded* directly into your existing PMI® curriculum so as to provide premium competitive advantage to candidates, by layering these guidelines with the actionable scenario-based coaching framework from my book.

This partnership provides a highly marketable, published subject-matter expert to lead your corporate bootcamps while completely de-risking your trainer acquisition model.

### **THE CHALLENGE & THE OPPORTUNITY**

Modern corporate clients require more than static slide delivery. With the current Project Management Institute (PMI) Exam Content Outline (ECO) split heavily across **Predictive, Agile, and Hybrid** methodologies, candidates from traditional backgrounds (such as construction, insurance, and engineering) consistently struggle with the situational logic of Agile delivery.

### **THE “MINDSET DECODED” ADVANTAGE:**

As a veteran Digital Delivery Leader with a background in complex software engineering (SCJP, SCWCD), *Diploma of Leadership and Management*, PMP®, CSM®, SAFe® 6 Agilist, I possess the native agile DNA required to bridge this structural educational gap.

We do not just read training slides. We systematically train corporate candidates to master the exact situational decision-making framework needed to crack the modern exam on their first attempt.

## CORE PARTNERSHIP VALUE PROPOSITIONS

- **Proprietary B2B Sales Differentiation:** Your sales and account managers can actively use my published book as a competitive differentiator to close large enterprise training accounts. You are no longer selling "generic instruction"—you are deploying the actual author of *PMP® Mindset Decoded*.
- **Turn-Key Courseware Bundle:** Every corporate cohort delivered under this partnership includes wholesale digital licensing access to my published 680+ page study guide including 500-question practice framework - *PMP® Mindset Decoded*. This adds massive tangible value to your client proposals while lowering your internal content printing overheads.
- **Demonstrated Screen & Class Presence:** To completely eliminate the traditional operational risk associated with onboarding new instructional talent, a 2-Minute Classroom Delivery Masterclass Video is hosted on our website. This allows your product delivery teams to instantly verify my verbal clarity, engagement cadence, and suitability for high-tier Australian corporate environments.

## PROPOSED COMMERCIAL ENGAGEMENT STRUCTURE

To ensure mutual risk mitigation and administrative alignment with your official PMI® ATP portal, we propose a structured, performance-backed **Contractual Escalation Model:**

### 1. Phase 1: The Compliance Bridge & Pilot Cohort

- **ATO Commitment:** Your organisation sponsors my profile registry onboarding into the official global PMI® ATP Instructor portal.
- **Minimum Engagement:** All corporate bootcamps are subject to a strict **minimum booking requirement of four (4) consecutive billing days** per cohort.
- **Introductory Delivery Rate: \$750 AUD per day (+ GST)** for the initial pilot corporate bootcamp (\$3,000 AUD minimum cohort fee).
- **Value-Add:** Complimentarily digital copies of *PMP® Mindset Decoded* are bundled for all attendees in this pilot class to offset your administrative onboarding friction.

### 2. Phase 2: Standard Expert Delivery (Cohort 2 Onwards)

- **Phase Transition:** Successful completion of the pilot cohort, validated by standard student satisfaction feedback or mutual operational alignment with the ATO Product Manager.
- **Locked Daily Rate: \$1,100 AUD per day (+ GST)** as a flat expert specialist fee (**\$4,400 AUD minimum booking value** per 4-day cohort).
- **Continued Collateral Bounding:** Wholesale access to the digital book suite remains embedded at a preferential rate of \$25 per candidate slot.

Below is the Rate Itemization Details along with Strategic Alignment Matrix.

## RATE ITEMIZATION

Fee Component	Value & Deliverables Included	Daily Equivalent	4-Day Cohort Total (Ex. GST)
1. Senior Instructional Delivery	<ul style="list-style-type: none"> <li>• Elite orchestration of core PMI ECO material.</li> <li>• Contextualisation for high-stakes enterprise cohorts.</li> <li>• Expert management of class dynamics.</li> </ul>	\$750.00	\$3,000.00
2. Proprietary Mindset Layering (IP)	<ul style="list-style-type: none"> <li>• Integration of the <i>13 Predictive Mindset Rules</i>.</li> <li>• Implementation of the <i>4-Step Evaluation Workflow</i>.</li> <li>• Custom exam situational logic overlay.</li> </ul>	\$250.00	\$1,000.00
3. Integrated Learning Assets & Licensing	<ul style="list-style-type: none"> <li>• Individual digital access keys to student materials.</li> <li>• Inclusion of <i>Unique Blueprint Integration</i> mapping.</li> <li>• 50 proprietary custom situational exam questions.</li> </ul>	\$100.00	\$400.00
<b>Strategic Bundle Rate</b>	<b>Base operational delivery per 4-day cohort</b>	<b>\$1,100.00</b>	<b>\$4,400.00</b>
4. Ongoing Courseware Access (Phase 2 Add-on)	<ul style="list-style-type: none"> <li>• Wholesale candidate licensing for <i>PMP® Mindset Decoded</i> digital textbook platform.</li> </ul>	Variable	+\$25.00 AUD per student slot

Note: Phase 1 pilot cohorts receive complimentary book licensing as an onboarding value-add. Ongoing Phase 2 licensing scales dynamically based on the exact student volume confirmed in individual Statements of Work (SOW).

## STRATEGIC ALIGNMENT MATRIX

Feature	Standard Contract Instructor	Mindset Decoded Partnership
<b>Daily Commercial Tier</b>	<ul style="list-style-type: none"> <li>• Dependent on flat market supply.</li> <li>• Fragmented single-day bookings.</li> </ul>	<ul style="list-style-type: none"> <li>• Performance-Locked at \$1,100 AUD / Day.</li> <li>• Secured 4-Day Cohort Minimum (\$4,400 AUD).</li> </ul>
<b>Intellectual Property</b>	Third-party curriculum consumer	<b>Published IP Owner</b> <i>(680+ Page Textbook)</i>
<b>Technical Core</b>	Generalist facilitator	<b>PMP/Agile/Hybrid Technical Specialist</b> <i>(PMP®, CSM®, SAFe® certified)</i>
<b>Sales Enablement</b>	Line-item Labor expense	<b>Competitive Advantage for Corporate Tenders</b>
<b>Quality Assurance</b>	Requires manual internal onboarding and vetting	<b>Instant operational verification via Masterclass Video; historically backed by strong student satisfaction metrics or verified operational sign-off from ATO Product Managers</b>

## QUALITY MANAGEMENT & EVALUATION ANOMALIES

- **Anomalies:** If a cohort evaluation falls below the 4.5-star threshold due to documented non-instructional variables (e.g., corporate attendee pushback, client IT infrastructure downtime, or operational scheduling issues), the evaluation will be mutually audited.
- **Re-alignment Pathway:** In the rare event of a genuine instructional deficit, both parties agree to execute a 15-minute debrief to adjust the course pacing or delivery framework for the subsequent cohort, rather than halting the commercial progression.

NEW CONCEPTS  
CONSULTING AND TRAINING

## **OPERATIONAL COMMITMENT & CONTINUITY**

To protect instructional scheduling and guarantee delivery resources, all confirmed cohort dates are backed by a structured rescheduling and cancellation framework, detailed in our standard Master Services Agreement (MSA).

## **NEXT STEPS & CONTACT FRAMEWORK**

Our operations are geared strictly toward providing premium, elite training outcomes across major Australian business centres.

To review my instructional profile, audit the 2-minute delivery showcase video, and evaluate our framework alignment, please visit our dedicated B2B ATO Partnerships Portal.

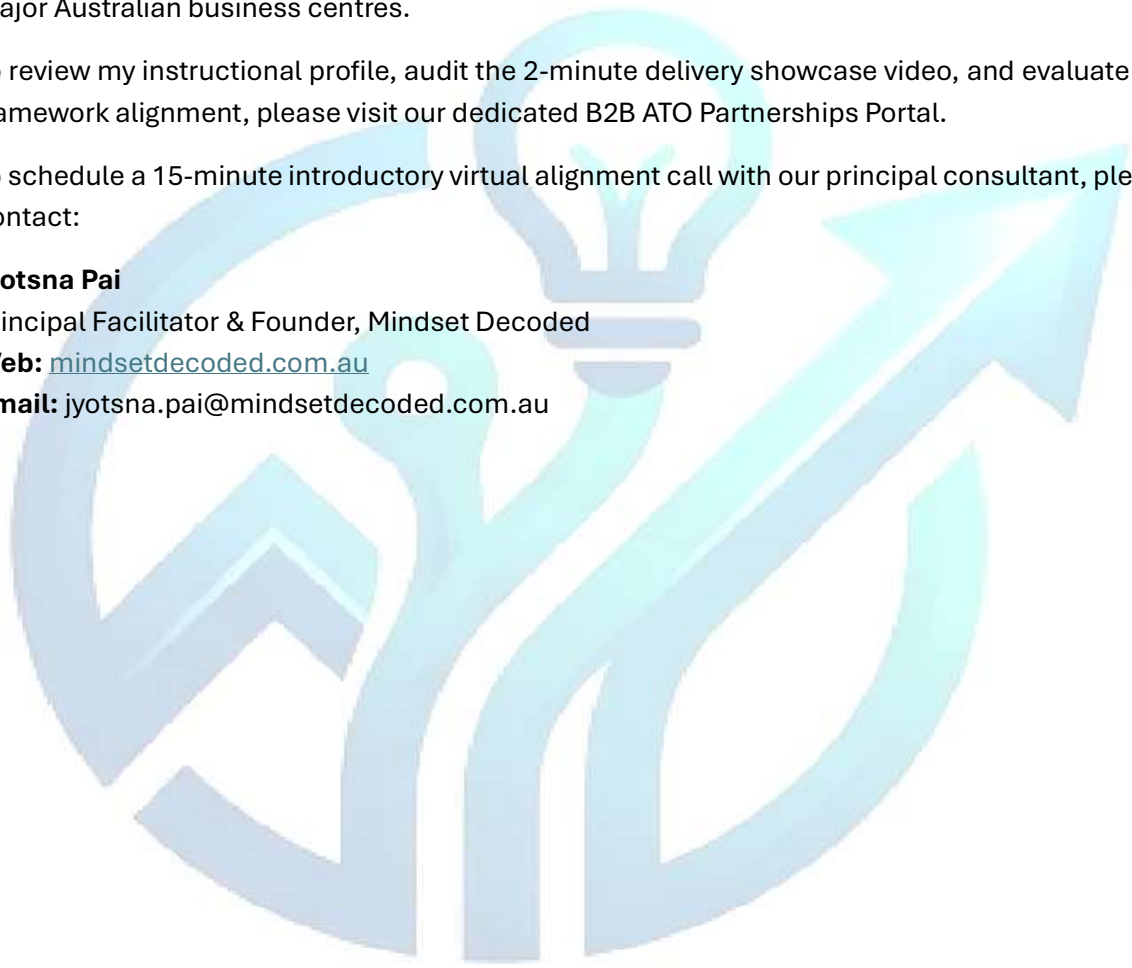
To schedule a 15-minute introductory virtual alignment call with our principal consultant, please contact:

### **Jyotsna Pai**

Principal Facilitator & Founder, Mindset Decoded

**Web:** [mindsetdecoded.com.au](http://mindsetdecoded.com.au)

**Email:** [jyotsna.pai@mindsetdecoded.com.au](mailto:jyotsna.pai@mindsetdecoded.com.au)



**NEW CONCEPTS**  
CONSULTING AND TRAINING