PRICING – January 2018

Individual Subscriptions

An Individual Subscription gives the user full access to all the online content: 650+ Ideas (research summaries); the growing library of podcasts and webinar recordings; book reviews; invitations to live events and webinars; regular subscriber newsletters.

One month* $25
Annual* $95

* these subscriptions will automatically renew. You may cancel them at any time from your Paypal account.

Organization Subscriptions – 12 Month Subscription Period Only

For organizations wanting to offer subscriptions to their staff we offer several tiers of discounted bulk subscriptions. To create an Organization Subscription we need a ‘primary’ account holder to set up an account, and then purchase a subscription for multiple users. The primary account holder will then receive a ‘Registration Code’ that can be sent to users to create their own log-ins without them having to make any further payment. User access will last until the 12-month Organization Subscription period expires, regardless of when the user first accesses their subscription.

<table>
<thead>
<tr>
<th>Users</th>
<th>Price</th>
<th>(Price per head)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Users</td>
<td>$875</td>
<td>($87.50 per head)</td>
</tr>
<tr>
<td>50 Users</td>
<td>$3,750</td>
<td>($75 per head)</td>
</tr>
<tr>
<td>100 Users</td>
<td>$6,500</td>
<td>($65 per head)</td>
</tr>
<tr>
<td>150 Users</td>
<td>$9,000</td>
<td>($60 per head)</td>
</tr>
<tr>
<td>250 Users</td>
<td>$12,500</td>
<td>($50 per head)</td>
</tr>
<tr>
<td>&gt;250 Users</td>
<td></td>
<td>please email <a href="mailto:info@ideasforleaders.com">info@ideasforleaders.com</a></td>
</tr>
</tbody>
</table>

All prices quoted in US dollars.
Academic Institution Prices

We offer all *bona fide* academic/teaching institutions full subscriber access at the following discounted rate:

12-month institutional subscription for users that have an active email address for that institution (eg user.name@xyzcollege.edu or user.name@abcuniversity.ac.uk etc). More than one email suffix can be applied for each subscription, should students and faculty emails have different address suffixes for example.

This will allow faculty, students and alumni that still retain a college/university email address to access the Ideas for Leaders content. It will enable faculty to use *Ideas for Leaders* content in their teaching material.

Please contact info@ideasforleaders.com for more details.

<table>
<thead>
<tr>
<th>Upto 250 Users</th>
<th>$3,500 ($14 per head)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited Users</td>
<td>$6,750</td>
</tr>
</tbody>
</table>

Membership Organizations

We are able to offer membership organizations special rates for their members, so they can purchase Individual Subscriptions at discounted rates.

Please contact info@ideasforleaders.com for more details.

Leader Prompts and Take the Lead – Self-directed Learning Series

Please visit the Leader Prompts and Take the Lead information page for pricing on these products.
Note on Ideas for Leaders value.

The cost to produce academic research papers by experienced business school faculty that are founded on i) empirical research and with ii) real-world application (the two criteria we apply as a first filter for inclusion on Ideas for Leaders) is the subject of some debate in university circles. The estimates variously range from $500k to $2.5m. If we take an average cost of $1.5m per published paper, then the content of Ideas for Leaders research summaries represents approximately $1 billion of university research investment.

Each research paper we select to summarise as an Idea at Ideas for Leaders, is curated from 100’s of potential papers based upon the above two criteria and its relevance and applicability to managing organizations. It then takes an experienced editor a minimum of a couple of days to read, synthesize and write the summary and then some time more to have it checked by one of the original faculty authors.

The Ideas therefore represent a huge store of research and editorial time to bring you the selected summaries in short, easy-to-read format that you can put to use immediately.

"Dealing with people is probably the biggest problem you face, especially if you are in business."

Dale Carnegie,
preface to How to Win Friends and Influence People, 1936.