

REFER. EARN. AMPLIFY.

Introduce CEG to your network, get rewarded every time and become a **Change Enthusiasm® Amplifier**

Now that you've experienced the power of Change Enthusiasm®, you can help others unlock that same growth. The **CEG Referral Program** allows you to earn rewards when you refer a business or someone in your network, and they become signed clients with Change Enthusiasm Global.

GET REWARDED FOR CGA REFERRALS



INTRODUCE CEG TO YOUR NETWORK

Share your **referral & discount codes** to be used when they register for the Change Growth Accelerator™.



WE QUALIFY YOUR LEAD

CEG will send a confirmation email when your referral is activated.



EARN YOUR REWARD

CEG will pay referral fees monthly after registration for a CGA program is completed.

BUSINESS (B2B) REFERRAL

Know an organization navigating real change? You can refer CEG for keynotes, internal learning experiences and group coaching.

Reach out to us at hello@changeenthusiasmglobal.com by email for guidance and templates on how to introduce an organization to CEG.

REWARD STRUCTURE

INDIVIDUAL (B2C) REFERRALS

Earn **\$150** for every participant you refer to a Change Growth Accelerator™. Share your personal referral code and give them a **\$200 discount** (code: GROWTOGETHER) to use when they register. CEG community members will also be awarded an Amplifier badge and be recognized on Circle after their first successful referral.

BUSINESS (B2B) REFERRALS

Earn **up to \$2,500** for signed enterprise contracts across CEG's suite of offerings. Referral fees are determined based on project scope and will be confirmed at the time of contract signing.

Who can participate?

- Graduates of the Change Growth Accelerator
- Certified Change Enthusiast™ Practitioners, Facilitators and Producers

How and when are rewards paid?

The referral program is active year-round and tracked by the CEG team. Cash rewards are calculated and distributed monthly for B2B and B2C referrals.

Which businesses can I refer?

CEG supports organizations going through transformation at scale, such as:

- Digital transformation / AI adoption
- Cultural change or shifts
- Rebranding
- Reorganization
- Reduction in force / Restructuring
- Merger & Acquisition
- Divesture
- C-Suite or Senior level leadership change (departure/appointment)
- Mid-level leaders under pressure/feeling the squeeze

Who can I connect CEG's team to within an organization?

We appreciate any connections to people who can influence decision-makers within an organization. These are typically people in CHRO roles, Learning & Development, Change Management leaders, and PMO leaders.

Our customers usually include C-Suite (CEO, COO, CTO, CIO, CHRO) or Senior level leaders.

Who can I contact at CEG if I have a question?

Reach out to us at hello@changeenthusiasmglobal.com. We're grateful for your contribution to amplifying the impact of Change Enthusiasm Global!