



**CV.CO.NZ**  
*Reach Your Potential*



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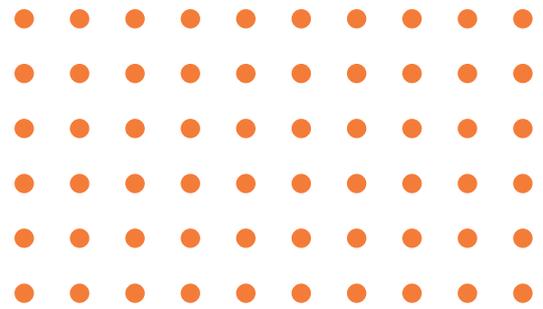
## **FRANCHISE PROSPECTUS**

[www.cv.co.nz](http://www.cv.co.nz)

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# The CV.CO.NZ Journey



In operation for almost 2 decades, CV.CO.NZ has moved from strength to strength under the leadership of founder Tom O'Neil. An industry heavyweight in his own right, Tom is a multi-award-winning keynote speaker and bestselling international author. One of New Zealand's foremost authorities on professional and personal development, Tom boasts an impressive CV himself. Tom took the knowledge gained through his degree in social sciences and perceptual psychology and applied it to his career in recruitment at the time. After building and selling two successful recruitment agencies, he privately consulted for several high-profile clients around the country before developing CV.CO.NZ, which focused on making his business and leadership coaching solutions accessible as possible.

During this time, he authored and co-wrote several successful titles including: 'YOU'RE HIRED' - The Essential Guide to Personal Branding and Job Hunting', 'The 1% Principle', and the recently released 'The New Rules of Job Hunting' published in the UK, Australia and NZ.

He has also been featured in the Harvard Business Review and The Economist, regularly features as the Careers Expert for TV3 and Radio Magic and has been a business columnist and feature writer for the NZ Herald for almost a decade. Tom is proud to have his work published in more than 13 languages and is now eager to share his successful tools and innovative coaching solutions with franchisees looking to transform their own and others careers and leadership skills.



CV.CO.NZ has been featured more than 300 times across various media including



# What We Do



At CV.CO.NZ, we guide and coach a range of clients using our exclusive suite of tools designed to offer effective career and personal development solutions. We've helped clients through every stage of their professional journey in New Zealand and across the globe.

Focusing on professional CV and LinkedIn development, career coaching and personal leadership mentoring, we provide support and coaching to clients looking to elevate their careers and enrich their personal lives

*Our exclusive intellectual property tools and systems such as the COMPASS Personal Leadership Programme are trademarked, time-tested and only available through CV.CO.NZ coaches and services*

*Our innovate and unique suite of tools and programs means we offer a solution-oriented and pragmatic approach to professional development that really works*

# What We Offer

CV.CO.NZ offers passionate and motivated franchisees the opportunity to own and operate their own lucrative and reputable business and lifestyle coaching service. In addition to professional certification and access to our suite of business and personal leadership coaching solutions, all franchisees are offered 5 days of training at their home or workplace.

As CV.CO.NZ continues to adapt to changes and trends in the industry, all franchisees will remain supported with ongoing tool and system development as the HR, career leadership and life coaching industries progress forward. Full head office and administrative support is offered to all franchisees Monday-Friday via phone and email, while a Freephone 0800 number is forwarded to your local landline to encourage direct enquiries from within your exclusive territory.



CV.CO.NZ also offers all franchisees website management, with your own regional home page as well as national social media advertising campaigns. Franchisees are still offered full autonomy over their individual marketing, with no local marketing restrictions. We understand the formula for success, which is why we offer all franchisees ongoing support via monthly news and marketing emails to our growing database of over 6500 subscribers. Further, our Annual National Franchise Conference offers franchisees the chance to connect with other team members and improve their coaching skills

# All About You



*At CV.CO.NZ we are passionate about finding the right franchisees to support our clients.*

A successful CV.CO.NZ franchisee is someone who has a genuine passion for helping others achieve their life and career goals. Our franchisees possess a desire and drive to successfully achieve balance in their family, business, and lifestyle, while helping others achieve the same. Strong communicative skills are paramount, and coaches need to be personable and confident communicators, both face to face and via the telephone.. Excellent written communication skills are a necessity and franchisees who are IT literate with administration and / or management experience will thrive.

Our brand is about achievement and personal development - so we want franchisees who aren't afraid to get out there and make things happen. Adaptable, resilient, and results-oriented franchisees with a focus on customer service, empathy and people skills will excel at CV.CO.NZ. This is an ideal franchise opportunity for anyone with initiative, who is motivated to help others succeed in their goals.

# Our Values

## Integrity

Ensuring every decision we make is in line with our personal beliefs, best-practise standards and law.

## Impact

Ensuring every decision we make positively impacts our clients and each other today, as well as in the future

## Simplicity

Stripping away complexity to ensure all we do is non-complicated and easy to use as much as possible

## Respect & Trust

Ensuring we respect and trust each other in all our business dealings. Making sure our decisions are in the best interest of all involved.

## Transparency

Being open and honest in all our business and personal dealings.

## Curious

Not just scratching the surface, but also investigating 'why' when its important.

## Fun

Having fun in all we do and making sure we have a strong work / life balance.

## Resilience

Being okay that things won't always go our way all the time, and always doing our very best to put things right.

## Family

Acting as a wider family under the CV.CO.NZ brand.

## Innovation

Not being afraid to research new ideas and try new ways of doing things.

## Confidentially and Privacy

Ensure all clients receive the highest standard of confidentially and privacy.

## Passion

Having a genuine desire to make real and positive changes in people's lives



# The CV.CO.NZ Difference



In addition to the extensive career and coaching support we provide all franchisees, CV.CO.NZ is proud to offer an exclusive training program which includes:

- Certificate and accreditation as a licenced 'CV.CO.NZ CV and LinkedIn Profile Specialist©'
- Certificate and accreditation as a licenced 'COMPASS Personal Leadership Programme Practitioner©'
- Full access to all the CV.CO.NZ tools and systems.

# Steps to Owning a CV.CO.NZ Franchise

**01**

Enquire and receive an information pack

**02**

Complete an EOI and meet with the CV.CO.NZ team

**03**

Receive information on fees and investment information for a CV.CO.NZ franchise to discuss with your advisors, friends and family

**04**

Sign the franchise agreement

**05**

Launch marketing for your franchise starts and your training and induction begins

**06**

Your new business starts operating

# The Business Model



Our lucrative business model is tried-and-tested, having been refined over almost two decades of successful practice throughout New Zealand and across 50 different countries.

Designed to propel the growth of new franchisees, the CV.CO.NZ model is simple, straightforward, and profitable for all parties. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.

# Getting Started



Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful career and personal leadership coaching service has never been easier.

If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.

Contact Tom O'Neil to talk through this exciting franchise opportunity on 0800 282 669 or email [tom@cv.co.nz](mailto:tom@cv.co.nz)