

Shiftic Ambassador Program

FOR CHANGE CONSULTANTS



Every critical workflow has a system. Change still runs on slide decks.

Shiftic is the system for running change.

It holds what needs to change, measures whether it is moving, gathers insights and tells you what to do next. Decisions turn into behaviour. Better every time.

Measuring behaviour is the part nobody solved. Everyone sells transformation. Almost nobody can show it happened. With Shiftic, you can.

THE AMBASSADOR PROGRAM

The Shiftic Ambassador Program enables change consultants to strengthen their offering, create more value for their clients and build a new revenue stream alongside their services.

For you, it creates a natural foundation for longer, more continuous assignments. You stay in the work between your own sessions, show the client measured progress and where it is getting stuck, and support many local change leads at once. Your reach extends beyond the hours you personally deliver.

You bring relationships, expertise and human judgement. Shiftic adds structure, intelligence and measurement throughout the change journey.

As an ambassador, you also become part of a close network of change professionals working at the forefront of AI and change. You get closer access to the Shiftic team, learn from others in the network and have a real opportunity to influence how Shiftic develops.

When to bring Shiftic into your offering

FOUR MOMENTS WHERE YOU CAN NATURALLY INTRODUCE SHIFTIC

In a new proposal

When you are writing a proposal you can add Shiftic as the shared system for the engagement, alongside your own consultancy services. You can also offer services around Shiftic, such as setup, adoption, and ongoing support, creating additional revenue.

Mid-project, when planning turns into implementation

Offer Shiftic as a next step in an existing or completed assignment. For example, when a project moves from analysis and planning into implementation.

When the change has to scale

A perfect moment to introduce Shiftic is when a larger programme needs to support change leads and local teams across the organisation. Shiftic gives them structure and guidance in their own part of the organisation, while you and the central team keep visibility and direction.

When you want to connect or reconnect

You can also introduce Shiftic to potential clients, former clients or others in your network. It gives you a natural reason to reach out and stay relevant, and it often opens the door to new work for you.

How you earn money

As a Shiftic Ambassador, you can work through referral or reselling. You can use both models across your customer base, but choose one model for each individual customer.

Referral

A referral happens once you've identified and qualified the opportunity. You then introduce us and from that point, we take over the compliance and technical sales needed to close the deal, often together with you in the meeting, and the customer signs directly with Shiftic.

What you earn: Commission on the annual license value.

Reselling

You buy licenses from us at a discount and resell them to your customer under your own name with your own price. The customer signs with you. You own the commercial relationship, invoicing and first-line support.

What you earn: The difference between the customer price and your discounted license price.

Your own services stay yours

In both models you design and price your own work on top: setup, designing the target behaviours with the client, training managers and local change leads, facilitating the review rhythm, and ongoing change advisory.

Program requirements and terms

To become an Ambassador

You, or the people at your company who sell Shiftic, need to be paying users of the product yourselves before the agreement is signed. One license per selling person.

We work towards maintaining an active partnership. If a year passes without new or renewing clients, we sit down together and decide whether to continue.

Act in good faith, avoid conflicts of interest, and represent Shiftic accurately.

Not exclusive

Neither of us is locked in. You are free to work with similar products and other partnerships, and so are we. Both of us can use each other's name and logo when talking about the partnership.

What you get from us

- a dedicated Shiftic contact
- client-ready sales material you can use in your own proposals
- close access to the Shiftic team and regular product updates
- early insight of what we are building and possibility to influence it

Join the first group

We believe the combination of great change leaders and Shiftic can raise the standard for how organisations make change happen.

Next step. A conversation about your clients and where Shiftic fits. Write to Bella Funck (bella@shiftic.com)

Full commercial and legal terms are set out in the Shiftic Partner Agreement.