

Behavioral Protocol

between

**the members of the kpx consulting network association and with the
kpx consulting network association**

§ 1 Purpose

The purpose of the kpx consulting network association is to provide an environment for its international members to facilitate business networking to increase collaboration, quality and sales for business consulting activities of its members.

The behavioural protocol regulates the way the independent members of the kpx consulting network association work together and comprise the network.

It as well regulates the use of the brand ‘kpx’, ‘kpx consulting’, ‘kpx business consulting’, ‘kpx consulting network’, ‘kpx business consulting network’, ‘kpx – the business consulting network’, the slogan ‘knowledge, practice and experience’ as well as the logo.

§ 2 What is ‘kpx®¹’

‘kpx’ is a brand, a quality mark for business consulting, delivering exceptional value to the members’ customers.

Members are individuals or corporations acting as independent business consultants or corporate consultancies who fulfil the requirements of the kpx consulting network association. They have signed this membership agreement and behavioural protocol and are accepted as a member by the board of the kpx consulting network association.

Members are MBA alumni of the Open University Business School (Milton Keynes UK) with business and managerial practice of at least 10 years or corporations with which are represented by MBA alumni of the Open University holding a share of more than 50% and being member of the executive board.

Each member acts legally independent.

The brand ‘kpx’ and ‘kpx consulting network’ provides a common identity for the whole network. It acts as a quality mark and marketing tool.

The kpx consulting network represents a large pool of opportunities and resources for its members.

¹,kpx® is a registered trademark in more than 25 countries

§ 2 The behavioural protocol

§ 2.1 Mutual independence

The kpx business consulting network consists of independent individuals and corporations, whose relations are governed by bilateral commercial contracts. It is open to new entrants who are prepared to abide by the behavioural protocol. There is no internal hierarchy.

§ 2.2 Mutual preference

Members give preference to each other in letting of contracts. Contracts may be made outside the network, against a competitive bid from a member, when circumstances warrant (e.g. work overload or a signal to the member that it has to lift its game)

§ 2.3 Mutual non-competition

Members do not compete head-to-head with each other. Self-restraint helps to establish trust among members

§ 2.4 Mutual non-exploitation

Members seek to make profits from customers not from transactions among themselves. Members can only charge each other market-determined price for services provided

§ 2.5 Business autonomy

The flexibility of the network as a whole derives from the ability of each member to respond to opportunities as it sees fit. Members do not need to ask for group approval to enter into any transaction or new line of business provided the initiative does not breach any of the behavioural protocols.

§ 2.6 Corporate Identity

There is a common corporate identity regulation for the usage of the brand 'kpx' and 'kpx consulting network', which is adhered to by all members

§ 2.7 Expulsion

A member may be expelled from the network if it wilfully violates the behavioural protocols. Simply severing all commercial ties with the miscreant member can effect expulsion. The formal expulsion is executed according to the by-laws of the kpx consulting network association in writing.

§ 2.8 Subcontracting

There are no ‘subcontractor only’ members within the network. Each member has access to the open market, and indeed is expected to bring work from outside the network

§ 2.9 Entry

New members are welcome to apply to join the network. They have to agree to adhere to the behavioural protocol and the by-laws of the kpx consulting network association.

It is regarded as key success factor to establish knowledge and trust about and amongst members.

As such members have to provide and share following information with their application for membership:

- signed membership agreement form
 - current detailed CV
- If available it should include psychometric characteristics like Meyers-Brigs Type Indicator (MBTI), EnneagrammType and Belbin Team Roles.

§ 2.10 Exit

The network places no impediments in the way of a departing member. Formal exit is executed according to the by-laws

§ 3 Usage of the brand / trademark

WHEREAS:

- A. The kpx consulting network association has the right to grant and withdraw the right to use the Brand ‘kpx’, ‘kpx consulting’, ‘kpx business consulting’, ‘kpx consulting network’, ‘kpx business consulting network’, ‘kpx – the business consulting network’ and the slogan ‘knowledge, practice and experience’ identified by the logo ‘kpx’
- B. The member is granted the right to use the brand and the logo and to carry the service offerings represented by the brand subject to the terms and conditions set out in this membership agreement, behavioral protocol and kpx CI regulations.

§ 3.1 Usage of the brand / trademark

- Every member of the kpx consulting network is granted the right to use the above mentioned brands according to the Corporate Identity (CI) regulations of the kpx consulting network association. The current CI regulations are amended to this agreement.

§3.2 Types of Brand Usage

For individual members as well as corporate members there are two options for brand usage:

1. **kpx reference branding**

The member acts under his own name/brand and shows his membership to the kpx consulting network as a reference only on his web sites, stationary, business cards, merchandising, etc. Details and samples are shown in the kpx CI regulations.

2. **kpx main branding**

The member acts under the main brand of ‘**kpx consulting**’ prominently shown on his web site, stationary, business card, merchandising, etc. but acts under his own legal identity. Details are defined and samples are shown in the kpx CI regulations.

§ 3.3 kpx consulting network membership benefits

The member

- is listed on the members’ page within the kpx consulting web site.
- gets a <name>@kpx-consulting.com e-mail address
- gets access to the LinkedIn kpx consulting network association group and its subgroups
- is invited to networking and sales events/telcos
- is granted the right and to use the kpx-logo and slogan (“knowledge, practice and experience”) to state his membership in the kpx network on his web-site, sales material and any other stationary or presentation as “a member of kpx – the business consulting network”
- may use kpx consulting network association services to set up a subdomain and stationary

§ 4 Entry into force

The initial version of the behavioral protocol was approved and entered into force at the board meeting of the kpx consulting network association on November 29 - Munich/Kuala Lumpur/Zurich.

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Addendum

- kpx CI regulations