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A PARTNERSHIP THAT WORKS

By Terrance Mark Booysen

Just over three years ago, CGF and Aon South Africa ('Aon') signed an affinity marketing agreement with the intention of leveraging their respective expertise, skills, products and services to their clients. At the outset, CGF and Aon were very mindful of not overlapping each other in the market, as well as being fully cognisant of their respective duties of protecting their client's rights of privacy, amongst similar issues. The companies ascribe the success of their association largely to the additional value each derives from the other, but more importantly the benefits their respective clients receive through their 'partnership'.

In respect of CGF, which initially commenced its corporate governance research functions in 2004, the company has since grown to include a fully-fledged team of professional Lead Independent consultants who offer a wide array of much needed governance related consulting services. Indeed, CGF has also become a well-recognised governance brand in South Africa, including other parts of the continent, and CGF's governance training services is just one of the service areas which has grown steadily through the years. As most start-up companies know, getting 'off the ground' and growing the company's brand and reputation can take many years. Whilst there truly are no real short-cuts with growing the business, having a well-positioned partner company to assist this process certainly makes the task a lot less daunting.

Naturally a good strategy, together with a dedicated team of people who are committed to a lot of hard work, makes running a successful business that much more pleasurable. This has certainly been the case with CGF, and through the support of our patrons, together with Aon, the company has been able to extend tremendous benefits to CGF's clients. To illustrate this further, typically a person attending a recognised CPD accredited two day corporate governance training intervention could cost approximately ten to twelve thousand Rands per person. The costs associated with the stationery, venue booking and refreshments add significantly. Through the support of Aon, CGF has been able to reduce the price of these associated costs, and delegates attending CGF's renowned 2-day Governance Beyond Boards® Intervention and the 1-day Corporate Governance Framework® Workshop have received the cost benefits directly. Considering the many training sessions conducted by CGF, every pen and A4 writing pad, including the surprise package gifts for the delegates, is sponsored by Aon.

ADVERTORIAL

Expectedly, the business relationship is not one-sided. Since the two companies announced their affinity partnership in February 2013, CGF has made its clients aware of the extended preferential benefits which have been extended to our well established clientele. Through *Aon Private Insurance Broking*, CGF's clients have access to preferential benefits and services for Household, Motor and Business Insurance. As good partnerships require, the two companies meet regularly to discuss additional, innovative ways of extending their respective services as a value-added offering for their respective clients.

As CGF is regarded highly for its desk-top governance research capabilities, the intellectual property is not only weaved through CGF's Governance Beyond Boards® Interventions; this information is also contained in hundreds of articles, précises and executive summaries. Indeed, governance information of this calibre, which is peer reviewed by many notable externally appointed subject matter experts, is highly sought after. Through the partnership, Aon's clients also benefit from this information, with preferential rates provided by CGF.

Leaving no business opportunity unexplored, and where both companies are fortunate to have strong distribution channels, CGF and Aon have more exciting developments which will be announced in the near future. The partnership between the companies has proved -- once again -- that a robust strategy which is designed for mutual benefits and where the client is top of mind, is a winning formula. There are no short-cuts, and success occurs where there is common purpose, collaboration and such that clients are extended a professional, value-added service.

Call Aon on 0800 400 400 for a quotation or email quoterequest@aon.co.za. **Aon is an authorised financial services provider. (FSP #20555)**

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