

# 4-Good-Cause

Giving back through  
skills and knowledge

You know the old adage, "if you give a man a fish, you will feed him for a day, but if you teach him how to fish, you will feed him for a lifetime."

At Neil Cerbone Associates, we believe strongly that this is true. We believe that the best way to help an individual, an organization, or an entire community, is by giving them the information and skills they need to achieve their objectives. So, in order to help those who are helping others, we have established a program to give what we do best.

## Earn Learning for Your Good Cause

The 4-Good-Cause concept is simple. For every four days of consulting or training services purchased by our clients, we will donate one pro bono day of training to the non-profit organization of choice. Imagine that; a fifth day on us for the direct benefit of your worthy cause. One day, or more, of professional services that will help them become a more successful organization without dipping into precious funds.

## Choice of Topics

The following one day training programs are available, pro bono, for organizations that qualify.

- The Diversity Payoff: How Inclusion Drives Innovation
- Teamwork: How to Form and Strengthen Teams to Get the Job Done
- Managing a Multigenerational Workforce
- Employee Engagement at Its Best
- PrioSys: Successfully Connect with More People, in More Places, More of the Time
- Navigating Conflict Effectively
- Extraordinary Presentation Skills
- Institutionalizing Optimism: How to Find the Opportunity in Any Environment

## Rules and Restrictions

1. Four days of full-rate consulting or training work for client must be completed and paid in full before pro bono work is fulfilled.
2. NCA contract training engagements are exempt from the 4-Good-Cause program.
3. Limit of 10 pro bono days, per year, per client.
4. Non-profit organization may not be subsidiary or affiliate of client organization.
5. Non-profit organization may not be a government agency.
6. Neil Cerbone Associates reserves the right to refuse to deliver pro bono training to any organization that conflicts with our values. Approval of recipient organization can and will be granted in advance of client engagement.
7. Cancellation of scheduled pro bono training may result in forfeiture of those days.



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Because all business is personal

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