Presencesmith™

Commercial Prospectus

Presenceworks Pty Ltd

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Public Edition

Presencesmith™ Commercial Prospectus

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Document control

Version	Date	Owner	Status
1.0	1 November 2026	Presenceworks Pty Ltd	Released – Public Edition

Companion documents

This document is supported by the following companion documents:

Code	Document
G-01	Trust Programme Overview
S-01	Trust Programme Register
F-01	Trust Framework
F-02	Professional Trust
P-01	Professional Trust Playbook

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1. About this prospectus

This Commercial Prospectus sets out the commercial arrangements available through Presenceworks Pty Ltd under its principal brand, Presencesmith™.

It is intended for professionals, organisations, practitioners, universities and other institutions considering direct access to Presencesmith offerings, use within their own organisation or institution, or delivery to their clients under rights granted by Presenceworks.

The Trust Programme Overview (G-01) establishes the scope and structure of the Trust Programme, while this Prospectus sets out the corresponding commercial arrangements, including offerings, delivery arrangements, pricing, rights, requirements and restrictions.

This Prospectus takes effect on 1 November 2026 and supersedes all prior commercial information relating to Presencesmith. Presenceworks may update its offerings, pricing and terms for subsequent purchases or engagements, while pre-existing rights remain governed by the terms applying when they were acquired.

2. About Presenceworks

Presenceworks Pty Ltd is an Australian training and advisory company that develops and provides Presencesmith offerings for professional, organisational and institutional use.

Presenceworks develops and maintains the Trust Programme, together with its intellectual property, materials, delivery standards and supporting resources. Its offerings comprise products, services, delivery and Custom Solutions.

Presencesmith offerings are accessed online through a platform owned by Presenceworks, with direct and licensed delivery available where specified.

3. Offerings

Presencesmith™ is available through four offerings: Products, Services, Delivery and Custom Solutions. Together, they provide individuals and organisations with options to develop professional capability, access specialist services, deliver approved programmes and apply Presencesmith within their own organisations.

The offerings accommodate different requirements, from individual professional development to organisational implementation and commercial delivery. The following overview identifies each offering, with its scope and commercial arrangements detailed in the relevant sections.

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Products

Professional Trust provides the complete framework and practical resources to build the trust required for greater responsibility, influence and professional opportunity. Trust Framework Essentials introduces Presencesmith™ to individuals and organisations evaluating its relevance and practical application.

Section 4

Services

Presenceworks provides specialist advisory, workshops, programmes, practitioner training, keynotes and executive briefings to strengthen professional and organisational capability, inform consequential decisions and address strategic priorities.

Section 5

Delivery

Organisations may deliver Presencesmith™ programmes internally through certified practitioners, while individually authorised practitioners may deliver them to their own clients. Both operate under defined delivery rights.

Section 6

Custom Solutions

Custom Solutions enable individuals, organisations and institutions to integrate Presencesmith™ into their own programmes, curricula and professional applications. Each engagement establishes the scope, intellectual property rights and commercial terms appropriate to the intended use.

Section 7

4. Products

Presenceworks products comprise Trust Framework Essentials and Professional Trust. Their purpose, inclusions and availability are set out below.

Products are accessed online through a registered Presencesmith account. Unless otherwise stated, access is provided for the purchaser’s own use and does not grant rights to deliver or teach Presencesmith offerings to others, adapt or rebrand the materials, incorporate them into another product or methodology, or reproduce or distribute them beyond the permissions applying to the product.

Additional rights for use and delivery may be granted under the delivery and custom solution arrangements set out later in this Prospectus.

Paid products are offered on a one-off purchase basis with ongoing access to the edition acquired. Minor revisions and corrections to that edition are included at no additional charge. A substantially revised or expanded edition is treated as a new product and requires a separate purchase.

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Professional Trust

Provides the complete Trust Framework, its professional application and practical resources for individuals seeking greater responsibility, influence and professional opportunity.

Section 4.1

Trust Framework Essentials

Introduces the Trust Framework and Professional Trust through selected concepts, a worked example and an introductory exercise.

Section 4.2

4.1. Professional Trust

Professional Trust equips individuals to build the trust required for greater responsibility, influence and opportunity. It is designed for consequential appointments, transitions and changes in mandate where proven capability alone may not secure the support or recognition sought. The product provides a disciplined way to strengthen how that capability is understood, assessed and relied upon in consequential decisions.

Professional Trust comprises the complete Trust Framework, its professional implementation and the practical resources required for application. The included resources are set out below.

Code	Document	Purpose
F-01	Trust Framework	Establishes the universal principles, architecture, operating model and methodology.
T-01	Trust Framework Terminology	Defines the terminology used throughout the Trust Framework.
R-01	Trust Framework Reference	Provides supporting classifications and reference material.
F-02	Professional Trust	Applies the Trust Framework to individuals acting in a professional capacity.
T-02	Professional Trust Terminology	Defines terminology specific to professional application.
R-02	Professional Trust Reference	Provides classifications and reference material for professional application.
P-01	Professional Trust Playbook	Provides practical guidance for applying Professional Trust.
W-01	Professional Trust Practitioner Workbook	Provides the structured working record used during application.
K-01	Professional Trust Practitioner Toolkit	Provides diagnostics, assessments, templates and reusable practitioner tools.

Table 1 — Professional Trust resources

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4.2. Trust Framework Essentials

Trust Framework Essentials provides a concise introduction to Presencesmith for professionals and organisations considering its relevance to consequential decisions, relationships and responsibilities. It presents selected concepts from the Trust Framework and Professional Trust through a worked example and introductory exercise, giving readers a practical basis for understanding the approach and its application.

Trust Framework Essentials is available free through a registered Presencesmith account. It may be downloaded and shared in its complete, unmodified form for evaluation.

5. Services

Presenceworks works with executives, boards and organisations where trust materially influences consequential decisions, relationships and strategic priorities. Our services strengthen the basis for responsibility, support and commitment, improve decision quality and focus effort where it can have the greatest effect.

Services include targeted advisory work, structured workshops, comprehensive programmes, practitioner training, keynotes and executive briefings. The scope and format of commissioned engagements reflect the significance, complexity and duration of the client's priorities.

Advisory

Strategic counsel on consequential decisions, critical trade-offs and shifts in direction.

Section 5.1

Workshops

Intensive, structured application to a defined priority, building shared understanding and practical capability.

Section 5.2

Programmes

Sustained learning and application that develops capability through practice, experience and review.

Section 5.3

Practitioner training

Structured instruction, practical exercises and facilitation feedback to prepare professionals for Practitioner Certification and delivery of Presencesmith™ programmes.

Section 5.4

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Keynotes and executive briefings

Authoritative perspectives that challenge assumptions, reframe consequential issues and inform executive discussion.

Section 5.5

5.1. Advisory

Advisory provides independent counsel on consequential decisions, critical trade-offs and changes in strategic direction where trust materially affects the outcome. The engagement examines assumptions, constraints and alternatives, establishing their implications for key choices, priorities and resource allocation. Engagements may be discrete or continuing where complex issues extend across successive decisions or changing circumstances.

5.2. Workshops

Presenceworks conducts focused working sessions around critical professional and organisational priorities requiring collective alignment and action. Each engagement applies the Trust Framework, specialist Presencesmith expertise and practical tools to the client's specific circumstances. Participants align on strategic priorities, identify and examine barriers, clarify responsibilities and agree a defined course of action.

Standard Professional Trust Workshops are available in half-day and full-day formats, with scope determined by the objective, participants and complexity of the challenge.

5.3. Programmes

Presenceworks programmes develop the capability to build and sustain the trust on which consequential professional and organisational decisions depend. Participants learn to apply Presencesmith independently, strengthening their ability to assess requirements, establish priorities and respond to changing circumstances.

Programmes combine expert guidance in applying the Trust Framework with practical resources and structured work on participants' own objectives. Participants apply the methodology to their professional or organisational circumstances, examine progress, address emerging requirements and refine their approach. Professional Trust is delivered through two structured offerings.

Professional Trust Foundation Programme

Learn the essential concepts, apply them to a defined professional objective and develop an initial practical approach.

Professional Trust Core Programme

Apply the Trust Framework to a defined professional objective, learn from experience and refine action through sustained implementation, monitoring and review.

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Presenceworks offers both programmes in open and private formats. Open programmes are available for individual enrolment. Private programmes are commissioned by organisations for dedicated groups.

Individual access to Professional Trust is included with enrolment in either programme, whether delivered by Presenceworks or under a licensed delivery arrangement. Each participant receives access through a registered Presencesmith account, subject to the applicable product access terms.

5.4. Practitioner training

Practitioner Training develops the facilitation capability and practical skills required to deliver Presencesmith™ Foundation and Core Programmes in accordance with Presenceworks standards.

Training encompasses guided instruction, practical exercises and facilitation review using standard programme materials, facilitator guidance and delivery resources.

Training is delivered through scheduled open cohorts and prepares participants for Practitioner Certification. Certification is a separate process involving formal assessment against prescribed competency standards.

5.5. Keynotes and executive briefings

Presenceworks Keynotes and Executive Briefings bring a distinctive Presencesmith perspective to consequential professional and organisational decisions. They challenge established assumptions about trust, examine its influence on responsibility, discretion and commitment, and introduce perspectives that inform leadership thinking and strategic discussion.

Keynotes engage broader audiences through compelling ideas and practical insights, while Executive Briefings examine the implications of trust for the strategic priorities, consequential decisions and stakeholder relationships of boards and executive teams.

Engagements are available for boards, executive teams, conferences, associations, professional bodies, business schools and other institutions. Content, duration and format are determined by the audience and purpose.

6. Licensed delivery

Presenceworks grants licences to organisations and independent practitioners to deliver Presencesmith™ programmes. Each licence specifies the programmes authorised for delivery, the rights granted and the applicable requirements.

Licensed delivery requires certified practitioners to follow the prescribed programmes, present the methodology accurately and use authorised materials. Presenceworks may update delivery standards and supporting guidance to maintain consistent delivery.

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Each licence establishes the permitted use, reproduction and distribution of Presencesmith materials. Developing alternative programmes, incorporating content into existing curricula or adapting materials beyond the granted rights requires a separately agreed Custom Solution (Section 7).

Organisational Delivery Licence

Authorises an organisation to deliver prescribed Presencesmith™ programmes internally through certified practitioners.

Section 6.1

Authorised Practitioner Licence

Authorises a certified practitioner to deliver prescribed Presencesmith™ programmes commercially to external clients.

Section 6.2

Practitioner Certification

Confirms that an individual has met Presenceworks' requirements for programme delivery. Certification is mandatory under both licensing arrangements but does not independently grant delivery rights.

Section 6.3

6.1. Organisational Delivery Licence

The Organisational Delivery Licence authorises an organisation to deliver standard Presencesmith™ Foundation and Core Programmes internally as part of its leadership, talent and professional development initiatives.

The annual organisational licence specifies the authorised programme, participant capacity and applicable terms and conditions. Foundation and Core are licensed separately, with each licence applying to a single contracting legal entity.

Each licence includes delivery rights for up to two named certified practitioners, covering both employees and engaged external professionals. Additional practitioners may be added upon payment of the applicable annual fee. Practitioner certification is held in a personal capacity, and delivery solely on behalf of the licensed organisation requires no separate practitioner licence.

6.2. Authorised Practitioner Licence

The Authorised Practitioner Licence grants certified practitioners the right to deliver standard Presencesmith™ Foundation and Core Programmes to their clients. These rights are granted exclusively to the individual practitioner and do not extend to associated organisations or other practitioners.

Practitioner certification includes a 12-month practitioner licence. Continued delivery requires annual renewal, payment of the applicable fee and compliance with delivery

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standards. Expired licences may be reinstated under the requirements and fees in effect at the time of reinstatement.

Presenceworks may introduce additional professional development and compliance requirements as a condition of licence renewal. Practitioners will be informed of these requirements before renewal. Expiry of a practitioner licence does not affect the individual's certification.

6.3. Practitioner Certification

Practitioner Certification attests to an individual’s demonstrated competence to deliver Presencesmith™ Foundation and Core Programmes in accordance with Presenceworks standards. Certification is mandatory for all practitioners delivering under an Organisational Delivery Licence or Authorised Practitioner Licence.

Candidates prepare through self-directed study of prescribed materials or Practitioner Training and must pass a separate assessment evaluating conceptual understanding, practical application and facilitation capability.

Certification is awarded upon successful completion of the assessment requirements. It is held by the individual practitioner without periodic recertification. Programme delivery remains subject to the applicable licence and delivery standards.

7. Custom Solutions

Custom Solutions enable organisations and institutions to adapt, integrate or extend Presencesmith™ offerings beyond standard commercial arrangements. Engagements may involve incorporating Presencesmith content into existing programmes, developing specialised curricula or applications and securing additional rights suited to the intended use.

Options include translation, co-branding, customised materials, expanded delivery or use rights, exclusivity and tailored commercial terms. Each engagement is governed by a separate agreement defining its scope, deliverables, rights and obligations.

Presenceworks retains ownership of its pre-existing intellectual property, including where its content is incorporated into client programmes, combined with third-party materials or developed collaboratively. Ownership and permitted use of modifications, adaptations and derivative works created during the engagement are expressly agreed.

The applicable agreement specifies branding, attribution, use of Presencesmith™ credentials and the application of Presenceworks' delivery standards.

8. Pricing and terms

All prices are stated in Australian dollars. Presenceworks is not currently registered for GST and does not charge it. The following sections set out the prices and charging

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arrangements for one-off purchases, annual licences and separately quoted engagements.

Presenceworks may revise its published prices. Agreed fees remain fixed for the applicable term, with revised rates applying upon renewal. Fees for separately quoted engagements are agreed before the relevant contract is entered into.

Purchases, licences and engagements are governed by the applicable terms of service, licence agreement or engagement agreement, which establish the rights and obligations of each party.

8.1. Products

$495

Professional Trust

Per individual · One-off

$0

Trust Framework Essentials

Per individual · Free access

8.2. Services

8.2.1. Advisory

Advisory services are priced by quotation for each engagement.

8.2.2. Programmes

$1,295

Foundation Programme - Open *

Per participant · One-off

Facilitated learning 10 hours

$2,495

Core Programme - Open *

Per participant · One-off

Facilitated learning 20 hours

$9,500

Foundation Programme - Private *

Per cohort · One-off

Facilitated learning 10 hours

Includes up to 8 participants (max capacity 12)

$18,500

Core Programme - Private *

Per cohort · One-off

Facilitated learning 20 hours

Includes up to 8 participants (max capacity 12)

* All programme enrolments include individual access to Professional Trust.

Pricing details

Item	Foundation Programme	Core Programme
Customisation included	Up to 2 hours	Up to 3 hours

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Item	Foundation Programme	Core Programme
Effective price per participant at included capacity	$1,187.50	$2,312.50
Additional participant (9–12)	$525 each	$1,050 each
Additional customisation	$250/hour	$250/hour

Table 2 — Private programme pricing details

Private cohort fees apply regardless of attendance. Groups exceeding the standard capacity require an additional cohort or a separately agreed delivery arrangement.

Private programmes may be customised to the client's objectives and operating environment without materially altering the standard content or structure. Substantial adaptation or integration into existing curricula or methodologies requires a separately agreed Custom Solution.

8.2.3. Workshops

$4,500

Half-day Workshop

Per workshop · One-off
Facilitated learning 4 hours
Includes up to 12 participants (max capacity 16)

$6,750

Full-day Workshop

Per workshop · One-off
Facilitated learning 7 hours
Includes up to 10 participants (max capacity 16)

Pricing details

Item	Half-day Workshop	Full-day Workshop
Customisation included	Up to 2 hours	Up to 2 hours
Effective price per participant at included capacity	$375	$675
Additional participant	$250 each (13–16)	$400 each (11–16)
Additional customisation	$250/hour	$250/hour

Table 3 — Workshop pricing details

Workshop fees apply regardless of attendance and cover online or in-person delivery. Groups exceeding the maximum capacity require a separately agreed delivery arrangement.

Workshops may be customised to the client's objectives and operating environment without materially altering the standard content or structure. Substantial adaptation or integration into existing programmes or curricula requires a separately agreed Custom Solution.

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8.2.4. Practitioner certification and training

$1,750	$1,950	$3,000
Practitioner Training	**Practitioner Certification**	**Combined Training and Certification**
Per participant · One-off	Per participant · One-off	Per participant · One-off

Practitioner Training is not required for certification. Practitioner Certification includes the first 12 months of the Authorised Practitioner Licence upon successful assessment, whether purchased separately or as part of the combined package. Subsequent Authorised Practitioner Licence renewals and programme enrolment fees are set out in Section 8.3.

8.2.5. Keynotes and executive briefings

From $6,500	$4,500
Keynote	**Executive Briefing**
Per engagement · One-off	Per engagement · One-off

Fees include preparation and live delivery, online or in person, tailored to the agreed topic, audience and event requirements. Engagements requiring materially different preparation or delivery arrangements are quoted separately. Recording, rebroadcast, on-demand access and promotional use require separate agreement and pricing.

8.2.6. Additional costs

Where in-person delivery requires travel, the client is responsible for reasonable travel, accommodation, and related out-of-pocket expenses.

Any other material third-party or directly incurred costs required for delivery are agreed with the client before being incurred.

8.3. Licensed delivery

Presenceworks offers two licensing models for Presencesmith™ programmes: the Organisational Delivery Licence and the Authorised Practitioner Licence.

An Organisational Delivery Licence permits an organisation to deliver programmes internally, with an annual licence fee covering a specified participant allocation. An Authorised Practitioner Licence permits certified practitioners to deliver programmes to their clients, with an annual licence fee and separate per-participant enrolment charges.

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Participants enrolled under either model receive individual access to Professional Trust. Participant enrolment fees are not prorated according to the enrolment date. Enrolments do not extend the licence term or change its renewal date.

8.3.1. Organisational Delivery Licence

Foundation and Core Programmes are licensed separately, with each annual licence covering a selected participant allocation. Enrolments are applied against that allocation before additional participant charges apply. Unused allocations expire at the end of the licence term.

Participant limit	Foundation annual licence	Foundation additional participant	Core annual licence	Core additional participant
Up to 20	$16,000	$747.50	$30,000	$1,667.50
Up to 40	$29,000	$591.43	$59,000	$1,182.86
Up to 75	$47,000	$444.67	$95,000	$874.00
Up to 150	$76,000	$352.67	$152,000	$690.00
Up to 300	$122,000	By quotation	$242,000	By quotation
More than 300	By quotation	By quotation	By quotation	By quotation

Table 4 — Organisational Delivery Licence pricing

Each Organisational Delivery Licence includes delivery rights for two named certified practitioners. Additional certified practitioners may be added at $250 per practitioner annually.

Additional participants are charged at the rate applicable to the current licence band. The combined annual licence fee and additional-participant charges cannot exceed the price of the next licence band. Once that threshold is reached, the organisation moves to the higher participant allocation, with amounts already paid credited towards the upgrade. Above 300 participants, pricing and licence terms are separately agreed by quotation, and the next-band limit does not apply. At renewal, the annual fee is based on the participant allocation selected for the new term.

The following example illustrates the calculation of additional-participant charges for a Foundation Programme licence covering 40 participants, with 52 enrolled during the annual term.

Foundation Programme – 52 Participants	
Annual licence fee (40 Participants)	$29,000.00
12 additional participants x $591.43	$7,097.16
Total annual fee	**$36,097.16**

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8.3.2. Authorised Practitioner Licence

Item	Price	Basis
Practitioner licence renewal	$495	Per practitioner · Annually, from year two
Foundation Programme	$300	Per participant
Core Programme	$550	Per participant

Table 5 — Authorised Practitioner Licence pricing

8.4. Custom Solutions

Custom Solutions are individually scoped and priced according to the extent of adaptation, integration, development and additional use or delivery rights required.

8.5. Payment terms

Unless otherwise agreed, invoices are payable within 14 days of issue. Where advance payment is required, payment must be received before the applicable access is granted, programme commences or licence takes effect.

Presenceworks may withhold commencement or suspend further performance while undisputed amounts remain overdue. Cancellation, rescheduling, participant substitutions, refunds and approved expenses are governed by the applicable Presenceworks Terms of Service or separate licence or engagement agreement. The relevant conditions are provided before a purchase, enrolment or engagement is confirmed.

8.5.1. Products

Direct product purchases are payable in full at the time of purchase.

8.5.2. Services

Open programme enrolments are payable in full before programme commencement. Payment terms for private programmes, workshops, advisory services, keynotes and executive briefings, including any deposits or payment schedules, are established in the applicable agreement.

Practitioner Training fees are payable in full before training commences, including when purchased together with Practitioner Certification. Standalone Practitioner Certification fees are payable in full before the assessment process begins.

8.5.3. Licensed delivery

Organisational Delivery Licence. Annual licence fees are payable before the licence term commences or renews. Additional participant charges are invoiced as enrolments exceed the included allocation, subject to the applicable licence band and upgrade provisions. Additional certified practitioners are charged pro rata for the remaining licence term.

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Authorised Practitioner Licence. Annual licence renewal fees are payable before the licence renews. Participant enrolment fees are payable before programme access is granted, unless otherwise agreed. Practitioners remain responsible for these fees regardless of their payment arrangements with clients.

8.5.4. Custom Solutions

Payment terms, including any deposits or payment schedules, are established in the applicable agreement.

8.6. Contact and enquiries

Direct purchases are available through presenceworks.com.au. Enquiries should be directed to hello@presenceworks.com.au.

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A reader may refer accurately to Presencesmith to identify the document, product or programme, provided the reference does not falsely suggest endorsement, accreditation or affiliation.

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This provision does not override the contractual descriptions, express commitments or statutory guarantees applicable to a purchased product or service.

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This notice is governed by the laws of Queensland, Australia.

Any dispute is subject to courts having jurisdiction under applicable law.

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