



**Cleveland, Ohio – August 12-16<sup>th</sup> 2015**

**lisa**

# Dan Buettner at Shaklee Live

## National Geographic Explorer and New York Times® best-selling author of *The Blue Zones*



- Founded Blue Zones, LLC in 2009, a company that puts the world's best practices of longevity and wellbeing to work in people's lives.
- Buettner's *National Geographic* cover story on longevity, "The Secrets of Living Longer," was one of their top-selling issues in history and resulted in his being a finalist for a National Magazine Award.
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- His new book, **THE BLUE ZONES SOLUTION: *Eating and Living Like the World's Healthiest People***, is available in stores now.



# Blue Zone Principles Applied to 20 American Cities, Improving Health of More Than 5 million

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- Their strategy focuses on optimizing the health environment instead of individual behavior change. Writing in *Newsweek*, Harvard University's Walter Willet called the results "stunning."
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## **New York Times® best-selling author of *The Happiness Advantage*, Shawn Achor at Shaklee Live in Cleveland**

- After spending 12 years at Harvard University, **Shawn** has become one of the world's leading experts on the connection between happiness and success.
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**SUCCESS IS NOT  
TO BE PURSUED;  
IT IS TO BE  
ATTRACTED BY  
THE PERSON  
YOU BECOME.**

**JIM ROHN**

QuotePixel.com

 **Shaklee**

Jim Rohn ...

*If you want to have more,  
you have to become more.*

*For things to change, you have to change.  
For things to get better, you have to get better.  
For things to improve, you have to improve.  
When you grow, everything grows for you.*





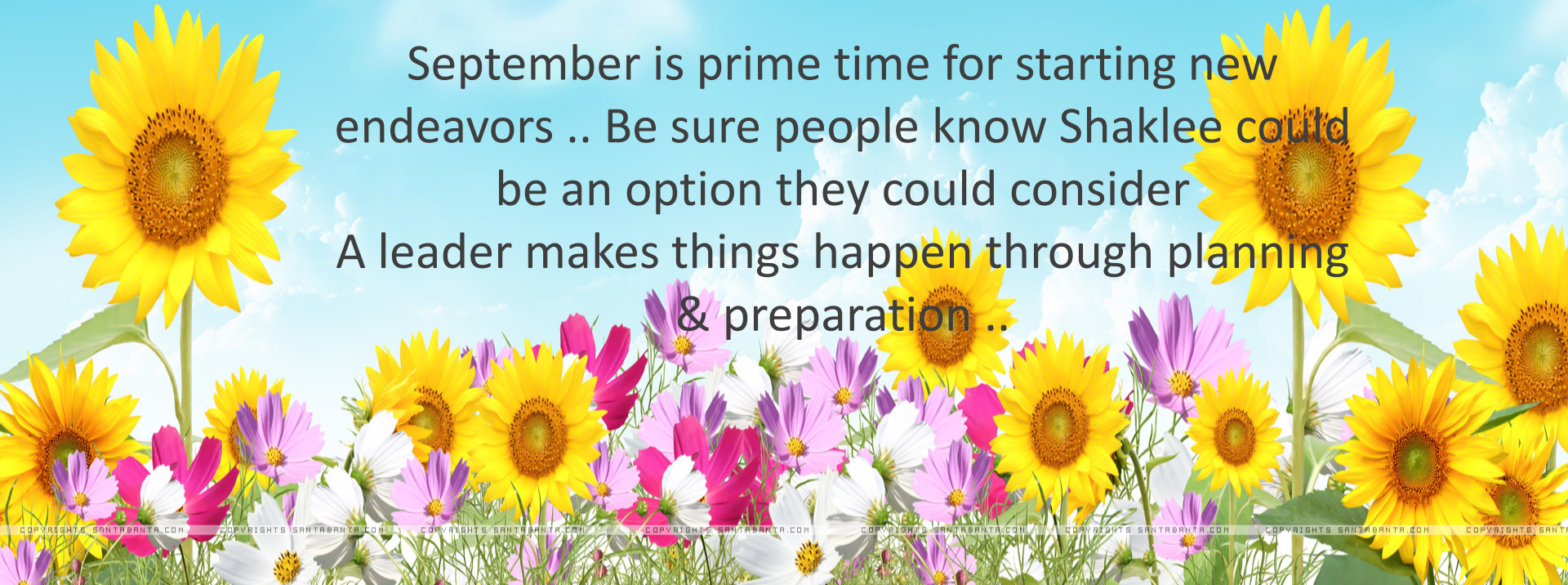
# Summer Strategies

Beware the temptation to get too laid back

Summer can be a fabulous time to meet new people, to host casual events and to expand our businesses.

Many Shaklee products are ideal for summer needs  
katie

September is prime time for starting new endeavors .. Be sure people know Shaklee could be an option they could consider  
A leader makes things happen through planning & preparation ..



# Monday Wellness Webinars Schedule

June 1 -- Presidential Master Coordinator Gary Burke shares his story and overview of benefits of home businesses.

June 8—Preparing for Perils of Summer – Sun, Dehydration, Bugs and Bumps

June 15 – Nutritional Support for Labor, Delivery and Post Partum Healing

June 25 – Power of our Profession for ...

Teachers who are Still Working

katie

Archived at [www.BetterHealthin31Days.com](http://www.BetterHealthin31Days.com)

Click here to attend

<https://www2.gotomeeting.com/register/168936498>



# Our Businesses Grow .. As We Grow

Shaklee Leadership, Coaching and Personal Development  
Discussions

Summer 2015 # 1

## It Takes a Leader to Build an Organization

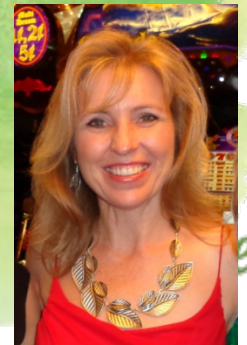
Master Coordinators Jo  
Coogan & Barb Lagoni



Executive Coordinators  
Harper Guerra & Katie Odom



Senior Executive  
Coordinator  
Lisa Anderson





## Our 6 Week Series Will Focus on... The Art of Leadership

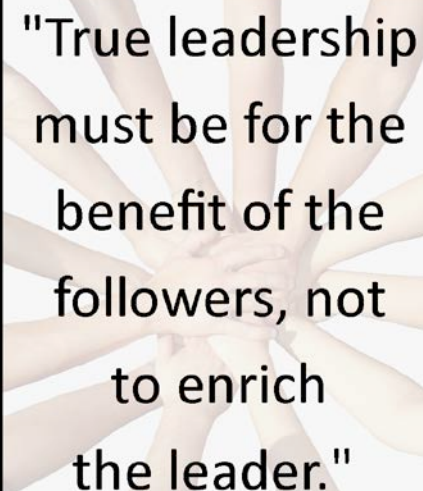
In our weekly trainings, we have covered the mechanics and fundamentals of becoming a Director .. And developing a Director

However... The single most important skill that will now determine the size and growth of our organizations is...

**our leadership, our people skills, and our personal development.**

harper

Because ...Achieving the rank of Master Coordinator is not nearly as important .. as the person we become on the way.



"True leadership must be for the benefit of the followers, not to enrich the leader."

-John C. Maxwell



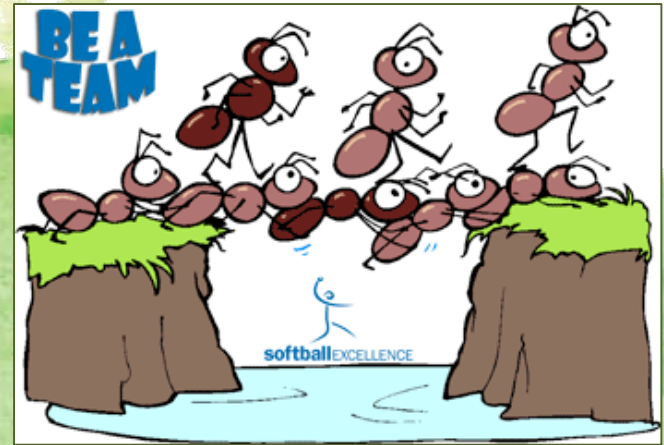
## Objectives for Session #1 – Leadership Skills – the Key To Developing an Organization

- To understand the benefits of developing an organization of business leaders... not just about money.
- To review the essential steps to develop a Director so we can confidently coach a new business partner to reach that first rank.
- To discuss the standards we will want to set of how long it should take to develop to Director once the decision is made after a period of evaluation ( consider 4 to 12 weeks.) lisa





## The Power of the Team -- Benefits of Developing an Organization



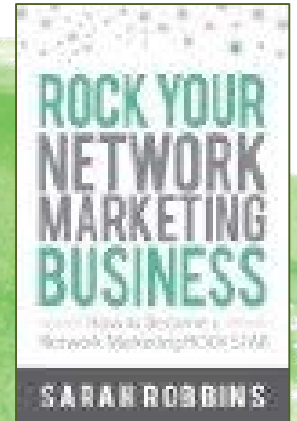
- To maximize the income & benefits offered by the Dream Plan  
The company has a goal to double its size in North America. Doubling the number of business leaders is most effective way to achieve that.
- To maximize the number of people who can be reached with our message of health and prevention and perhaps a more appealing way to make a living.
- It's more fun and fulfilling to create a team that supports one another, celebrates one another's triumphs and helps find solutions to the challenges.
- Building an organization creates more value to your business should you want to leave it to your descendants... or even sell it.

katie

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# Effective Enrollment and Duplication

Sarah Robbins



In developing your organization ...

## Systems are critical!

katie

Core systems include...

- Effective enrollment
- Connecting your new distributor to company and team tools and training
- Teaching them a sponsoring process ...  
creating a list & reach out methods to continue to meet new customers and distributors.





# To Coach Distributors to Director With Confidence ... We Will Want to Be Crystal Clear of the Key Steps

**A new distributor is in an “ evaluation period “ in the beginning.**

We will want to be familiar with the best resources to send them ...  
and know the best events to which to invite them.

- Shaklee.tv
- BetterHealthin31Days.com/\_\_\_\_\_ your name
- Better Future Starts Today/\_\_\_\_\_ your name
- 3-way calls with uplines to hear their stories and know they have a team of people to help them
- Attending area conferences
- Sharing stories
- Connecting them to the team harper





# The Evaluation Period – Helping People Move From Interested to Committed

1\_\_\_\_2\_\_\_\_3\_\_\_\_4\_\_\_\_5\_\_\_\_6\_\_\_\_7\_\_\_\_8\_\_\_\_9\_\_\_\_10  
Interested Committed

How to determine how interested they are in developing a business...

- Are you calling them or are they calling you?
  - Attending training sessions and conference calls and events
  - Are they making contacts and taking action
- harper

When you are interested,  
you do what is convenient ...  
When you are committed ,  
you do whatever it takes

Ken Blanchard

## Key Steps to Director

### Step 1 – Identifying Their Purpose for Developing a Shaklee Business

- What would it do for them ...
- What would it mean for others

By asking these questions, we help our business partners get in touch with a higher purpose that will inspire them... and others.

When they share their reasons with their new customers and potential distributors, their invitations will be more compelling      lisa



# Key Steps to Director

## Step 2– Creating Their Dream Team List & Life-Long Customer List

In your first coaching session, you will be reviewing each name.

## Step 3 – Creating Their Plan – Now the Fun Begins !

a Specific 1000 PV Plan to get them to Star Associate ... (and then a 2000 PV Plan to Director, and then a plan for Coordinator, etc ) We will cover these planning sessions in detail in Session 4

lisa





## Step 4 Launch –

You will want to know which activities are most effective for their circle of friends... and begin scheduling immediately  
(3-way calls, in-home events and Grand Openings, FaceBook events, individual appointments, conference calls , area meetings, etc )

## Step 5 – Closing with Use.. Share.. Build

and begin the process of building their customer base and identifying their leaders

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# Setting the Time Line Standards for Each of Our Organizations

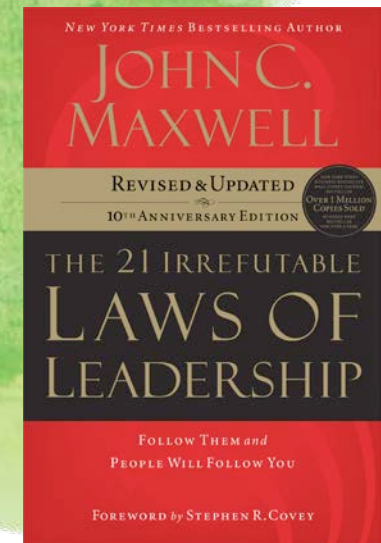
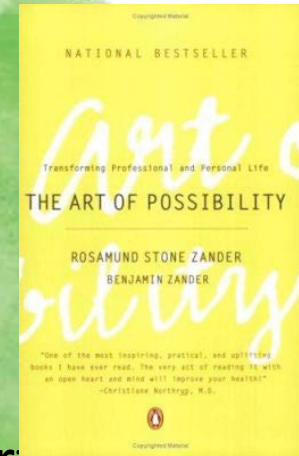
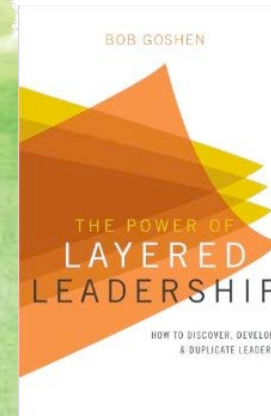


- Regarding the Evaluation Period --  
How long do you want that to typically take?
- Setting up their personal websites, reviewing the First Step Resource Guide in their Gold Business Kit, making their list, scheduling activities, etc ...  
How long before your first planning session?  
Sarah Robbins suggests 48 hours
- Once they decide to become a Director ...  
How long until the average new business partner advances to Director would you like to be the standard in your organization?  
( 4 to 12 weeks ? )
- What is your expectation for the level of activity for the first 30 days?  
( lots ! More than one event )      katie



# Popular Resources on Leadership

- Google Ted Talks on Leadership.
  - John Maxwell many books on Leadership
  - Power of Layered Leadership by Bob Goshen
  - The Serving Leader by Ken Jennings and John Stahl-Wert
  - The Art of Possibility by Ben Zander
  - Podcasts by Michael Hyatt, EntreLeadership
  - Principle-Centered Leadership by Stephen Covey
- katie





# Action Steps

## Begin the Process of Studying Leadership

- Select a book, or podcast, or other resource to begin your study of leadership and personal development.

Jim Rohn says “ The difference between where you are today ... and where you will be 5 years from now ... will be found in the quality of the books you read.”

- Review or create your system for developing dozens of leaders about to come into your organization. ( how’s that for big thinking! )
- Monitor your self-talk (that will reveal your belief in your success) and revisit your vision for your organization .. How big can you see it?

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## Action Steps –Summer Strategies

- Help your distributors schedule summer events now ... at the beginning of the month ... Insert a calendar in the working folder with the names & contact information of all the people they want to invite... Set up Conference calls, play dates, 3-way calls, webinars, etc
- Help them set a sponsoring goal for July -- and a PV goal ...
- Find ways for them to attend the Cleveland Global Conference ... It will be one to remember. ( sharing rooms, car pooling, offering scholarships for increasing PV , etc )
- Help your distributors think about **how many they will bring with them.** katie





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The conductor of an orchestra doesn't make a sound. He depends, for his power - on his ability to make other people powerful.

Benjamin Zander,  
Boston Philharmonic Orchestra



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