

FIRST THINGS FIRST

*Growing Your Business with
New Directors Every Month*

SCHEDULE ACTION, CELEBRATE SUCCESS, DEVELOP DIRECTORS!



 **Melaleuca**
The Wellness Company®

START EACH MONTH RIGHT WITH DIRECTOR DEVELOPMENT

Do you want to have a vibrant and growing Melaleuca business? Then put first things first. Celebrating success, setting goals, making clear action plans should be first on your agenda each month. Holding a monthly Director Development meeting can make that happen! Whether it's celebrating success, setting goals, or scheduling action, no activity will get your business started each month like this first-of-the-month meeting. So get one started in your business right away!

CELEBRATE SUCCESS

Celebrating success is the most powerful activity of the Seven Critical Business-Building Activities at Melaleuca! When our achievements are celebrated, what do we do? We dream about getting the next recognition! Holding a Director Development meeting each month gets people inspired, envisioning what they can accomplish, and working towards an end goal!

SET GOALS AND SCHEDULE ACTION

One of the most important activities at a Director Development meeting is to schedule action. Imagine if everyone on your team took time to set goals and schedule action each month. Your team would have a bias for action right from the start and they would set goals to help them stretch to new heights.

RENEW RELATIONSHIPS AND ESTABLISH NEW ONES

New Directors need to "see" Melaleuca. Think back to your first few months in Melaleuca, there was likely a meeting you attended that created belief and elevated your sense for the company and its mission. In meetings, even those who have been around awhile get inspired.

GIVE NEW DIRECTORS IN YOUR ORGANIZATION A CONNECTION WITH OTHERS

When you first enrolled, if your only connection in Melaleuca was your enroller, it may not have been a strong enough connection to help you reach your goals. But when you really feel like you're a part of something, you're much more likely to work towards your goals.



KEEP YOUR TEAM'S THINKING ON THE RIGHT THING: DIRECTOR DEVELOPMENT

In any business, keeping the main goal the main goal is a challenge. But when you talk about and celebrate new Director development each month, there's no question as to what that main goal is.

KEEP YOUR TEAM DREAMING ABOUT NEW POSSIBILITIES

It's happened to all of us. We've been inspired by hearing the stories and seeing the check amount of someone who has reached a goal in Melaleuca. When we do, we start thinking about our own possibilities. A Director Development meeting gives your team the opportunity to hear those stories first hand each month!

COORDINATE CALENDARS

When you plan as a team, you work as a team. When you plan at your monthly meeting, new Directors get plugged in immediately. They watch others participate and, in turn, participate themselves. Coordinating together saves time. You can avoid phone calls, voice messages, and other scheduling troubles by planning in person each month.

“Successful teams have very clear goals. They write them down and make plans for their accomplishment.”

DIRECTOR DEVELOPMENT MEETING RECOMMENDED AGENDA

5:00 PM Pre-Meeting with Good-to-Great Team

The purpose of the pre-meeting is two-fold: (1) to help Good-to-Great Team members feel that they are part of the leadership team and “in the know,” and (2) to coordinate everyone’s assignments for the Director meeting later that evening. Refer to the *Creating and Managing Life-Changing Events* booklet for possible assignments.

6:00 PM Meeting Room SetUp

This includes registration table, name tags, banners, product display, table tents for Good-to-Great Team, and celebration items (pins/certificates).

6:40 PM Meet and Greet

All leaders meet and greet those attending to make them feel welcome and important. Be sure to have those in attendance sign the *Director Development Meeting Attendance Form*. Introduce new Directors and their spouse to others. Help them feel welcome.

7:00 PM Start of Meeting

Conduct a warm welcome. Recognize by status (Director through Director IX) those who are in attendance. Recognize by name and status all Senior Directors and above. Briefly discuss the agenda and what will happen.

7:05 PM Dinner Service

7:30 PM New Director Celebration

Bring all new Directors to the stage by name, give them a warm reception and a Director pin, and recognize their accomplishments. Invite a few select Directors to share experiences and checks. Help others see “what’s in it for them.”

Note that Melaleuca will provide a MORE report of:

- Everyone who has 8 or more personal customers in your organization who could qualify as Directors for the first time. You can print and bring that report with you on the first of the month to identify new Directors.
 - Everyone in your organization who advanced to Director II or above and was recognized by Melaleuca the month prior.
 - Director and above who enrolled two or more customers last month.
-

7:40 PM Advancing Directors II and Above Celebration

Celebrate advancing Directors II and above who advanced the month before last and were awarded their new status last month by Melaleuca.

Welcome advancing Directors II and above to the stage by name, celebrate their accomplishments, and share a few appropriate stories and check amounts. Help others see the rewards for advancing a Melaleuca business. The purpose is to get those in attendance dreaming.

7:45 PM Good-to-Great Celebration

Welcome to the stage (by name) all Directors IV and above, then welcome any new first-time Directors IV who advanced in the prior month and became a part of the Good-to-Great Team. Hold this group in high esteem. Share a few stories and the associated checks or cumulative earnings of these businesses.

7:50 PM Announcements

Share important times and dates for events that month in your city and organization. Coordinate schedules and answer questions. Announce the first-of-the-month promotion. Talk clearly about the benefits of earning the promotion and developing a Director. Confirm the date, time, and place of your next Director Development meeting.

8:00 PM Brief Training

This is a very brief training. The biggest mistake most leaders make in holding a Directors meeting is to make the training too long. More in-depth training can happen at Fast Track or other meetings during the month. Some suggestions for training in the Director Development meeting include: how to close a presentation, how to get someone started with a Pacesetter Pack, the importance of reaching 20/20, etc.

8:10 PM Schedule Action

Use the *Schedule Action Forms* to help each attendee schedule action for the month. Each Director or above in attendance should complete their own monthly *Schedule Action Plan* and the *Support Team Copy* to turn in to you. After they have completed their forms, they keep their monthly *Schedule Action Plan* and you collect the *Support Team Copy*. After the meeting is over, you and the other team leaders will divide the *Support Team Copy* forms to help with follow-up on the 10th and the 20th to see how the attendees are working towards their goals.

8:25 PM Wrap Up and Close

MELALEUCA CAN HELP YOU MAKE YOUR MEETING AN ONGOING SUCCESS

- 1 Melaleuca will advertise your meeting through the web, email, and text messages when you notify Melaleuca of your meeting time and place.
- 2 Melaleuca will reimburse the meeting host for the cost of the meals for any new Directors, advancing Directors II and above recognized by Melaleuca last month, or any Director who personally enrolled two or more customers last month! Melaleuca will pay up to \$20 per person for those who qualify when your meeting time, place, and host are pre-approved by Melaleuca.
- 3 You can purchase the following tools to help make your meeting a success:



SCHEDULE ACTION FORMS

- Director Pins (first-time Directors only)
- Banners
- Name Tags
- Product Display Materials
- Good-to-Great and Advancement Certificates
- Schedule Action Forms
- Walk-In Music and Awards Music
- Melaleuca Logo Items for Gifts
- Other Meeting Materials

- 4 The MORE report will allow you to see who in your organization has enrolled enough customers to qualify for Director. You can access this report daily and it will be updated on the first of the month.
- 5 Regional Managers and Directors will help organize and select hosts, coordinate efforts among teams, and facilitate the faxing of Schedule Action Forms to the Support Team if those attending are not in your organization.
- 6 Melaleuca will provide ongoing materials for effective brief training and announcements at your meeting.



Director Pin



Melaleuca Online Report Explorer

HOLD YOUR MEETING AT THE FIRST OF THE MONTH WHENEVER POSSIBLE

Ideally, your Director Development meeting should be held on the first day of the month. By doing so, you create a sense of importance and urgency. However, there are possible exceptions such as: some teams may have strict religious beliefs preventing them from meeting if the first falls on their Sabbath; or if the first falls on a Friday, some teams choose to meet on Saturday morning.



YOUR PARTICIPATION WILL DETERMINE THE SUCCESS OF THE MEETING

All Senior Directors and above are invited to host a Director Development meeting each month. In some areas, several Senior and Executive Directors will likely team up to host a meeting together. Regional Directors can help to coordinate efforts among local leaders. **IT'S IMPORTANT that all Senior and Executive Directors** actively participate each month even if they're not the Host. Your participation makes a difference!

WELCOME ALL DIRECTORS IN YOUR AREA

Every Director in your local area should be welcome to attend, even if they are not a part of your team. Often these leaders bring energy and success to your meeting. Melaleuca has always had a culture of helping others. You can create the same culture where everyone is welcome regardless of their support team. It's important that if your team members are attending in other cities that you take the responsibility to follow up on their scheduled action plan and not leave mentoring to another leader.

BUILD YOUR MEETING AROUND DINNER

1. Dinner increases attendance! Food brings people to the table!
2. Eating together gives time to get better acquainted, share experiences, and build relationships.
3. Typically, the cost of the venue is free if you're paying for a meal.
4. People like you better on a full stomach! Just kidding. But there is truth to the fact that a meal enhances the overall experience.

Who pays for dinner? Melaleuca will pay the cost of the meal up to \$20 for (1) each new Director and their spouse, (2) each leader who was recognized as advancing Director II or above in the prior month, and (3) any Director or above who personally enrolled at least 2 customers in the prior month. The Meeting Host pays for the dinners, then submits the Attendance Form and a receipt for the dinner to Melaleuca. Melaleuca will verify advancements enrollments and then reimburse the Host. The attendance form and receipts should be submitted within 48 hours. To qualify for reimbursement your meeting must be pre-approved by Melaleuca.

All other attendees pay for their own dinner. It's recommended a flat fee be collected at the door which includes the cost of dinner and gratuities. If possible, the cost should be held to \$15 or \$20 per person. The amount charged to attendees should not exceed the cost of the dinner.

SHARE STORIES AND CELEBRATE SUCCESS

During the Director Development meeting, it's important to share the success stories of new and advancing businesses.

BE SURE TO:

- 1 Most of the time, facilitate the story in an interview format. Interviews always work better and you can control the mic, so the stories are not too long and you get to the key parts of the story. The objective in sharing success stories is to get people dreaming. So ask questions that will elicit a promising “why” and feelings of accomplishment.
- 2 Learn about their story before you interview them. Then you can ask questions that are relevant to their Melaleuca experience.
- 3 When sharing check amounts, be sure to state the exact dollar amounts. Be clear to explain any one-time advancement bonuses and ongoing residual income, so everyone understands the value of growing their residual income.



BELOW ARE SOME GOOD QUESTIONS TO ASK DURING THE INTERVIEW:

- Tell us briefly what you do for a living and why you started a Melaleuca business.
- How has Melaleuca made a difference in your life or your family's life?
- What is your next goal, what do you want to accomplish next month (i.e. advancement goal, financial goal)?
- How large was your check last month and what did receiving it mean to you?
- Since you enrolled, what are your cumulative earnings with Melaleuca? What difference has that made in your life?

GETTING THE MOST FROM CELEBRATION

As a helpful guide, refer to the *Creating and Managing Life-Changing Events* book found at MyMelaleuca.com. This book provides excellent tips on how to celebrate success. Here are a few simple guidelines when celebrating success:

- 1 Organize your new Director, advancement, and Good-to-Great lists before the meeting begins. Know how to pronounce each person's name. Organize the list by lowest to highest status.
- 2 During Registration, assign a team member to verify names and lists as attendees register. This way if someone does not show up or someone from another city attends your meeting, your announcement list is accurate.
- 3 Refer to the *Life-Changing Events* booklet for guidelines on how to play awards music. If you have 30 or fewer in attendance, don't use the awards music. Playing awards music in a small setting can seem awkward. However, with a large group, use awards music when you celebrate new Directors and advancements.

KEEP YOUR MEETING FOCUSED

The Director Development meeting should be focused on the celebration of new Directors and advancements, and scheduling action. When you try to do too much in a meeting, it loses its essential focus. For example, do not combine a *Delivering Wellness* presentation with this meeting.

USE THE *SCHEDULE ACTION FORMS* TO SET GOALS

The *Schedule Action Forms* are to be completed during the last 15 minutes of your Director Development meeting. Everyone should be invited to complete both forms: their own monthly *Schedule Action Plan* to keep and the *Support Team Copy* to be turned into the Host/Support Team. The Host should ask those in attendance for their permission to follow up and help each other to reach their goals.

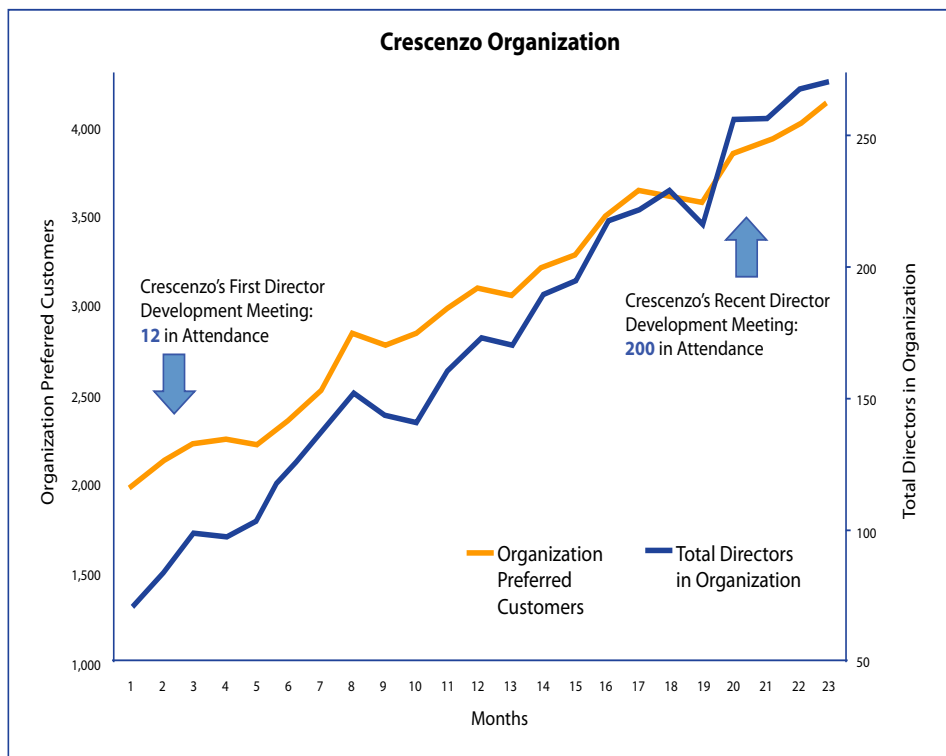
After collecting the forms and concluding the meeting, the Host and other leaders divide up the forms among the appropriate Support Team leaders.

On the 10th and 20th of the month, the Support Team leader, who has a copy of the *Support Team Form*, should call to follow up. Do not wait until the end of the month. When you follow up early in the month, there is still time for action and redirection. Everyone needs a helpful and friendly follow up in reaching their goals.

HOW TO KEEP ATTENDANCE AND ADVANCEMENTS HAPPENING?

This is the million dollar question! This will depend on several things: the involvement of your leadership team in preparing an inspiring meeting, the momentum created by the stories and celebration, how well those in attendance follow their commitments and action plans, how well you follow up, whether you lead by example, and the quality of your meeting.

Don't be discouraged if your meeting is small at first. Highlight each person's success, continue to encourage, and be a source for inspiration and your attendance will grow.



When Executive Director VII Phil Crescenzo and Executive Director IV Dave Crescenzo started their Director Development meeting they only had 12 in attendance. But that quickly changed and as their Directors and attendance grew, so did their organization

A Director Development meeting will create the opportunity and venue for celebrating success. Use these important guidelines and host or attend a Director Development meeting each month. It will make a difference!

Schedule Action Form

From Director to “Good to Great”

It's critical to focus your energy at the beginning of each month on how you're going to advance your business. This action plan should be completed the first day of every month.

Name: _____ **Date:** _____

Priority #1: Achieve 20/20 and Advance to Director II or Above (list names of personals below):

- ✓ Earn 20% on all personal customers
- ✓ Reward producers with placement
- ✓ Lead by example, your actions duplicate
- ✓ Find your next leaders/Directors

- | | | |
|----------|-----------|-----------|
| 1. _____ | 8. _____ | 15. _____ |
| 2. _____ | 9. _____ | 16. _____ |
| 3. _____ | 10. _____ | 17. _____ |
| 4. _____ | 11. _____ | 18. _____ |
| 5. _____ | 12. _____ | 19. _____ |
| 6. _____ | 13. _____ | 20. _____ |
| 7. _____ | 14. _____ | |

Priority #2: Develop One New Personal Director per Month:

I will complete the *Director This Month* form with the following people:

Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)

Priority #3: Schedule Action—What I Will Do When (write the dates and times below)

1. Attend Director Development Meeting	2. Add Names to Your Contact List (When/How Many)
3. Set Appointments (Power Hour)	4. Do Presentations
5. New Customer Follow-Up	6. Fast Track Meetings

Goals for This Month:

Personal Enrollments: _____ New Personal Directors: _____ Status Advancement: _____

Schedule Action Form

From “Good to Great” to Executive Director and Beyond

It's critical to focus your energy at the beginning of each month on how you're going to advance your business. This action plan should be completed the first day of every month.

Name: _____ **Date:** _____

Priority #1: New personal enrollments are the lifeblood of your business. Your goal is 2 to 4 personal enrollments each month. New Personal Enrollments:

1. _____ 2. _____
 3. _____ 4. _____

Priority #2: New Directors are the key to advancing. Your goal is at least 1 new Director each month.

I will complete the *Director This Month* form with the following people:

Name:	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name:	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name:	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name:	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)

Priority #3: Team up. Which personal Directors and above will you work with to advance this month?

Name	Current Status	Goal Status	Actions/Comments
1.			
2.			
3.			
4.			
5.			
6.			
7.			

List additional names, comments, and miscellaneous tasks on reverse side

Priority #4: Schedule Action—What I Will Do When (write the dates and times below)

1. Attend Director Development Meeting	2. Add Names to Your Contact List (When/How Many)
3. Set Appointments (Host Power Hours)	4. Do Presentations
5. New Customer Follow-Up	6. Fast Track Meetings/Host a Fast Track

Goals for This Month:

Personal Enrollments: _____ New Personal Directors: _____ Status Advancement: _____

Schedule Action Form

Support Team Copy

Please copy the information from your completed "Schedule Action Form." Give this to your Meeting Host, so they can follow up and help you reach these goals!

Name: _____ **Meeting Host:** _____

Date of Today's Meeting: _____

Phone Number: _____ **Email Address:** _____

Best Time of Day to Contact You:

AM Time _____ PM Time _____

Goals for This Month:

Personal Enrollments: _____ New Personal Directors: _____ Status Advancement: _____

Develop One New Personal Director per Month:

I will complete the *Director This Month* form with the following people:

Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)
Name: _____	Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)

Schedule Action—What I Will Do When

1. Attend Director Development Meeting	2. Add Names to Your Contact List (When/How Many)
3. Set Appointments (Power Hour)	4. Do Presentations
5. New Customer Follow-Up	6. Fast Track Meetings

I am committed! No matter what!

Signature: _____

Date: _____

