

LEADER DEVELOPMENT GUIDE



Advance
Your Business
and Accelerate
Your Success!

Norwex®

WELCOME TO Leadership

Congratulations on your decision to grow with Norwex! As you embark on this new journey, you may be wondering exactly how you will find your way. Use this book as your guide, and you will find direction and support as you move to your next level of Norwex Leadership.

YOUR LEADER DEVELOPMENT GUIDE COVERS FOUR MAIN KEY IDEAS THAT WILL DEVELOP YOU AS A LEADER AND ACCELERATE YOUR SUCCESS:

- **Set Your Goals: Leadership Growth Plan**

It all starts with this proven formula for success.

- **Plan and Prioritize Your Time: Your Leader Center**

Learn how and where to focus your time and energy.

- **Develop 5 Fundamental Leader Skills**

These skills serve as the foundational building blocks of every successful business and for every Leadership level.

- **Achieve Success at Every Level: Leader Checklist**

Utilize the checklist at your level to make sure you are mastering the necessary skills and are prepared to move up.

Remember, this is a journey not a destination. Long-term success comes from continued Leadership development.

“Far and away the best prize that life offers is the chance to work hard at work worth doing.”
Theodore Roosevelt





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In addition to this guide, many resources and tools are available to support you. We've put together the best of the best training and resources on your Consultant Office and have created a series of digital podcasts and training videos to help you continue developing as a Leader.

PODCASTS:

- This icon refers to a series of podcasts developed to support your training.
- To access these trainings, search for the Norwex Learning Network on iTunes or Google Play.
- Be sure to subscribe to our channel to hear all of the latest trainings.



VIDEOS:

This icon refers to specific video trainings that expand on the content of this guide. These videos are available on your Consultant Office.



LEADERSHIP Growth PLAN

SET YOUR GOALS AND GROW IN LEADERSHIP

Set your goals using the Leadership Growth Plan chart. This plan is based on the core 4 + 2 + 2 Party Formula. Consistently working this formula will lead to a healthy business and a growing team.

PERSONAL BUSINESS GROWTH

Developing your personal business should be your main focus. The more parties you hold, the more every aspect of your business grows.

TEAM GROWTH

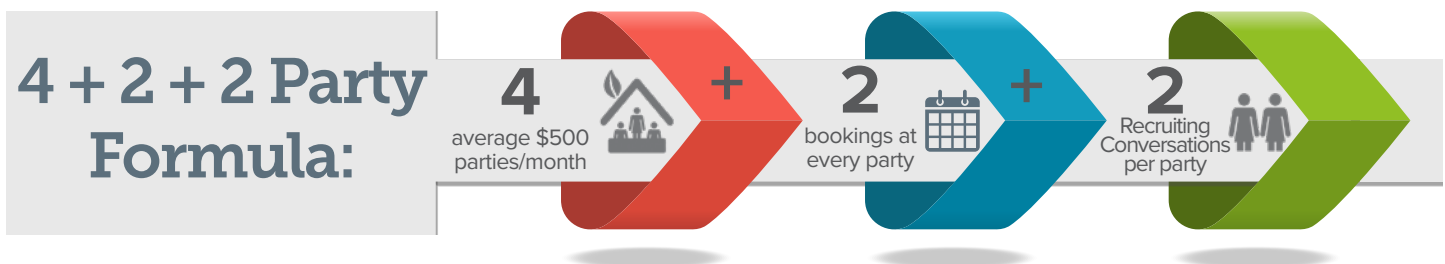
With a strong personal business, you are better equipped to train and grow your team. Start by teaching your new Consultants the 4 + 2 + 2 Party Formula to help them easily achieve their FreshSTART goals. As they continue to grow their business, teach them how to use this chart to set their own Leadership goals.

Personal Business	TC	SL	ESL	SESL
Parties per month	4	5	6	8
Bookings per party	2	2	2	2
Recruiting Conversations per party	2	2	2	2
Recruits per month	1	2	3	4
TEAM	TC	SL	ESL	SESL
Train new Consultants to achieve FreshSTART goals with the 4 + 2 + 2 Party Formula   				→
Develop Team Coordinators		1 every other month		→
Develop Sales Leaders			1 every 6 months	→

BASED ON ACTUAL RESULTS FROM NORWEX LEADERS WITH A HEALTHY, STRONG GROWTH PATTERN.

START WITH A SOLID FOUNDATION

By consistently working the 4 + 2 + 2 Party Formula, you will create the foundation for a healthy business that will develop into Leadership over time. This is a great formula to use to train your team.



Build **FROM**
4 + 2 + 2

As you continue to add parties, you naturally increase the number of Recruiting Conversations, which leads to more Recruits and building a team.

EXAMPLE:

TEAM COORDINATOR: 4 parties = 8 Recruiting Conversations = 1 new Recruit

SALES LEADER: 5 parties = 10 Recruiting Conversations = 2 new Recruits

Party 360°!

Helping Your Team Focus on Party 360° is a way to ensure they have momentum in their business!

The party drives the opportunity to **BOOK** more parties, **SELL** the products and **RECRUIT** new team members to **EARN** an income and **GROW** a healthy business.

By teaching your Consultants to follow the **4 + 2 + 2 Party Formula for Success** and connect each of these areas of their business through **Party 360°**, their party momentum will be unstoppable.



COACH YOUR TEAM TO USE THE APP

The Party360 App can be used at each step of their journey with Norwex!

IT IS DESIGNED TO HELP THEM:

- Connect to their WHY/Create their own digital vision board
- See their strengths and opportunities
- Target steps to bring their WHY to life
- Get recommended training to help with their journey
- Share their results, goals and commitment
- Review Party360 commitments through the Team Relationship Manager system on the Consultant Office



DOWNLOAD TODAY:

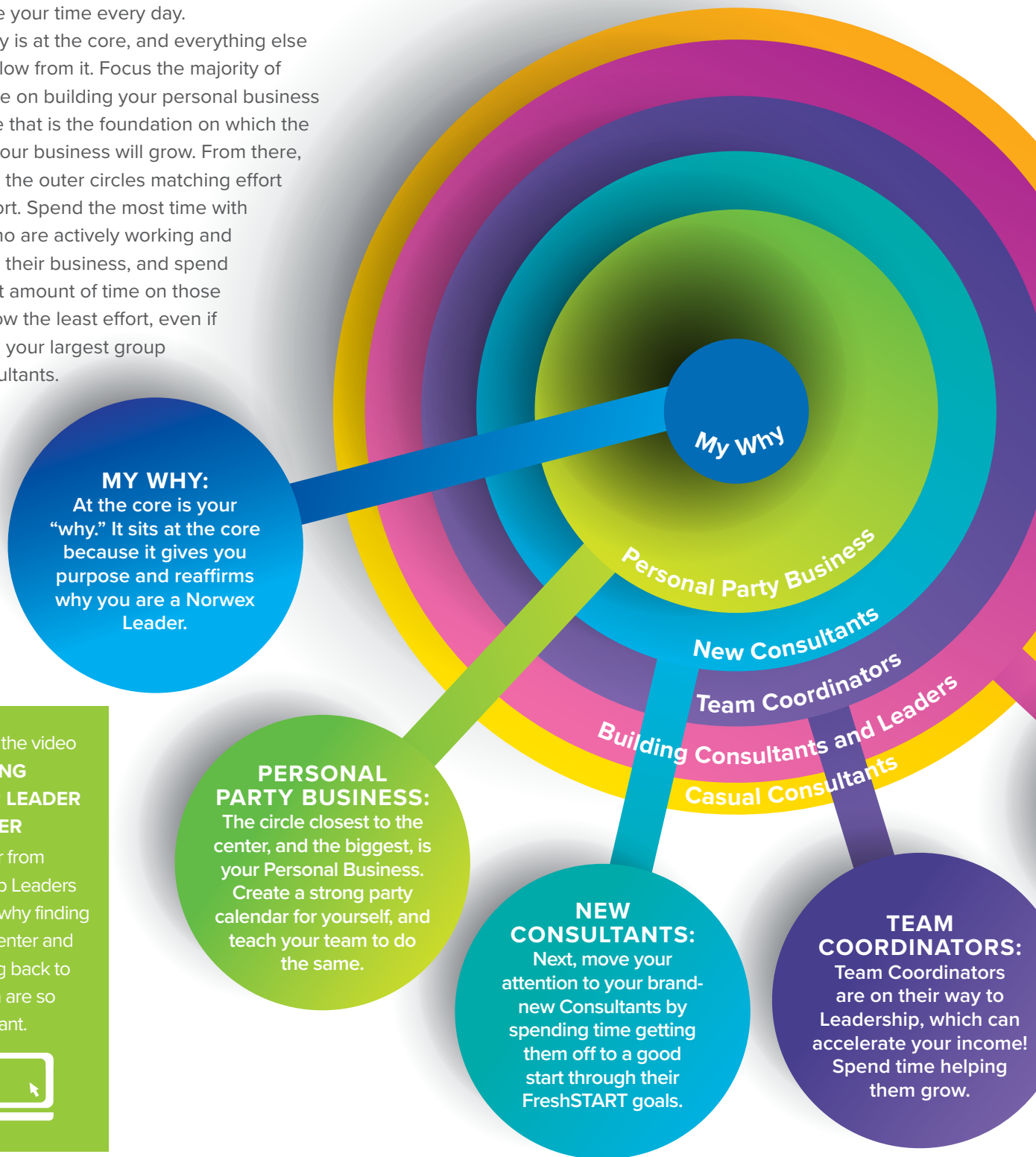
Search **Party360** in iTunes for Apple users or GooglePlay for Android users



Plan **AND** Prioritize **YOUR TIME**

YOUR LEADER CENTER

The circles in the Leader Center chart represent the different aspects of your business. Use this as your guide to plan and prioritize your time every day. Your why is at the core, and everything else should flow from it. Focus the majority of your time on building your personal business because that is the foundation on which the rest of your business will grow. From there, move to the outer circles matching effort with effort. Spend the most time with those who are actively working and growing their business, and spend the least amount of time on those who show the least effort, even if they are your largest group of Consultants.



Watch the video **FINDING YOUR LEADER CENTER** to hear from two top Leaders about why finding your center and coming back to it often are so important.



THE 5 FUNDAMENTAL SKILLS!

These Five Fundamentals are the core skills that will support your business growth no matter what level you are at—or working toward.



FUNDAMENTAL

1

**LEAD
WITH
VISION**



FUNDAMENTAL

2

**CONSISTENTLY
HOLD
PARTIES**



FUNDAMENTAL

3

**GROW
YOUR
TEAM**



FUNDAMENTAL

4

**START
THEM
STRONG**



FUNDAMENTAL

5

**PROMOTE TEAM
COORDINATORS &
SALES LEADERS**

CASUAL CONSULTANTS:

While you'll still want to check in with them and provide some level of support, you'll serve your business best when you concentrate on the core and then work your way out from there.

BUILDING CONSULTANTS AND LEADERS:

Focus on the Consultants and Leaders on your team who are engaged, performing and matching your efforts.

FUNDAMENTAL

1



Watch the video from Global Chief Sales Officer Debbie Bolton, Vision as a Leader.



Listen to the podcast Fundamental 1: Having a Healthy Mindset.



Lead **WITH** Vision

One of the most important steps to Leadership is having a clear view of where you are heading. You'll also be paving the way for others; that's what Leaders do. Let's take a look at a few guidelines for leading with vision:

GET CRYSTAL CLEAR

Know your vision and your "why." Also, your why may change over time. Just know that it is at the center of your Leadership journey.

DREAM BIG

Make sure to set goals that "scare you a little." You should know that you can achieve it, but it will require some stretching. Just as new Consultants start by making their Success Promise, take a moment to commit to your Leadership Success Promise.

LEADERSHIP SUCCESS PROMISE:

I am committed to climbing the Leadership ranks because:

With the increased income/profit, I plan to:

What is your dream, goal or passion?

In order to achieve my goal, I commit to dedicating _____ hours per week to my business.

I will also hold _____ (number of) parties each month in an effort to be in front of as many people as possible.

I commit to recruiting _____ (number of) new Consultants per month and to promoting _____ (number of) Consultants to Team Coordinator per quarter.

I commit to promoting _____ (number of) Leaders per _____.

By signing this promise, I am making a commitment to myself, my family and my future to reach my goals and live the life of my dreams.

Signature _____

Date _____

SHARE IT WITH OTHERS

It's important to SHARE your vision and your why with your Leader or someone on your team who will not only support you and cheer you on, but someone who will hold you accountable and encourage you to stretch.



CREATE A WHY BOARD TO BRING YOUR VISION TO LIFE

(AND ENCOURAGE YOUR CONSULTANTS TO CREATE ONE AS WELL!)

Save or cut out pictures and inspirational words/phrases that sing to you. You can also create a why board in the Party360 App. Turn on your creativity, and design something that motivates you to keep moving in the direction of your dreams. Then, talk it up! The more you see it, the more you share it, the more real it will become!

For detailed instructions on how to create a Pinterest vision board, make sure to visit the Training section of your Consultant Office.

VISIT THE APP STORE AND SEARCH PARTY360 TO DOWNLOAD THE APP.



FUNDAMENTAL

2

CONSISTENTLY Hold Parties

As you continue to hold more parties, keep these guidelines in mind:

SET UP PARTY GOALS

As you learned from the Leader Growth Plan, everything comes from parties. Since the party is the foundation of all that we do, you will want to ensure that you have a solid personal party schedule.



Personal Business	TC	SL	ESL	SESL
Parties per month	4	5	6	8
Bookings per party	2	2	2	2
Recruiting Conversations per party	2	2	2	2
Recruits per month	1	2	3	4

- According to the Leader Growth Plan, how many parties do you need to hold each month at your Leadership level?
- How many do you currently have?
- What will you do to secure more parties and close the gap?
- How can you use this approach to help your Consultants take control of their personal calendars?

Watch the video **BEST BUSINESS PRACTICES** at Parties to see a coffee chat between successful Leaders.



TWO OR MORE BOOKINGS TO GROW

Make it your goal to book two or more parties from each party you hold.

- How many people are typically in attendance at your parties?
- How many people does that put you in front of each month?
- How many new parties do you usually get from each party?

Listen to the podcast **FUNDAMENTAL 2: HOW LEADERS SHIFT THEIR WORD CHOICES AT PARTIES.**



TWO OR MORE RECRUITING CONVERSATIONS

Identify at least two people at each party to talk to about the Norwex Opportunity.

- Be intentional with the word choices you use. View Norwex videos and podcasts to learn how.
- Be replicable by saying the same things over and over. Repetition is key, and sooner or later, your team will start to adopt the same “words that work!”





INTENTIONAL RECRUITING CONVERSATIONS

Building relationships and planting Recruiting Seeds are important in getting guests to think about joining you in Norwex. But you will also want to strategically include intentional Recruiting Conversations in each party.

ONE-ON-ONE CHECKOUT:

At checkout, use **Compliment/Offer/Follow-Up** to have Recruiting Conversations. When you are growing a team, teaching others this simple approach is easier when you practice it yourself. Shift the conversation at parties to focus on finding new Consultants and also new Leaders.

Compliment: *“Susan, I loved your energy tonight. You are the kind of person I’d like to work with and would be such an asset to our Leader team.”*

Offer: *“I’d like to offer you some information about our business program for you to look over and see how Norwex might fit into your life, alongside your busy job/busy schedule”* (whatever she has already expressed about her life).

Follow-Up: *“I will be anxious to hear what you think. Which day would you be able to connect? Tomorrow afternoon or Thursday morning? How does ____ (time) work? What is the best number to reach you?”*

INTENTIONAL FOLLOW-UP FOR RECRUITING

DURING FOLLOW-UP, TRY USING THESE WORD CHOICES:

- *“Has anyone ever told you how easy it is to become a Consultant with Norwex?”*
- *“I’m so glad we got together! Since the party last night, what interested you the most about Norwex?”*
- *“Before I take you through starting a Norwex business, is there anything you would like to know right away?”*
- *“Of everything we just reviewed, what impresses you the most?”*

BUILD YOUR POWER STATEMENT:

Build on the foundation of the Power Statement that new Consultants learn about in the New Consultant Guide, and model sharing your Power invitation at parties.

I joined Norwex because ...
“I loved the products and wanted to share how to create healthier homes.”

What I love most now is ...
“Sharing what a difference this business can make in someone’s life. I love helping people just like me discover how they can use Norwex and join me in teaching others how to create Safe Havens.”

I’m excited about telling you this because ... *“It’s been life-changing for me. I’m doing something I’m passionate about AND making an income that lets me stay home with my kids. I see how passionate you are about Norwex, and I really believe it could be a great fit for helping you stay home with your kids too!”*



Grow **YOUR** Team

As a Leader, you can consistently grow with intention and purpose by following these guidelines:

Consistently Recruit

Because you're a growing Leader, increasing the number of Consultants on your team starts with you. As the #1 generator of bookings and Recruits, influence your team to follow your example by building their businesses through recruiting too.

TIP: Find coaching word choices for conducting a recruiting interview using the simple acronym F.O.R.M. Download the pdf on your Consultant Office.



Connect with Your Team

Maintain your team's growth by staying in touch with your Consultants. Keep their "why" in front of them and help them discover what they want from their businesses. Influence your team as you increase their skills and confidence by:

- Consistently connecting over the phone, email, Facebook or whatever works best for them
- Conducting observation parties
- Holding team meetings



Maximize Your Influence

Your parties are one of the best time-savers for building your personal business as well as your team.

- Never go it alone! Whatever activities you're doing on a regular basis, invite your new Consultants and your future and newly promoted Leaders to join you to observe or shadow you at your parties.
- Whenever you are working, you provide a great training resource for others to hear the words you use, watch your interactions and see you in action.
- Don't train just one Consultant. Use every opportunity to train a few together.



Know Your Team

TO GROW YOUR TEAM

The Team Relationship Manager Reports available through the Consultant Office is a great resource for identifying and sorting the Consultants on your team and connecting with them based on their “Zone.”



Listen to the podcast
**FUNDAMENTALS 3:
FOUR AREAS OF
INFLUENCE AS A
LEADER.**



Watch the videos on
**RECRUITING TIPS AND HOW
TO WORK WITH DIFFERENT
PERSONALITIES ON YOUR
TEAM.**



FUNDAMENTAL

4

Start **THEM** Strong



Get Them Invested in a Quick Start

To help your new Consultant get excited and invested in a strong and quick start, ask:

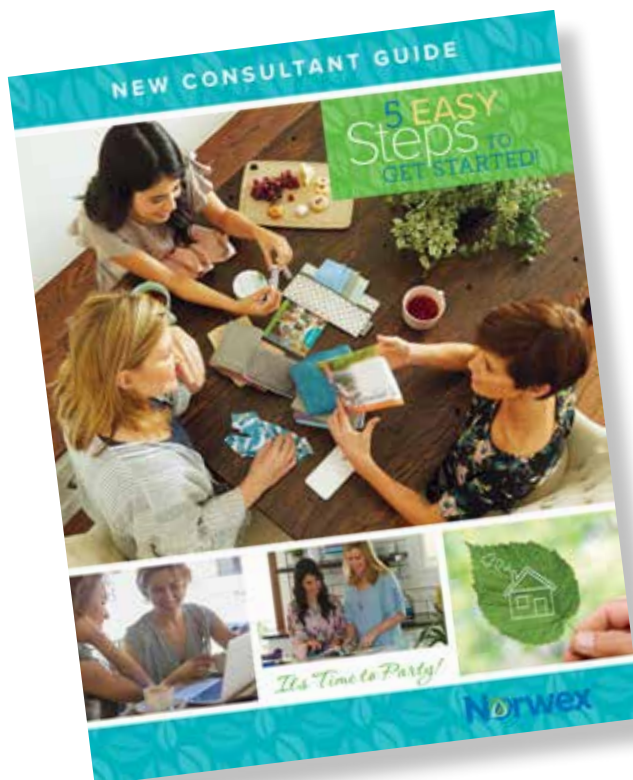
“How many parties A WEEK will be comfortable for you and your family for you to do?” Based on her response, show her how to calculate her potential earnings.

Example: “One party a week means, on average, you would earn about \$175 a week or \$700 a month based on a \$500 party average. How does that sound? How would that change your family budget?”



You can have a record-breaking month of bringing in new Consultants, but if you don't invest time in getting them started, they won't stick around.

At this stage in your business, you've likely honed this skill; it is by teaching your team to also embrace the 4 + 2 + 2 Party Formula that you will begin to see consistent results. Use the following guidelines to help coach your team to success.



START WITH THE BASICS

Use the tools a new Consultant receives when they start.

The 5 Easy Steps to Get Started guide is available immediately in the New Consultant tab of the Consultant Office, and a print version will arrive in their Starter Kit.

Don't Wait!

As soon as a Consultant says, “Yes,” suggest she visit the New Consultant tab online and get started with these activities even before her kit arrives:

- Create a F.R.A.N.K.I. List
 - Share F.R.A.N.K.I. and why it's important to connect with people in different areas of their life.
 - Teach your new Consultant how to share their excitement about their new business and make personal connections with those on their F.R.A.N.K.I. List.
- Schedule 2 Launch Parties
 - Ask them to schedule two Launch Parties.
 - Not everyone will be able to attend one date, so help her pick two options for her parties that will accommodate a variety of schedules.
- Learn about the Products in Your Starter Kit
 - Experiencing and using the products firsthand is best, but as they are waiting for their Starter Kit to arrive, suggest they view the short videos about the products in their kit in the Safe Haven House online.
- Sign Up for Norwex Mobile Coach
 - At signup, encourage your new Consultants to opt in to receive FreshSTART reminders, training and inspiration straight to their phones, so they can stay on track even on the go.

FreshSTART is your best indicator for New Consultant success into Leadership.

Did you know...

90% of Team Coordinators achieved FreshSTART Sales Step 1*

80% of Team Coordinators achieved FreshSTART Sales Step 3*

40% of Team Coordinators achieved FreshSTART Recruiting Step 3*

*2016-2017 New Team Coordinator Promotions



Listen to the podcast
**FUNDAMENTAL
4: CREATING A
STRONG START.**



Watch the video about
**HOW TO USE THE
NEW CONSULTANT
GUIDE TO START
NEW CONSULTANTS.**



Keep **THEM ON** Track

Welcome **CALL**

KEY THINGS TO COVER:

- ☐ Starter Kit Arrival and Content Overview
- ☐ Party Norwex Coach Mobile Text Alerts
- ☐ Set Launch Party Date(s)
- ☐ How to Navigate the Consultant Office
- ☐ Refer to the New Consultant 5 Step Guide
- ☐ Start booking parties right away!
- ☐ Sign up for New Consultant Training Webinars
- ☐ Follow up/Next Training Call _____

NEW CONSULTANT CHECKLIST

The Coaching Guide for Developing Team Coordinators includes this New Consultant check list you can download and send to new Consultants: Consultant Office > Training > Leadership Team > Coaching Tools.

KEY THINGS TO COVER:

Immediately: Open for Business (pg. 6 – 9)

- ☐ Complete the Success Promise and send it to you (so you know their why; their weekly goals and the income potential)
- ☐ Complete your FRANKI List
- ☐ Pick 2 Launch Party dates and let friends know to save the date(s)
- ☐ Sign up for Norwex Mobile Coach; Office Suite and set up your Personal website
- ☐ Watch the **FreshSTART** video
- ☐ Review digital Party Cards and watch **Party Cards** video

Within the First Week: Get to Know Norwex (pg. 10 – 13)

- ☐ Use your FRANKI List to book 2 or more parties
- ☐ Use the kit products in your home and practice demonstrations with friends
- ☐ Watch the **Launch Party Part 1** and **Part 2** videos and the product videos
- ☐ Do one **“Try It”** demo

Within Two Weeks: Make a Connection (pg. 14 – 15)

- ☐ Learn about our Mission
- ☐ Use social media to get the word out and gather orders from out-of-state friends and relatives
- ☐ Submit \$400 in sales to earn FreshSTART Sales Step 1 (FreshSTART 1: \$400 in sales)

Within Two - Three Weeks: Get the Party Started (pg. 6 – 21)

- ☐ Hold 2 Launch Parties
- ☐ Shadow your Recruiter or another Consultant or Leader on a party
- ☐ Watch the rest of the video series in the New Consultant tab on the Consultant Office

Within the First Month: Stay on Track and Stay Informed (pg. 22 – 23)

- ☐ Hold (or have booked) a total of at least 4 parties (2 Launch Parties; 2 or more additional parties)
- ☐ Earn **FreshSTART** Sales Step 3 (\$2,000 in Subtotal A Sales = earn Starter Kit plus \$230 in free product)
- ☐ Download the mobile Parties App. (Office Suite subscribers only)
- ☐ Stay connected to your Recruiter and team
- ☐ See the Norwex Calendar on the Consultant Office for all event dates

TIP

Utilize the Conversation Tips on pg. 17 to help you support your new Consultants and keep them on track as they launch their business and work through the 5 Steps in their New Consultant Guide.

Great CONVERSATION Tips TO HELP YOU Support YOUR New CONSULTANT!

WHAT A NEW CONSULTANT MIGHT BE THINKING

I HAVE SO MANY GREAT
GOALS AND IDEAS!

*I am excited to support you in achieving your goals!
This is an exciting time for you as you will be learning new skills!
Part of learning is practicing, so let's be sure to set up some
regular calls if you think that will be helpful. That way we can
focus on things like Booking, Recruiting, sales and Customer care.*

I REALLY ONLY WANT TO USE
THE PRODUCTS PERSONALLY
AND SHARE WITH JUST
FAMILY AND FRIENDS.

*Thank you for sharing that. It really helps me to understand how
best to support you. The good news is that Norwex is so easy
to share with family and friends. Treat them like Customers and
you will be surprised at how much success that might bring you.
You'll be helping those closest to you create their own Safe
Haven, and that always feels so good!*

I JUST CAN'T SEEM TO GET
BOOKINGS ON MY CALENDAR.

*I am glad you told me that. I think together we can work on
some things that might be helpful. Would you like that?
Let's start with your Power Statement and dig deeper into that.*

- What do you love most about Norwex?
- How have the products changed your life?
- Do you think people that you know would like to create their own Safe Haven?

*Let's now take a look at what you have been currently doing
to try to get bookings. What do you think you would want
to do differently? Would you like to practice with me?*

I FEEL SO NERVOUS AND A
LITTLE OVERWHELMED.

*I can relate. In fact, many Norwex Consultants felt the
very same way. When learning something new it can take
time until we feel comfortable. What I found really helped
was just reminding myself that if I focused on why I joined
Norwex and what I love about the products and what it did
for me and my family, I felt much better and more confident.*

Promote **TEAM COORDINATORS** **AND** Sales Leaders

One of the best indicators that your business is on the fast track is the speed at which you can duplicate yourself. Learn how to do it yourself, and then teach others to do the same.

YOUR GUIDE TO DEVELOPING FUTURE TEAM COORDINATORS AND SALES LEADERS IS SIMPLE:

Inspire **Identify** **Invite** **Invest**

Inspire:

Lead by example and share what you love most about being a Leader.

- Inspire them to want more by leading by example.
- Show your team the possibilities. Share your successes and what you love about Leadership.
- Let them know the Leadership qualities you see in them. Make Leadership look easy and make it look fun!



Identify:

Be on the lookout for Team Coordinators and Leaders.

- Identify and invite Consultants who are consistently holding parties or following the 4 + 2 + 2 Party Formula. These are your green-zone team members.
- Hold Career Coffee meetings to identify high-potential Consultants who are interested in taking closer look at Leadership.
- Learn how to use your reports in your Consultant Office to identify consistent sellers and recruiters and acknowledge their consistency.



Invite:

Always have several in your pool.

- Invite your Consultants into Leadership. Use the Coaching Guide for Developing Team Coordinators to help create your own opportunities to bring them into conversations about stepping up into Leadership.
- Know your averages. Think about how many Recruits you would need to develop in order to achieve your next Leadership level.
- Think of your team like a pool—you want lots of people swimming! Some will; some won't. Someone's waiting; who's next?
- Use the Coaching Guide for Developing Team Coordinators and hold a training session that will help you develop up and coming Leaders.





Invest:

Coach them through this Leader Development Guide.

- Everyone works at a different pace. The more parties they hold, the faster their results will be.
- Match your time with their effort.
- Be on the lookout for those who are performing consistently and just might not see themselves there, yet.
- Remember, a great way for you to stay grounded is to always refer to your Leader Center and coach your future Leaders to do the same.

YOUR INVITATION CHANGES AS YOUR LEVEL OF EXPERIENCE CHANGES

When you were a Host, you invited people who might be curious about Norwex. When you became a Consultant, you invited people to shop with you and become a Norwex Customer. When you became intentional in your business, you invited Hosts and Customers to become a Consultant just like you. When you become a Leader, be intentional about developing others by inviting your Consultants to step up into Leadership and see the possibilities!



COACHING MODEL

I do; you watch. We do it together. You try it on your own.

Help build confidence by walking them through the recruiting process.

Example: “Come with me on an interview, and you can watch me.”

Next: “Let’s set up an interview that we can do together.”

Then: “Set up an interview and go do it. Let me know how it goes!”



Listen to the podcast
FUNDAMENTAL 5: HOW TO USE YOUR LEADER CENTER TO PRIORITIZE YOUR TIME AND DEVELOP YOUR TEAM.



Watch the video,
GROWING YOUR TEAM.





Leader **CHECKLIST**

As you follow this Leader Development Guide, ask yourself the following questions to ensure you continue to develop your skillset and are headed toward your goals. As you grow through the levels of the Norwex Career Plan, you'll want to keep enhancing your skills and adopt some new success habits that will serve you along the way.

Team Coordinator

- ☐ Am I expanding my network beyond family and friends to widen my booking circle to hold more parties and recruit more Consultants? (Hint: Keep your F.R.A.N.K.I. List up to date!)
- ☐ Am I focusing on the goals in my Leadership Growth Plan? (4 + 2 + 2)
- ☐ Am I remaining firm on my 5 Fundamentals?
 1. Am I leading with vision?
 2. Am I consistently holding parties?
 3. Am I growing my team?
 4. Am I starting them strong?
 5. Am I promoting Team Coordinators and Sales Leaders?



Sales Leader & Executive Sales Leader

What's your priority as a Leader? It's simple: Continue to do what you did to achieve Leadership.

- ☐ Am I focusing on the goals in my Leadership Growth Plan?
- ☐ Am I remaining firm on my 5 Fundamentals?
 1. Am I leading with vision?
 2. Am I consistently holding parties?
 3. Am I growing my team?
 4. Am I starting them strong?
 5. Am I promoting Team Coordinators and Sales Leaders?
- ☐ Am I working with those who have already expressed an interest or have started recruiting?
- ☐ Am I working to improve my coaching skills?
- ☐ Am I looking for every opportunity to recognize and inspire my team?
- ☐ Am I using the monthly Team Meeting Agenda to support my team meetings?
- ☐ Am I reviewing my Personal Business Summary (PBS) report?
- ☐ Am I utilizing my FreshSTART Success Tracker to see if my new Consultants are on track with their goals?
- ☐ Am I focusing on my own personal and professional growth?





SENIOR EXECUTIVE SALES LEADERS & ABOVE

As you continue on your journey through Leadership, it's important to:

- Consistently repeat the steps you took to get here.
- Keep your foundation strong and work from the inside core out.
- Strategically focus on leading your larger team.

While the amount of time that you spend in different areas of your business will naturally shift, use this checklist as a guideline to stay focused on your key activities.

- ☐ Am I focusing on the goals in my Leadership Growth Plan?
- ☐ Am I leading by example by continuing to focus on the 5 Fundamentals?
- ☐ Am I recruiting Leaders as well as new Consultants?
- ☐ Am I promoting Team Coordinators to strengthen my personal group?
- ☐ Am I coaching and training my new Leaders?
- ☐ Am I duplicating myself?
- ☐ Am I holding strategic team meetings (including monthly Leader meetings) live or through social media?
- ☐ Am I analyzing my key indicators to assess my team's strengths as well as areas of challenge?
- ☐ Am I setting monthly team goals (income, personal sales, Recruits, Team Coordinators)?
- ☐ Am I creating and forecasting monthly, quarterly and yearly sales and recruiting goals?
- ☐ Am I achieving the next level of Leadership myself?
- ☐ Am I consistently repeating all of the above?

ATTEND THE SENIOR EXECUTIVE SALES LEADER ACADEMY.

This customized training program has been put together for those who reach this level of Leadership. You will receive an invitation to this exclusive live event upon your promotion.

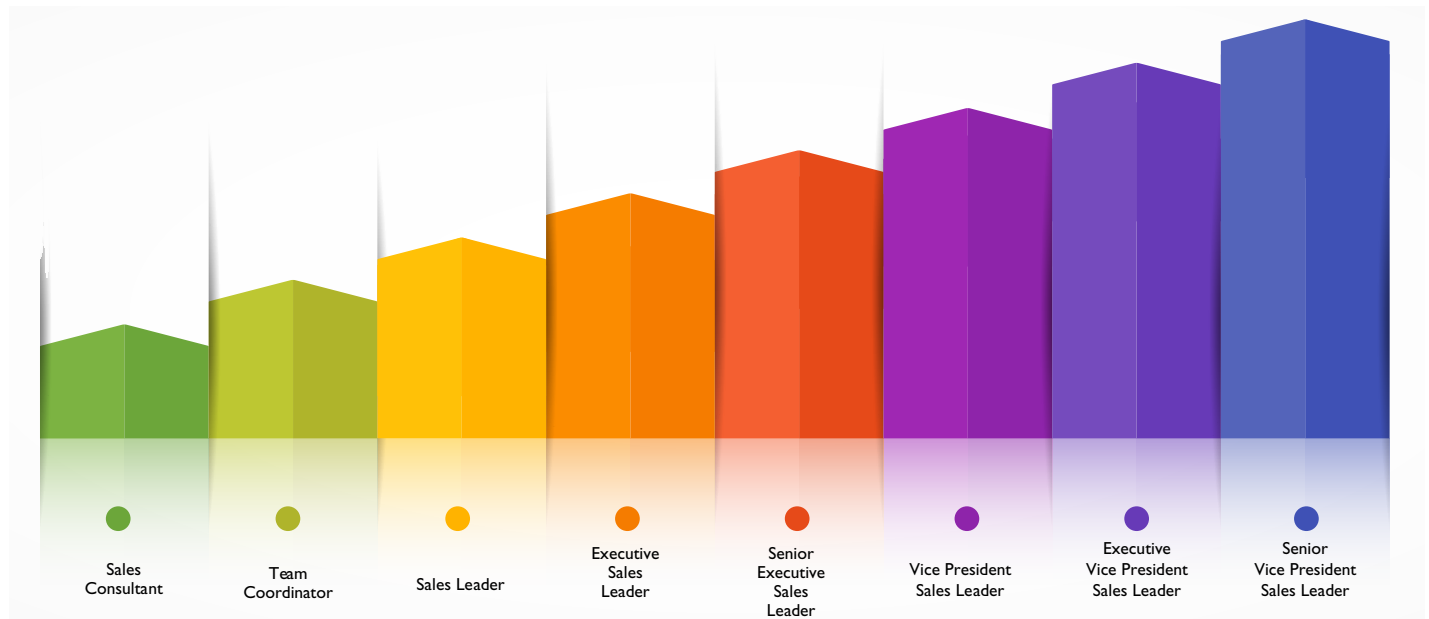


THE JOY IS IN THE JOURNEY

Understand that even as you soar to new heights and accomplish great feats, there is always room for growth and more to learn. Keep asking the good questions. Keep seeking the knowledge and experience of your peers, your Leaders, and your Regional Sales Managers and Home Office team. Implement new good habits, set big new goals and then do it all over again. We believe in you and couldn't be happier to be on this journey with you!

YOUR Career Plan

It's important to understand how you move from level to level, as well as the benefits of promoting. You'll want to have a good comprehension of the Career and Compensation Plan so that you can share it with your future Leaders.



See the Success Builder brochure for qualifications and details of the full Career Plan.

START WITH the 4+2+2 Formula for Success to create unstoppable Team Momentum!
GROW Your team and new leaders!

PARTY 360°



THESE TOOLS WILL HELP!

See pg. 18 for how to use Career Coffee meetings and the Coaching Guide for Developing Team Coordinators.
See pg. 5 for tips on using the Party360 App.



WE'RE NOT JUST A COMPANY, We're a Promise for a Brighter Future!

... A brighter future for our families, who will live happier, healthier lives as we create Safe Havens by radically reducing chemicals in our homes with our simple, cost-effective solutions that truly work.

... A brighter future for our Consultants, who have the opportunity to empower themselves and others as they build their own businesses and live the life of their dreams in a community founded on integrity, trust and respect.

... And a brighter future for our planet, as we share our Mission with others by showing them how to reduce the chemicals and waste that challenge the health of our environment.

At Norwex, we are real people making a real impact through our promise of a brighter future for everyone, for generations to come.

Real People. Real Impact.



"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

John Quincy Adams



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