LEADERSHIP CELEBRATIONS

New Leaders Every Month

SCHEDULE ACTION, CELEBRATE SUCCESS, DEVELOP LEADERS!
START EACH MONTH RIGHT WITH A LEADERSHIP EVENT

Do you want to have a vibrant and growing Melaleuca business? Then put first things first. Celebrating success, setting goals, and making clear action plans should be first on your agenda each month. Holding a monthly Leadership Celebration Event can make that happen. No activity will get your business started each month like this first-of-the-month event. 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 Leadership Celebration Event each month helps inspire people to envision what they can accomplish, and to work towards an end goal!

SET GOALS AND SCHEDULE ACTION
One of the most important activities at a Leadership Celebration Event is to schedule action. Imagine if everyone on your team took time to set goals and schedule action at the beginning of each month. Your team would take 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 at Melaleuca—there was likely a meeting you attended that created belief and elevated your sense for the company and its mission. Melaleuca Events inspire all Marketing Executives, regardless of how long they have been customers.

CONNECTING NEW DIRECTORS TO THE MELALEUCA COMMUNITY
When you first enrolled, if your only connection at Melaleuca was your enroller, it may not have been strong enough to help you reach your goals. But when you really feel like you’re a part of something, you are much more likely to work towards your goals.

FOCUS YOUR TEAM’S THINKING ON THE RIGHT THING: DIRECTOR DEVELOPMENT
In any business, keeping focused on the main goal is a challenge. But when you talk about and celebrate new Leadership 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 at Melaleuca. When we do, we start thinking about our own possibilities. A Leadership Celebration Event gives your team the opportunity to hear those stories firsthand each month!

COORDINATE CALENDARS
When you plan as a team, you work as a team. When you plan at your monthly event, 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.
LEADERSHIP CELEBRATION EVENT 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 they are part of the leadership team and “in the know,” and (2) to coordinate everyone’s assignments for the Leadership Celebration Event later that evening. Refer to the Creating and Managing Life-Changing Events booklet for possible assignments.

6:00 PM Event Room Set Up
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 Leadership Celebration Event Attendance Form. Introduce each new Director and their spouse to others. Help them feel welcome.

7:00 PM Start of Event
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 Leadership Celebration
Bring all new Directors to the stage by name, give them a warm reception and a Director pin, and celebrate their accomplishment. 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 eight or more personal Preferred Customers in your organization and could qualify as a Director for the first time. You can print that report on the first of the month and bring it with you to identify new Directors.

• Everyone in your organization who was recognized for advancing to Director II or above last month.

• Everyone in your organization who developed a new personal Director last month.

• Any Director and above, in your organization, who enrolled two or more personal Preferred Customers last month.

7:40 PM Advancing Directors II and Above Celebration
Celebrate advancing Directors II and above who were recognized for advancing last month. Welcome these advancing Directors II and above to the stage by name and celebrate their accomplishment; share a few appropriate stories and check amounts. Help others see the rewards for advancing their Melaleuca business. Remember: the purpose is to get those in attendance dreaming.

7:45 PM 20/20 and Good-to-Great Celebration
Welcome to the stage and recognize all Directors and above who earned the 20/20 Club award for the first time last month. Then welcome all Directors IV and above along with 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 incentive. Talk clearly about the benefits of earning the incentive and developing a Director. Confirm the date, time, and place of your next Leadership Celebration Event.

8:00 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. After they have completed their forms, they keep their monthly Schedule Action Plan and you collect the yellow carbon copy. After the meeting is over, you and the other team leaders will divide the carbon copies to help with follow-up on the 10th and the 20th to see how the attendees are working towards their goals.

8:15 PM Brief Training
This is a very brief training. The biggest mistake most leaders make in holding a Leadership Celebration Event 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 Leadership Celebration Event include: how to close a presentation, how to get someone started with a Pacesetter Pack, the importance of reaching 20/20, etc.

8:25 PM Wrap Up and Close
The MORE report will allow you to see who in your organization has enrolled enough customers to qualify for Director status. You can access this report daily, and it will be updated on the first of the month.

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. (Refer to “Schedule Action” on previous page.)

Melaleuca will provide ongoing materials for effective training and announcements at your event.

Melaleuca will advertise your event on the web when you notify Melaleuca of your event time and place by the 20th of the month prior to the celebration.

Melaleuca will reimburse the event Host for the cost of the meals for any new Directors last month, Directors II and above that were recognized for advancing last month, any Director who personally enrolled two or more Preferred Customers last month, and any Director or above who developed a new personal Director last month! Melaleuca will pay up to $20 per person for those who qualify when your event time, place, and Host are preapproved by Melaleuca.

Tools to help make your event a success can be either purchased or downloaded:

<table>
<thead>
<tr>
<th>Business Materials That can be Purchased:</th>
<th>Available from the Download &amp; Print Center:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Director Pins (first-time Directors only)</td>
<td>• Name Tags</td>
</tr>
<tr>
<td>• Banners</td>
<td>• Good-to-Great and Advancement Certificates</td>
</tr>
<tr>
<td>• Product Display Materials</td>
<td>• Schedule Action Forms (non-two-part)</td>
</tr>
<tr>
<td>• Schedule Action (two-part) Forms</td>
<td>• Director Achievement Award</td>
</tr>
<tr>
<td>• Melaleuca Logo Items for Gifts</td>
<td>• Director Development Certificate</td>
</tr>
<tr>
<td>• Other Meeting Materials</td>
<td>• Table Tents</td>
</tr>
</tbody>
</table>

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HOLD YOUR EVENT ON THE FIRST OF THE MONTH WHenever POSSIBLE

Ideally, your Leadership Celebration Event 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: 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, etc.

YOUR PARTICIPATION WILL DETERMINE THE SUCCESS OF THE EVENT

All Senior Directors and above are invited to host a Leadership Celebration Event each month. In some areas, several Senior and Executive Directors will likely team up to host an event 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 event. 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 is important that, if your team members are attending in other cities, you take the responsibility to follow up on their scheduled action plan and not leave mentoring to another leader.

BUILD YOUR EVENT AROUND DINNER

1. Dinner increases attendance! Food brings people to the table!
2. Eating together allows for 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 idea that a meal enhances the overall experience.

Who pays for dinner? When your Leadership Celebration is held on or between the 1st and the 7th of the month, Melaleuca will pay the cost of the meal, up to $20 each, for the following and their spouse: (1) those who attained first-time Director status, (2) any Director or above who personally enrolled at least two Preferred Customers, (3) any Director or above who developed a new personal Director, (4) each leader who was recognized for advancing to Director II or above, (5) and any Director or above who earned the 20/20 Club award last month.

The Event Host pays for the dinners, then submits the Attendance Form and a receipt for the dinner to Melaleuca. Melaleuca will verify the achievement activity and reimburse the Host. To qualify for reimbursement your meeting must be preapproved by Melaleuca and all attendees must sign their name on the attendance form. The Attendance Form and receipts must be submitted within 48 hours of the dinner. All other attendees pay for their own dinner. They can choose to have Melaleuca charge the average cost of the meal to their method of payment on file, or they can pay cash to the Host (recommended). The amount charged to attendees should not exceed the cost of their dinner plus gratuities.
SHARE STORIES AND CELEBRATE SUCCESS

During the Leadership Celebration Event, it’s important to share the success stories of new and advancing businesses.

BE SURE TO:

1 Facilitate the story in an interview format. Interviews always work better. You can control the microphone 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 resource provides excellent tips on how to celebrate success. Here are a few simple guidelines for celebrating success:

1 Organize your new Director, advancement, and Good-to-Great lists before the event begins. Know how to pronounce each person’s name. Organize the list by lowest to highest status.

2 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 event, 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 EVENT FOCUSED**

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

**USE THE SCHEDULE ACTION FORMS TO SET GOALS**

The Schedule Action Forms are to be completed during the Leadership Celebration. Everyone should be invited to complete the two-part form. The Host should ask those in attendance for the carbon copy and their permission to follow up in order to help each person reach their goals.

After collecting the forms and concluding the event, 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 leaders should call to follow up on each of the collected Schedule Action Forms. 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 event, 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 event.

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

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**Crescenzo Organization**

**Crescenzo's First Director Development Meeting:**
12 in Attendance

**Crescenzo's Recent Director Development Meeting:**
200 in Attendance

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A Leadership Celebration Event will create the opportunity and venue for celebrating success and scheduling action. Use these important guidelines and host or attend a Leadership Celebration Event each month. It will make a difference!

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When Executive Director VIII Phil Crescenzo and Executive Director V Dave Crescenzo started their Leadership Celebration Event they only had 12 in attendance. But that quickly changed. And as their Directors and attendance grew, so did their organization.

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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: __________________

My Goals for This Month:
New Personal Enrollments: _______   New Personal Directors: _______   Status Advancement: _______

Priority #1: Achieve 20/20 and Advance to Director II or Above.
As I enroll new customers I will add their names below:

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

Priority #2: Develop One New Personal Director per Month.
I will complete the Director This Month form with the following potential new Directors this month (check a box each time they get an enrollment):

<table>
<thead>
<tr>
<th>Name:</th>
<th>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</td>
</tr>
<tr>
<td>Name:</td>
<td>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</td>
</tr>
<tr>
<td>Name:</td>
<td>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</td>
</tr>
</tbody>
</table>

Priority #3: Schedule Action—What I Will Do and When.

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Complete Director This Month form with new business builders</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Add names to contact list</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Set appointments</td>
<td></td>
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<tr>
<td></td>
<td>In-home or other Delivering Wellness presentations</td>
<td></td>
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<tr>
<td></td>
<td>Fast Track/team calls</td>
<td></td>
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<tr>
<td></td>
<td>Power Hour</td>
<td></td>
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<td></td>
<td>New customer follow-up</td>
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</tr>
</tbody>
</table>

Signature: ____________________________________________  Date: ________________

Form B
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:________________

My Goals for This Month:
Personal Enrollments: ________ New Personal Directors: ________ Status Advancement: ________

Priority #1: New personal enrollments are the lifeblood of my business. My 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. My goal is at least 1 new Director each month. I will complete the Director This Month form with the following potential new Directors this month (check a box each time they get an enrollment):

<table>
<thead>
<tr>
<th>Name</th>
<th>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</td>
</tr>
<tr>
<td>Name</td>
<td>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</td>
</tr>
<tr>
<td>Name</td>
<td>Enrollment: 1 2 3 4 5 6 7 8 9 10 (check when done)</td>
</tr>
</tbody>
</table>

Priority #3: Team up. Who will I work with to help advance this month?

<table>
<thead>
<tr>
<th>Name</th>
<th>Current Status</th>
<th>Goal Status</th>
<th>Actions/Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<td>3.</td>
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<td>5.</td>
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<td>6.</td>
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</tbody>
</table>

Priority #4: Schedule Action—What I Will Do and When.

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Complete Director This Month form with new business builders</td>
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<td></td>
<td>Add names to contact list</td>
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<tr>
<td></td>
<td>Power Hour</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New customer follow-up</td>
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</tbody>
</table>

Signature: ___________________________________________ Date: ___________________
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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Enrollment: 1 2 3 4 5 6 7 8 9 10 (circle when done)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td></td>
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<td>Name</td>
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</tr>
<tr>
<td>Name</td>
<td></td>
</tr>
</tbody>
</table>

Schedule Action—What I Will Do When

<table>
<thead>
<tr>
<th>1. Attend Director Celebration Meeting</th>
<th>2. Add Names to Your Contact List (When/How Many)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Set Appointments (Power Hour)</td>
<td>4. Do Presentations</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>5. New Customer Follow-Up</td>
<td>6. Fast Track Meetings</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

_I am committed! No matter what!

Signature: __________________________________________________________  Date: ______________