



# Leader Toolkit

JULY 2024



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# Let's Get Started

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# Welcome to Leadership

Here at Jordan Essentials, we are beyond excited to celebrate that you have promoted into leadership. In this toolkit, you'll find some practical tips when it comes to leading others. While you may have a new title, the day to day business building activities that got you here still apply.

As your team begins to grow, you may take on new responsibilities and create systems to best serve your team. Rest assured, the home office team is here to guide you and support you each step of the way.



*Nancy Bogart*

# Step into Leadership

## LEADING VERSUS MANAGING:

What makes direct sales very different from a typical business structure is that it is 100% a voluntary workforce. Meaning, nobody works for you. As you begin to lead your team, it is important to lead by example and tap into your influencing skills. One of the biggest pitfalls of new leaders is that they switch into “management mode”. This can derail your personal business and leave you feeling burnt out. Focus on leading - not managing. Throughout this toolkit, you will find tips to lead (not manage) your team.

LEADING	MANAGING
LEADING BY EXAMPLE	MICROMANAGING TEAM MEMBERS TASKS
PULL-APPROACH	PUSH-APPROACH
FOCUS ON PEOPLE	FOCUS ON THINGS
INFLUENCE & INSPIRATION	POWER & CONTROL
ASKS QUESTIONS	GIVES DIRECTIONS

*A leader is one who knows the way, goes the way and shows the way.*

- JOHN C. MAXWELL

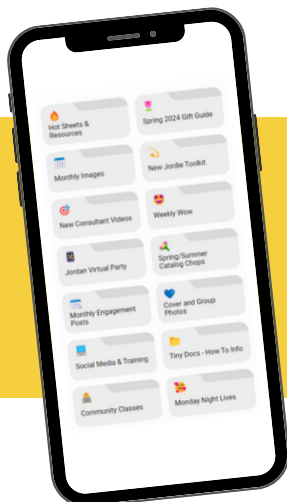
# Lead By Example

Leading by example is one of the best ways to show up for your team. As their leader, your team is watching you. Just like your kids watching their parents, your team members are watching what you are doing and will work to emulate it. Your daily actions set the standard for your team. By letting your team see what you're doing, they can also take the same actions.

You may have heard about the importance of duplication in direct sales. Ultimately, the business is a simple model. If you can do it, so can your team. The more you can show your team how you're finding success, the easier it is for them to duplicate. With mass duplication, it allows your team to grow rapidly and efficiently.

Here are a few ways to easily lead by example for your team:

- Share screenshots of conversations you're having with leads and customers.
- Share a photo of where you are working for the day and what is on your to-do list.
- Share social media posts that are generating engagement that you've shared with your followers.
- Share a "behind the scenes" at a Jordan Essentials event.
- Share the latest online party script that you're using with your team.
- Share screenshots of the conversations you're having about joining your team.



Sharing content couldn't be easier using the **Boards App**. Share the Jordan Essentials Board with your team or consider creating your own Board to share with your team. This might include social media posts or sample messages.

# Share Your Team Culture

*I joined for the business and I stay for the people.*

We often hear that the people, community and culture here at Jordan Essentials is what keeps consultants engaged. As a leader, you have the opportunity to proactively shape the culture of your team. This is incredibly exciting! Being intentional about the community you're creating is what makes people stick.

You may want to explore your team's core values and create a few mantras to infuse in everything you do. This will help guide you in creating that dreamy team culture that your team loves. Use the list below as a starting point. Feel free to add other values, if you would like. Narrow it down to your top 3-5 core values.

CORE VALUES			TOP 5 TEAM VALUES
<ul style="list-style-type: none"> <li>• Authenticity</li> <li>• Achievement</li> <li>• Adventure</li> <li>• Authority</li> <li>• Autonomy</li> <li>• Balance</li> <li>• Beauty</li> <li>• Boldness</li> <li>• Compassion</li> <li>• Challenge</li> <li>• Citizenship</li> <li>• Community</li> <li>• Competency</li> <li>• Contribution</li> <li>• Creativity</li> <li>• Curiosity</li> <li>• Determination</li> <li>• Fairness</li> <li>• Faith</li> </ul>	<ul style="list-style-type: none"> <li>• Fame</li> <li>• Friendships</li> <li>• Fun</li> <li>• Growth</li> <li>• Happiness</li> <li>• Honesty</li> <li>• Humor</li> <li>• Influence</li> <li>• Inner Harmony</li> <li>• Justice</li> <li>• Kindness</li> <li>• Knowledge</li> <li>• Leadership</li> <li>• Learning</li> <li>• Love</li> <li>• Loyalty</li> <li>• Meaningful Work</li> <li>• Openness</li> <li>• Optimism</li> </ul>	<ul style="list-style-type: none"> <li>• Peace</li> <li>• Pleasure</li> <li>• Poise</li> <li>• Popularity</li> <li>• Recognition</li> <li>• Religion</li> <li>• Reputation</li> <li>• Respect</li> <li>• Responsibility</li> <li>• Security</li> <li>• Self-Respect</li> <li>• Service</li> <li>• Spirituality</li> <li>• Stability</li> <li>• Success</li> <li>• Status</li> <li>• Trustworthiness</li> <li>• Wealth</li> <li>• Wisdom</li> </ul>	<ol style="list-style-type: none"> <li><b>1.</b></li> <li><b>2.</b></li> <li><b>3.</b></li> <li><b>4.</b></li> <li><b>5.</b></li> </ol>

# Share Your Team Culture

As a next step, create a mantra to go along with each value. This can be a fun process! Your mantra better defines what it looks like on a day-to-day basis to be part of your community. Here's a few examples for inspiration:

VALUE	MANTRA
Fun	<i>Enjoy The Ride:</i> We work hard and play hard. Pop the bubbly, toss some confetti and celebrate along the way!
Growth	<i>Continuously Improve:</i> We are constantly learning and iterating to improve everything we do. We want to get 1% better each day.
Trustworthiness	<i>Do The Right Thing:</i> We strive to do the right thing always – even when no one is watching. We operate with honesty, trust and transparency and are unafraid to be our true selves.
Achievement	<i>Focus On What Matters Most:</i> Our #1 goal is creating results. We focus on what will have the most impact and don't chase every shiny new object. We offer no tricks and gimmicks. We get it done.

*There's no magic formula for great company culture. The key is just to treat your staff how you'd like to be treated.*

- RICHARD BRANSON



# Share Your Team Culture

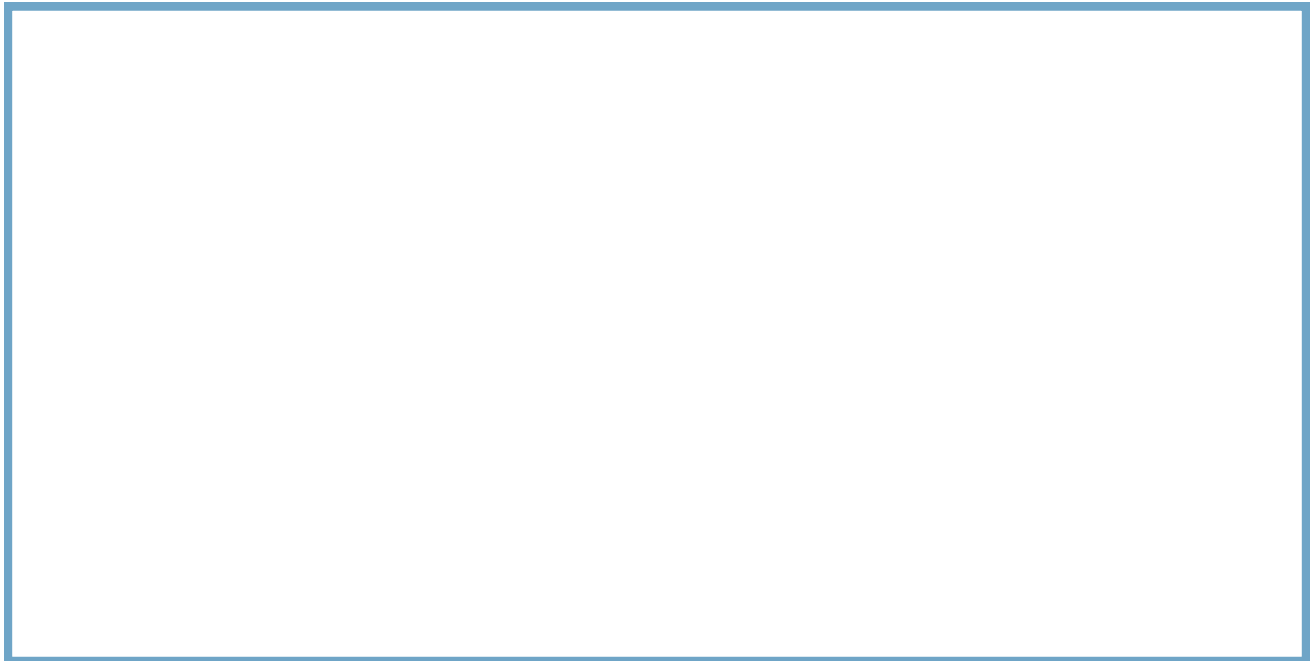
Your Turn! Fill in the chart below with your top 3-5 values and the mantra for your community. Simply add 1-2 explainer sentences to go along with your mantra.

VALUE	MANTRA

# Create a Community

As you begin to form a community of consultants on your team, be sure to find a place to create your community. In the beginning this might be a Group Chat on Facebook or Whatsapp. As your team continues to grow, you may expand into a Facebook Group or other community-focused platform. Inside this community, this will be your place to inspire, motivate, share information, recognize achievements and support your team. Having a community to connect with your team will also build your know-like-trust factor with your teammates and allow you to visibly lead by example.

## WHERE AM I CREATING MY TEAM COMMUNITY?



# Onboard New Teammates

INTRODUCTION

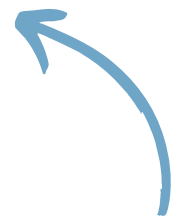
WELCOME EMAIL/TEXT

SUCCESS STRATEGY CALL

LAUNCH EVENTS

NEW TEAMMATE CHECKLIST

NEW TEAMMATE TEXT SERIES



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# Introduction

## ONBOARDING NEW TEAMMATES

First impressions matter. As a leader, you only have one opportunity to create a strong first impression and welcome a new team member! Let's make it count.

Of course, your new team member will be receiving communication from Jordan Essentials Home Office welcoming them to the company and providing clear next steps to have a successful start. As their leader, you are also able to offer an additional layer of support to make onboarding a seamless and successful experience.

Within the first 24 hours of a new team member joining, be sure to reach out with a quick text message and an email welcoming them to the team.

*Hi NAME! I'm NAME, one of your upline leaders with Jordan Essentials! I couldn't be more excited to officially welcome you to the team! I just sent you an email with 5 quick steps to get started in an hour or less. Can you let me know that you got it?*

The best thing you can do for a new team member is to make them feel welcome and give them a few clear first steps. Those first steps can feel like a "quick win" for a new team member to feel productive and get moving.



**Jordan Essentials Home Office is here to help set up your new teammate for success. Encourage them to be on the lookout for text messages. They will also get a series of emails as a new consultant supporting their journey.**

# Welcome Email & Text

## SAMPLE WELCOME EMAIL

Hi NAME,

WELCOME to Jordan Essentials! I'm SO excited you've decided to join our team. I know you're going to love being part of our mission to share incredible Magnesium-powered wellness, pure essential oils and beneficial botanicals naturally. The home office team is working to mail out your starter kit and you'll get an email to access your website shortly. In the meantime, let's get started!

Let me introduce myself - I'm \_\_\_\_\_, one of your upline leaders. My mission is to help you get everything you want out of this amazing opportunity! Whether you are dreaming big and view this opportunity as a game-changer for your family or you simply want to make a little spending money in the process, I will be on your side to help you accomplish your goals.

Starting anything new can be a bit overwhelming in the beginning, there are five simple steps to follow that will set you up to rock this business right away! Best of all, all five steps just take 60 minutes out of your busy schedule. Easy peasy, right?

Step 1: Complete Consultant Profile (5 minutes): [LINK TO GOOGLE FORM](#)

Step 2: Schedule a Success Strategy Call with me (20 minutes): [LINK TO CALENDAR](#)

Step 3: Review Jordan Essentials New consultant Toolkit (15 minutes): [ATTACH TO EMAIL](#)

Step 4: Pick a date and time for your Launch Events (15 minutes):

Step 5: Join our Community (5 minutes) [LINK TO FB GROUP](#)

Your Homework: Begin browsing JE University, your back office and the New consultant Toolkit. Use a dedicated notebook to record your start up questions.

Again, welcome to the team!! We are SO excited to be on this journey with you! It's going to be great! As always, I'm here to help in any way I can! So please don't hesitate to ask me questions!

Warmly,  
YOUR NAME

Send

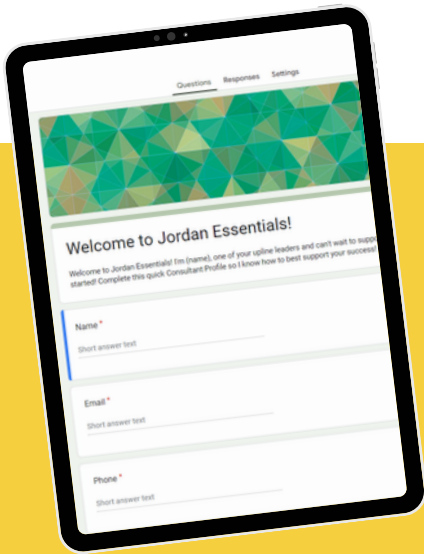
Save

Cancel

# Welcome Email & Text

## SAMPLE WELCOME TEXT

Hi NAME! I'm NAME, one of your upline leaders with Jordan Essentials! I couldn't be more excited to officially welcome you to the team! I just sent you an email with 5 quick steps to get started in an hour or less. Can you let me know that you got it?



A Google Form is a great starting point to gather more information about your new teammate. This will clue you in on their initial goals and “why” for joining Jordan Essentials. [Copy this template and make it your own.](#)

Jordan Essentials has done the hard work for you! Tap into the [New Consultant Toolkit](#) to easily guide your new teammate through their first 90 days in business.

Your new teammate will be hearing from Jordan Essentials on the regular. It is also important they hear from you when they have direct questions.

Using a calendar scheduling tool is a great way to invite your new teammate to book their welcome call with you based on the hours and availability you set! [Calendly](#) offers a free plan.



# Success Strategy Call

In the first week of your new teammate joining, schedule a Success Strategy Call to get them set up for success. When they first get started, they are excited so let's build on that momentum. Also, you'll want them to make the most of the Jump Start earning period. In your welcome email, scheduling a Success Strategy Call is one of the first steps, but some new teammates will need a little reminder. Don't be shy about sending a text to remind them to get this call scheduled. It is an incredibly important step to set them up for success.

The Success Strategy Call can be just 20 minutes. Your #1 goal from the Success Strategy Call is to begin to build the relationship and get to know your new team member – and, their goals. On that call, be curious and ask questions:

What excites you the most about Jordan Essentials?

*Review the Jump Start Rewards together.*

What are your first three goals?  
Are you ready for me to show you how to do that?

Aside from the money, what would say “made it worth it” to you a year from now?

How can I best support you?



## **Focus on Jump Start Milestones**

Reference the New Consultant Toolkit to go over the Jump Start Rewards. You may even ask your new teammate to send you a screenshot of the completed “first 3 goals” page from the toolkit.

# Success Strategy Call

Your other goal for the call is to pencil in their launch events or initiatives. It is recommended they have at least one in-home and one online event. Mark your calendar for the dates they select so you can support their launch. As you complete the Success Strategy Call, set expectations and identify next steps. Here are a few talking points for quick reference:

You have plenty of support here at Jordan Essentials. If you get stuck or need anything, you can connect with me personally, anyone on the team or home office.

Only you can do the actual work. More than anything, I want you to be successful and to do that, I will often refer you to a tool or resources to help you become more and more self-sufficient.

The closer you follow the New Consultant Toolkit, the more successful you will be! It has great information in it and is based on the success of thousands of Jordan Essentials consultants that have come before you.

I'll be in touch with you to coach you step-by-step as we gear up to your event events to make sure they are wildly successful. We'll be working together very closely here in the beginning so expect to see some text messages from me to support you each step of the way.

## *Homework for Them:*

Begin personally inviting guests to your first event! Once your kit arrives, reveal what is inside with sneak peek photos or a LIVE video.



# Launch Events

Just like you would coach a host for an event, you'll want to coach your new teammate, as well. While it may feel easier to just "do" the event for them, it is critical that they learn so they are successful for the future. Here's a quick checklist for you to help your new consultant have successful launch events:

- Schedule their event launch dates within their first week. Make sure the launch event happens within the first two weeks - the sooner the better! Remind them that they can host their own event events - they don't need a host for these first few.
- Coach them to personally invite each of their guests to RSVP.
- Encourage your new teammate to announce their new business venture publicly on social media. A great "call to action" on that post is to invite their followers to comment if they'd like an invite to their launch event or to follow their journey.
- Remind them that they will earn host rewards on their own event events so it's a great time to "go big" and they can get even more free and discounted Jordan Essentials products for their personal use.
- Assure your new teammate that you will help them if they get stuck or have trouble answering a question about products or the business.
- Consider going LIVE with your new teammate if they are resistant to going LIVE on their own.
- Shout out your new teammate for launching in your team community. This small recognition goes a long way!
- Remind your new teammate the importance of follow up to get additional orders after the launch event wraps up.

# New Teammate Checklist

- Within 24 Hours:** Send Welcome Email
- Within 24 Hours:** Send Welcome Text - *Hi NAME! I'm NAME, one of your upline leaders with Jordan Essentials! I couldn't be more excited to officially welcome you to the team! I just sent you an email with 5 quick steps to get started in an hour or less. Can you let me know that you got it?*
- Review their New consultant Profile
- Welcome your new consultant in your team community
- Make sure they scheduled their Success Strategy Call. If they haven't scheduled a call, be sure to send a quick reminder.
- Send Check In Text to confirm Success Strategy Call - *Hi NAME! I am so excited to connect with you for your Success Strategy Call! I have you scheduled for (DATE/TIME). Before we connect, be sure to take a peek at the New consultant Training Toolkit. Do you need a link to check it out?*
- Within 1 Week:** Success Strategy Call
- Send Check In Text - *It was so great connecting and hearing more about your goals and launch plans! I'm here to support you every step of the way! Did any questions come up for you after our call?*
- Within 2 Weeks:** Support new teammate's events
- Send Check In Text - *You're going to rock your (events)! If you get stuck or need anything, I'm here to help and cheering you on! Woohoo!*
- Send Check In Text - *Great job with your first event! It only gets easier and more fun from here! Promise! What was your favorite part?*
- Recognize your new teammate for launching in your team community
- Continue to connect with your new teammate every few days during Jump Start. Here's a few check in text examples you can personalize based on their progress:

*Hi NAME! It's hard to believe we're just weeks away from the end of your first month of your Jump Start period. I just checked and you have HOW MUCH in sales. That means you've earned WHAT and have HOW MUCH to go to hit your goal of WHAT. How can I help you get there?*

*Mid-Month Check-In! You know how much I want you to scoop up all those Jump Start Rewards. I wish I could go back and get them myself! ;) How's your month looking so far? Feeling on track, off track or somewhere in between?*

*That might have been the fastest 3 months ever! Congratulations! You did it! You completed your Jump Start Period ... and, we're just getting started! Is there something new you're wanting to give a try this month?*

- Continue to recognize your new teammate monthly in your team community as they accomplish their Jump Start goals.

# New Teammate Checklist

NEW TEAMMATE NAME:					
START DATE:					
Send Welcome Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send Welcome Text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Review their New Consultant Profile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcome your new consultant in your team community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule Success Strategy Call	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Send Check In Text to confirm Success Strategy Call</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Success Strategy Call	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support new teammate's events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Before event Check In Text</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>After event Check In Text</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognize your new teammate for launching in your team community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connect every few days during their Jump Start Period. <a href="#">Click here</a> for examples.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Continue to recognize your new teammate monthly in your team community as they accomplish their Jump Start goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# New Teammate Text Series

**Welcome Text:** Hi NAME! I'm NAME, one of your upline leaders with Jordan Essentials! I couldn't be more excited to officially welcome you to the team! I just sent you an email with 5 quick steps to get started in an hour or less. Can you let me know that you got it?

**Success Strategy Call Confirmation:** Hi NAME! I am so excited to connect with you for your Success Strategy Call! I have you scheduled for (DATE/TIME). Before we connect, be sure to take a peek at the New consultant Training Toolkit. Do you need a link to check it out?

**Before event Check In Text:**

You're going to rock your event events! If you get stuck or need anything, I'm here to help and cheering you on! Woohoo!

**After event Check In Text:**

Great job with your first event! It only gets easier and more fun from here! Promise! What was your favorite part?

**Before the End of the First Month of their Jump Start Period:** Hi NAME! It's hard to believe we're just weeks away from the end of your first month in your Jump Start Rewards earning period. I just checked and you have HOW MUCH in sales. That means you've earned WHAT and have HOW MUCH to go to hit your goal of WHAT. How can I help you get there?

**End of the First Month:** Happy Month-End, NAME! I'm so proud of you for reaching WHAT during your first month of earning Jump Start Rewards! Incredible! Bring on Month 2!

**Beginning of Second Month:** Here we goooo... Month 2 of earning your Jump Start Rewards is underway! You're cruising! Now that you've been working your biz for just over a month, what has been your favorite part?

# New Teammate Text Series

**Middle of the Second Month in Jump Start Rewards:** Mid-Month Check-In! You know how much I want you to scoop up all those Jump Start Rewards. I wish I could go back and get them myself! ;) How's your month looking so far? Feeling on track, off track or somewhere in between?

**End of the Second Month earning Jump Start Rewards:** YASSSS! You did it! Month 2 of earning those Jump Start Rewards is in the books! You smashed it! Let's get Month 3 going! Tell me: What's your fave Jordan Essentials product so far?

**Before the End of the Third Month earning Jump Start Rewards:** The month is flying by and I was thinking of you! Anything you're feeling stuck on? How can I help?

**After They Complete their Jump Start Rewards earning period:** That might have been the fastest 3 months ever! Congratulations! You did it! You completed Jump Start... and, we're just getting started! Is there something new you're wanting to give a try this month?

 **Project Broadcast** Get the Text Bundle: [9jR7jhf8DCw](#)

**Mark Your Calendar** While it isn't your responsibility to keep track of your new teammate's Jump Start goals, it is helpful for you to watch their progress closely. Mark your calendar as key dates are approaching so they don't miss out by overlooking month-end deadlines.

**How do I find my next business builder?** The more you grow your team, the more likely you are to find your next business builder. Some leading indicators are what they share about "why" for starting, the milestones they've hit in their Jump Start Period, and their personal drive. When you see these qualities in your teammates, it's a great opportunity to have a "what's next" conversation. Share with them how to build their team and begin coaching them to move into leadership.

# Support Your Team

TEAM GOALS

TEAM CHALLENGES

TEAM COMMUNICATION

TEAM RECOGNITION



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# Team Goals

Being intentional about tracking your team numbers will set you up for success. Many leaders are reliant on their Back Office to track their team progress. While this is important, it is only displaying your actual sales volume to date. To be more forward-thinking, let's also proactively set team goals, then track your progress on those goals.

To get to this level, you are likely familiar with setting goals for your personal sales volume. Setting goals for your team is no different. Before the start of each month, carve out the time to set your goals – and, the goals you've set for your team. Here's a few key metrics to track:

<b>Profitability</b>	This is how much you plan to earn, after expenses.
<b>Personal Sales Volume</b>	This is how much you plan to sell personally.
<b>Personal Teambuilding</b>	This is how many you plan to add to your team.
<b>Team Sales Volume</b>	This is how much your team plans to sell collectively.
<b>Teambuilding</b>	This is how many you plan to add to your team collectively.
<b>Incentives</b>	This includes how many on your team are earning Jump Start Rewards, promotions or bonuses.

Once you've been in business for 12 months, it is easier to view the seasonality of team sales as it will fluctuate based on product launches and holiday sales. As you're setting goals, look at your previous 3 months of team sales data, as well as how your team performed the previous year in that month. While it is important for you to set your team goals, you do not need to broadcast it widely to your team. They are most focused on their personal goals – not your total team's financial goal. Think about other ways to quantify impact when sharing your vision with your team. It's not just the total team sales volume. Consider highlighting the number of new customers using Jordan Essentials, number of products sold and overall impact of your team.

Keep your team goals visible on a whiteboard or on the desk where you do most of your work. Remember, when goals are top of mind – energy flows where attention goes. Until your team has at least 25 members, we don't recommend counting on or budgeting for the income from your team. As your team grows, this income becomes more steady and less reliant on just a few top performers.



**Data is powerful! Even if you don't consider yourself a "numbers person" as a leader, you will want to set monthly team goals and familiarize yourself with your Back Office Reports.**

# Team Challenges

Team Challenges can help everyone reach their goals in a light, fun and intentional way. First off, know your goal. You can structure a team challenge focused around sales, event bookings, skill development or action-taking. Challenges provide a little friendly competition among your team while infusing energy into your group and providing one focus for your team to rally around. Here are 4 ideas for challenges your team will love:

<p><b>Sales Challenge</b></p>	<p>There are many ways to structure this. It might be around a specific product or category like the Joyful Jordan Box. For each box sold, encourage your team to comment on a specific post. Set a collective goal of selling a certain number of products, then offer up a prize for a random team member that participated in the challenge.</p>
<p><b>Event Booking Challenge</b></p>	<p>Ultimately, this challenge will result in more sales for your team. It is a great way to nudge your team in getting events booked. Events could be online or in-person pop-up events. Each time a team member ASKS someone to book an event, they get 1 point and each time they get a YES, they get 3 points. Randomly pick a winner at the end of the earning period for a prize.</p>
<p><b>Team Growth Challenge</b></p>	<p>This is a great challenge when your team needs a boost or some fresh energy. It aligns perfectly when there is a kit special or a focus on recruiting. Be sure to provide your team tips on how to ask or invite potential team members to a business opportunity event. Award 1 point for each person invited, 5 points for each person that attends the event and 10 points for each new team member added. Offer a prize to the top point-earner as well as a random participant in the challenge.</p>
<p><b>Action-Taking Challenge</b></p>	<p>This type of challenge works great as your team is building skills or confidence in new areas. For example, you might structure a challenge around going LIVE, creating content, building relationships or inviting new leads to become Jordan Essentials customers. Pick an area of focus and when they get it done, they are entered to win a prize.</p>

## TIPS FOR SUCCESSFUL CHALLENGES:

- Be clear on how they participate and earn prizes.
- Create urgency. Some of the best challenges might just be 24 hours or a few days in length. At most, run challenges for a week.
- Be sure to offer some random prizes for anyone participating - not just your top earners with the most sales or points collected.
- Don't break the bank on prizes for your challenges. Even a small prize or gift goes a long way.



# Team Communication

As your team grows, communication becomes more and more important. As their leader, your team needs to see YOU. Your job isn't to reiterate everything communicated from home office, but it is your job to communicate your strategy, how they can leverage promotions from home office and to lead by example.

Most teams have a communication "hub". This might be a Facebook Group or a Whatsapp Chat. Be sure to communicate in that hub early and often. You may set a weekly time to go LIVE to share updates. Or, create a content plan to show up regularly. Just like in your personal business, you can schedule out content to share. Below, are a few ideas of what content to share as well as other ways to communicate with your team:

Content Ideas	Other Ways to Communicate
<ul style="list-style-type: none"> <li>• Motivational, inspirational quotes, encouragement or stories</li> <li>• Tips or product knowledge about Jordan Essentials items</li> <li>• Recognition of team members' accomplishments and milestones</li> <li>• Professional development to link out to a podcast, blog post or video</li> <li>• Reminders about product availability, promotions and deadlines</li> <li>• Screenshots, examples and stories about how you are working your personal business</li> <li>• Fun, engagement posts to get to know each other and boost community</li> </ul>	<p><b>Text Marketing</b> Consider leveraging a tool like Project Broadcast to send quick texts that link back to your team hub.</p>
	<p><b>Email Marketing</b> Consider leveraging a tool like Convertkit to send quick emails to your team.</p>
	<p><b>Website</b> Consider leveraging a tool like Oh My Hi to share content videos and written content with your team.</p>
	<p><b>Boards</b> Consider leveraging a tool like Boards to share message templates, graphics and videos with your team.</p>

You may also want to plan a Monthly or Quarterly Team Meeting. This is a great place to share updates and get together socially. Bring the FUN FACTOR. Consider a game of BINGO, trivia, 2 Truths and a Lie or an ice breaker. If your team is local, you can even schedule this in-person. These gatherings build relationships with your teammates faster and build a dreamy culture! Each quarter, it is smart to deploy a survey to your team members to get a better pulse on their goals and what they need from you. Set up a simple Google Form to gather information from your team quarterly to better understand how to best support your team.

**Get them to Conference!** One of the most impactful experiences your team will have is attending a company conference! Encourage your team to commit and register for the next conference! It will be a game-changer for your team!

**Quick Tip** always link back to your team community hub for them to find the details so you don't have to keep multiple platforms up to date.

# Team Recognition

Your team thrives on recognition and shout outs. Recognition is a task that sometimes gets shuffled to the bottom of the to-do list but has a huge impact. Be sure to make it a priority on a monthly basis to recognize your team for their accomplishments. A few areas to recognize may include:

<b>Stomp the Zero</b>	Celebrate everyone each month as they get their first sale of the month.
<b>Green by 15</b>	Celebrate everyone each month when they are “green” by the 15th.
<b>Double Green</b>	Celebrate those that are “active status” for two months in a row.
<b>Top Personal Volume</b>	Shout out your earners.
<b>Top Teambuilding</b>	Recognize those that have added to their team for the month.
<b>Consistency Champ</b>	Celebrate those that have consistently worked their business month-over-month.
<b>Jump Start Rewards Earners</b>	Shout out your newest teammates that are earning Jump Start rewards.
<b>Promotions, Incentives and Bonuses</b>	Celebrate those that earned promotions, incentives and bonuses for the month.



**Recognition comes in many ways. It might be a public social media post, a handwritten note you drop in the mail or a shout out in your team community.**

# Lead Leaders

VISION & MISSION

KEEP GOING & GROWING

LEADING WITHOUT BURNOUT

COACHING YOUR TEAM



watch + learn

# Vision & Mission

Now that you're a leader, your vision and mission just got a whole lot bigger! In the past, you've identified your own personal mission or "why". As you think about the "why" of your team, it encompasses not just your own, but all the consultants on your team. Take some time to reflect on creating a solid mission and vision statement that will build belief and empower your team.

Keep in mind, a mission and vision statement isn't about your team sales. Oftentimes leaders share lofty vision statements like "creating a million dollar team". Rather than thinking about the dollar amount, reframe your vision statement around the impact you're creating like the number of customers you're serving.

Your mission statement is more focused on what you value TODAY. Your vision statement is more future-focused on what you want to become TOMORROW. A few examples from popular brands you love:

BRAND	MISSION	VISION
<b>Disney</b>	To create happiness for people of all ages, everywhere.	To be the world's leading producer and provider of entertainment and information.
<b>Hobby Lobby</b>	To offer our customers exceptional selection and value.	To influence and market creative arts while incorporating Christian values.
<b>Southwest</b>	Dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride and company spirit.	To become the world's most loved, most flown and most profitable airline.

As you craft your own mission and vision statement, know that this may evolve over time. It is a work in progress. When you're ready, share it with your team and get their input.

## MISSION:

Our team's mission is to \_\_\_\_\_ (what you do) in order to serve \_\_\_\_\_ (who you serve) in such a way that \_\_\_\_\_ (the result / benefit / value of your collective work).

## VISION:

Our team's vision is to \_\_\_\_\_ (your purpose / the impact you want to create)

# Keep Going & Growing

You know how to lead a team – and, now you're ready to move into upper leadership, and lead leaders. You've learned by now that consistency is important as you grow your business. This holds true even as you move into upper leadership. Keep going and growing. Lead by example. Don't stop growing your team. Your income will grow as you continue to build front-line leaders. The wider your team structure, the bigger your paycheck will become.

## TEAM RETENTION AND ENGAGEMENT

As your team and leaders continue to grow, you may struggle with retention. It's easy for new teammates to be excited in the beginning but fizzle out as life happens and they navigate new seasons of their life. Know that turnover is normal in direct sales. And, of course - as their leader, you want to do everything possible to retain as many team members as possible. The key to this is to keep your team shopping and sharing Jordan Essentials to stay active. As long as your teammates are using and sharing the products, they should have no problem reaching this minimum.

Another contributor to having strong retention is building that dreamy team culture and community. Even if your teammates aren't working their Jordan Essentials business to the extent you thought they would, if they're invested and care for the people and community you've created, they will stick around.

You and your leaders can also be intentional about boosting team engagement. Here are a few ideas to pump up the engagement in your team community:

- Think of your team as your customers. Share more about Jordan Essentials product favorites. They LOVE the products.
- Highlight what you are counting down for or excited about. This builds interest and excitement.
- Share more content that is encouraging, uplifting and inspirational. Be the happy place your team wants to hang out.

Of course, team recognition and challenges can also boost up engagement, as well!

# Leading Without Burnout

As an upper leader at Jordan Essentials, you may feel a sense of overwhelm at times. Let's be intentional to proactively avoid burnout. After supporting hundreds of leaders, we have captured some best practices for leaders of leaders to stay grounded and find joy in your business.

- **Roll with the ebbs + flows of your business:** Your business will have seasonality, up's and down's. If you feel like you're on a downward trajectory, know that you steer the ship and can boost things back up to get back on track.
- **Focus on what is within your control:** You can impact your personal sales volume and teambuilding. You can't do the same for your team. Give them the tools they need to be successful and make yourself available for their support, but ultimately what they do (or don't do!) isn't within your direct control.
- **Protect your energy:** As an upper level leader, you may find teammates coming to you oversharing their personal struggles. You can be empathetic and supportive, but also keep up boundaries so you do not fall into the role of their therapist. Offer teammates encouragement, but protect your energy so you don't get sucked into negativity or drama.
- **You are not responsible for their success:** It's easy to assume responsibility for others as their leader. Or, blame yourself if someone doesn't perform to their potential. Ultimately, you can only offer support and encouragement, they have to do the work.

*An empty tank will take you exactly nowhere.  
Take time to refuel.*

## SHARED LEADERSHIP

Another strategy to avoid burnout is to leverage a shared leadership model. As an upper level leader, tap into your team of leaders to work together. Collaborate on sharing social posts, leading team meetings, recognition and challenges. You don't have to do it all. Delegate and empower others to get involved. This is also a great way to highlight successful team members and recognize their success.

In a monthly or quarterly leadership team meeting, identify the tasks that need to be accomplished and invite your leaders to leverage their strengths and volunteer. If everyone does a little, a lot can be accomplished! During those meetings, invite your leaders to share what is working well in their personal business to predict what tools or training the team needs. This might be a sales strategy or a marketing approach that one of your leaders can share with the larger team.

# Coaching Your Team

## COACHING VERSUS ADVICE/TRAINING

Learning to coach your team is a skill of upper level leaders. Sometimes we think we are coaching, but we are really giving advice. It's important to recognize the difference between a structured coaching conversation and advice-giving.

ADVICE	COACHING
SHORT-TERM BENEFITS	LONG-TERM CHANGE
ONE-WAY STREET	COLLABORATIVE EFFORT
LEAVES YOU DEPENDENT	EMPOWERS YOU
GIVES YOU FISH	TEACHES YOU TO FISH
ASKS YOU TO ACCEPT THE ADVICE	GENERATES YOUR OWN IDEAS

It's helpful to clearly call out advice versus coaching. You can say something like "Let me give you my best advice" when replying back. Then, check and see how it landed: "Did that help? Did it solve the problem?"

## THE FIRST COACHING CALL

When you are coaching, invite coachees to schedule a time with you. Set a specific time and date and meet over the phone or zoom. Be sure to have your coachee contact you. For your first coaching call, set expectations:

- It is a 20-minute call
- It is focused on a specific challenge.
- During the call we will guide the conversation to a solution.
- We will develop an action plan.
- You will be asked to share your progress on the next call.



**Skip the chit chat. To keep the call focused, keep the coaching conversation focused on the specific question or area of focus.**

# Coaching Your Team

An easy coaching framework to follow is GROW:

GOAL: What do you want to achieve by the end of this meeting?

REALITY: What is happening?

OPTIONS: What are your options?

WILL: What actions will you take?

## COACHING QUESTIONS

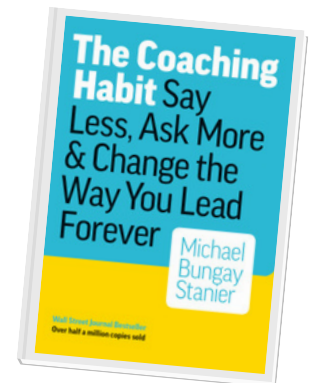
A great resource if you want to learn more about coaching is the book, 7 Coaching Habits. In that book, there's 7 clear questions to ask during the coaching conversation.

- What's on your mind?
- A.W.E. - And, what else?
- What's the REAL challenge here for you?
- What do you want?
- How can I help?
- If you're saying yes to this, what are you saying no to?
- What was most useful for you?

A few more do's and don't's of coaching conversations:

- DO ask one question at a time
- DO get comfortable with silence
- DO listen and acknowledge answers
- DON'T give them the solution
- DON'T make choices for them

Get the Book



**Tell me more about that.** During a coaching call, it's all about asking questions and letting them come up with solutions. Ask "tell me more about that" to help them get where they need to go.

**If I \_\_\_\_\_, would you \_\_\_\_\_?** This is another great type of question to ask. For example: If I sent you some possible verbiage, would you check it out? Or, if I sent some ideas, would that be helpful?



# Leader Checklist

## CHECKLIST

# Leader Checklist

## DAILY

- Welcome new team members
- Social post on team page
- Scan group, texts, chat and email for questions and comments

## WEEKLY

- Check back office numbers
  - Personal sales volume
  - New team member volume
  - Promotion-bound volume
  - Total team volume
  - Status: leaders + active
- Check in messages
- Team Connect: LIVE, Zoom, Office Hours

## MONTHLY

- Growth Plan
- Promotional Updates
- Recognition - Social, Happy Mail
- Other Team Activities:
  - Team Training or Meeting
  - Team Challenge
  - Biz Opportunity Event
  - Mega-Party Team Sales Event
  - Leadership Team Meeting

## QUARTERLY

- Team Systems Review (communication, content, training, support, etc.)
  - What's working?
  - What's not?
  - What needs a refresh?
- Team Leadership Review:
  - Where do you have gaps?
  - Where do you need extra support?

Grab the [Canva Template](#) and make it your own!

# Leader Checklist

## DAILY

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## WEEKLY

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## MONTHLY

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## QUARTERLY

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# Leader Checklist

## SOME THINGS TO KEEP IN MIND:

***You don't need to be "on" 24/7*** In fact, to help your team become self-sufficient and resourceful, you don't need to reply instantly to incoming messages. Simply set aside a dedicated time each day to reply.

***Think about when you do your best work.*** Find your daily flow for your regular tasks. You may also schedule a Quarterly Leadership Day for yourself or leverage the time you have at Conference or a Leadership Retreat to tackle bigger projects or take a high-level view of your business.



***Create a calendar of theme days*** For example, each Monday you might check-in with your team members in their Jump Start period or each Friday you might do a FRI-YAY Shout Out post celebrating accomplishments for the week.

***Schedule weekly themes*** For example, week 1 might be all about recognition and communicating out monthly updates or week 3 might be the week you offer a team challenge or schedule a team meeting, etc.

## NOTES



*You did it!*