

Congratulations! You're a new Director ... now what?

First, this is an exciting time — your hard work, energy, and focus deserve to be celebrated! Second, you're not only an independent business owner, you're now a leader! Continue to sell and sponsor, make time to grow your business, and teach others do the same. This guide will help you get started.



Your team expects you to:

- Stay connected with frequent, consistent communication.
- Set an inspiring example of how to succeed.
- Understand and explain the Compensation Plan.
- Acknowledge and recognise their hard work.
- Keep working your own business, leading by example.



Scentsy expects you to:

- Continue to embody the company values of Simplicity, Authenticity, and Generosity.
- Stay informed of home office updates, announcements, products, and policies (and cascade those to your team members). Reference the News, Marketing and Training sections of your Workstation daily for new updates and uploads.
- Learn and share the Five Fundamentals of Team Building (we'll review concepts in this guide, but for in-depth learning, visit the Training section of Scentsy Success).
- Attend New Director Boot Camp at the earliest opportunity.
- Continue to uphold and share the Scentsy Standards.



You should remember to:

- Continue the ongoing cycle of selling and sponsoring, while also leading your team.
- Cultivate a relationship with your downline leaders.
- Develop new Directors.
- Be patient with yourself and others as you grow into your new role.
- Run your business and let your team members run theirs. You aren't running it for them. Check out "Replicate" in the Five Fundamentals of Team Building to help you keep this in perspective.
- Create systems to help you streamline your day (and train your teams to do the same).

The Five Fundamentals of Team Building

- To help you be a successful and effective leader, we've identified a list of fundamental skills to help guide you as you guide your new team: Prepare, Discover, Coach, Connect, and Replicate. Think of these as actions you can take to engage and support your team as you help them achieve their goals. You can't do one without the other! These steps work in tandem to build a successful foundation for supporting your team members. When you understand how these fundamentals work, you can use them in every aspect of your business — especially through positive leadership — so your team grows and excels with you.

Prepare



We want you to feel prepared to lead your team in this new role, and to feel competent and credible as a leader — even if you don't have all of the answers (no one does!). Understand you can confidently point your new team member in the right direction or know where to start looking. In addition to these Five Fundamentals, here are some other tools and resources to help:

- Director Facebook group
- Director support line and chat
- Leadership events
- Daily Power Hour
- The Training section of Scentsy Success
- Training for new Sponsors
- Weekly leadership calls

Caring for yourself and others

Incorporating service into the way you approach your business will open doors for you, your family, your team, and your community. Sometimes a shift in mindset makes all the difference; instead of asking, “*What can you do for me?*” try “*What can I do for you?*”

That said, it's important to establish boundaries for yourself and your family:

- Set business hours (and stick to them!); communicate them to your customers and team.
- Schedule weekly time for your spouse/partner/family.
- Don't feel guilty about saying no: If you are dealing with someone who wants more of you than you're willing to give, it's okay to set boundaries and say no.
- Give time to those who are working their business.
- Have your own office space at home to help separate work life from home life.
- Take care of yourself! Check out Scentsy's Wellness challenges for some encouragement.
- Foster a positive attitude and mindset. Never quit when your business experiences a dip, or when things get hard. Reset and find a solution.
- Find and create systems to support your business activities and efforts.
- Learn to be disciplined, keep a routine, and not give up! Always be on the lookout for inspiration that'll get you motivated.

Discover



Learn as much as you can about your new (and existing!) Consultants while they learn more about you. Solidify the relationship so they'll be more likely to open up to you, and together you can discover how to help them build their business. Set and explain the expectations you and Scentsy have. Here are some ideas:

- Local get-togethers at home, coffee shops, parks, or restaurants.
- Virtual meetings via Facebook, Messenger, text, Marco Polo, or voice recorder.
- Postcards, handwritten notes, welcome emails.
- Capture what they share in your notes. Take an active interest in their lives — how can you help solve problems? Share the team vision and help them discover their role in it.

Reporting

Continue to familiarise yourself with the Reporting section of your Workstation to track performance, metrics, activity, and history, and run downline and leadership reports on the My Performance subsection. From the Team subsection, you can access the Team dashboard, which shows you each team member's account status, birthday and Scentiversary. Other things to consider and track within your team and group:

- Recruiting
- Sales
- Activity
- Consistency
- “Will cancel” warnings
- Shooting Star and Scentsational Start progress

Coach



Coaching empowers team members to take initiative and learn what works best for their business. By empowering your team, you can continue working your business and have the time you need to give attention and encouragement to everyone. Continue to provide assistance and training: This is not an one-time event — it's a process. As you work individually with your emerging leaders, we encourage you to use the following model to coach them:

Dream — What do they want out of their business? Why did they join? What are they working toward?

Right now — What's their current situation? Where's the gap? What's getting in the way of achieving their dream?

Expected outcome — What, specifically, will be different if they reach their goal?

Action/advice — What actions are they willing to take to achieve their dream? What will they do between now and the next coaching session? With their permission, offer advice at this stage if they get stuck.

Measure — How will they measure their success? How will they know when they achieve it?

Recognition

You may have heard the phrase, what gets recognised and rewarded gets repeated. Think of what you want your team to do consistently — focus on behaviour-driven actions, not just results. As with coaching, use performance reports as a guideline. Your recognition and praise will encourage team members to get started (and keep going!) each month. Here are some other recognition ideas:

- High PRV
- Adding team members
- Number of Scentsy Club orders
- Year-over-year/month-over-month growth
- Rank advancement and promotions within their own teams

Determine the best way to recognise your team members: via phone calls or messages, a public social media shoutout, or a handwritten message, postcard, or certificate. Find out how they want to be celebrated and what will motivate them to continue.

Connect



It's an important expectation that you maintain regular communication with your team members. Make it a priority to ensure your downline feels like they belong at Scentsy and on the team. We've identified four ways to connect — these are just some ideas to get you started — there are many more you can do!

One-On-One	To Each Other	Via Tools and Resources	Via Home Office and Events
<ul style="list-style-type: none"> • Personal shoutouts on social media or individual mailings. • Milestones like birthdays, PRV, Scentiversaries. • Coaching calls, dinner/lunch/coffee meetups, Zoom meetings, text/chat, phone calls. 	<ul style="list-style-type: none"> • Accountability partners. • Zoom, group text/chat. • Sample-making sessions and team socials. 	<ul style="list-style-type: none"> • Product Training and Consultant Guides. • Training section FAQs. • Workstation reports, Scentsy Success documents, the Consultant Store. 	<ul style="list-style-type: none"> • Share home office training and what you learned at events. • Share cause products and partnerships, community engagement, and displays of core values. • Get involved in World Tour, Scentsy Family Reunion, and incentive trips.

Replicate



As you define your Director role, remember to celebrate, and repeat the actions that got you here. Behaviours and actions turn into habits, habits into routines, routines into systems and systems into a lifestyle. Your team members will see your results and want that for their business, too. Remember, it starts with you!

- Help others do exactly what you just did: Have them act like a Director, invite others in, and inspire them to grow their business and build leaders too.
- Keep it simple, so they want to be a Director too.
- Share your best systems with downline leaders. Explain what these systems are, how to implement them, and results you've experienced.
- Create a Units page on Facebook — link to your YouTube page, training videos, and Workstation.
- Learn to be disciplined with your routine and teach others to do the same.
- Seek inspiration that will keep you motivated.

Running your Scentsy business is just like any job — you won't always feel motivated. But stick to your routine, stay disciplined, never give up, and you can achieve more for yourself and your team than you ever thought possible.