

OLs:

Thank you for your capable leadership, for leading yourselves well and being in tune with your people. Keep your org focused on the 2 tangible goals for this phase: do the work to earn a spot on sizzler, do the work to earn (and want!) a spot on the leadership team. Promote, coach, support to those goals.

Here are some essentials to remember now:

1. Treat the next 3-4 weeks like the first 3-4 weeks.

Heavy focus on habits, sitdowns, families served, logs. Not so much on units. Have people follow quickly if they are off on the schedule or attitude. If your SLs have slipped from working at least 8:59-9:31 and/or 30+ demos, we need to get them back on track.

2. EVERYONE needs books in their trunk to deliver on the spot now

Including FYs that have had just 30 customers this whole summer. This is the only way your org can sell 12-13 weeks and have just a couple days for deliveries like you planned this summer. TEACH TODAY either to the whole org or at lunch if there's just a couple of people that don't know how to effectively deliver on the spot. NEXT Sunday I will write into the outline organizing deliveries and ordering your book shipment.

3. Your SLs have more books than they realize...

Every case of books leaving the warehouse is \$8 handling PLUS the shipping (which varies by location), so \$12/box on average. Most of your SLs don't realize what products they'll have a lot of extra...where if they order 50 cases of books that someone in your org doesn't need to deliver, they are out the \$600 in shipping and handling and will need a U-haul to get back to Nashville. So no one orders books yet unless it's just one thing that your entire org is almost out of (eg My Books). Transfer amongst yourselves so everyone is covered. On the transfer, make sure to pick "Yes" for "Will there be shipping and handling charges."

4. How to help them produce

People produce now when they work hard and have FUUUNNNN. HQ/mornings best when it's super light. Get as creative as you'd like (keep it WHOLESOME!) in the next 3 weeks to help your org stay focused and LIGHT on the bookfield. LOTS of chatter and fun on your org groupme/WhatsApp, Jokes on stat calls, funny videos, HQ competitions; you may want to do an org conference call midweek..

5. For people that are drowning/off-track

Be quick to have them follow—even if it's 2-3 times in a week. Better to get 3 good days after they've followed than 6 bad days. Follow or be followed as many days as they need; or follow for 2 goal periods then go to work. Some need to be jarred out of their bad habits. New territory, maybe split HQs if they're not being a good influence on each other. Ask them what they need, get creative with them so they can feel better about how they finish and benefit the org in the process, too.

6. Develop your 2027 Leadership team. Click - [Leadership Selection Resources](#). One by one, interview and invite back more FYs, prep another handful to EARN it and get interviewed in the next couple weeks. ALSO INTERVIEW, SELECT & RECOGNIZE YOUR EXPERIENCED SLs (2027 Cs & Ds) EARNING THEIR SPOT, too. Be training your 2027 Leadership Team with holding parts, taking over responsibilities (eg lead execs, spiritual time out).

7-19-2026 Sunday Meeting The Leadership Phase Week 2

RAU'S ZOOM

Mtg ID 9042338000

Password 123456

8AM EST OL mtg

9AM BOC (or do as lunch)

10AM SL mtg

11AM recognition

11:30AM Kevin Stitt Alumni speaker

Noon Rau Org Mtg

12:30 done

Leadership Phase Intention: each has the belief/desire/plan to make this an awesome chapter, however the story has gone. 2 tangible goals for everyone:

- 1) Do the work to earn Sizzler
- 2) Do the work to earn a spot of the Leadership Team

Resources: [PC sheet](#), [Team competition flier](#); [TOC](#) - Dynasty & EB, [TOC](#) - JYD & brackets; [Sizzler video](#); [Sizzler Contest](#), [customer comments](#), [Pacesetters](#),

For team captains: chart to track stats & how to do stat calls [1 stats chart and how to do stat calls.docx](#)
[Example of Team Flyer](#)

OL Portal: 📁 Leadership team selection resources

*If you forgot to pass out the **packets** last Sunday, you can still use them today

OL Notes for Saturday night & Sunday

Have you read the 1st page? If not, stop and read it. Please. 😊 You are the one person in your org that all this info flows through.

- Plan your Sunday: who will be your team captains; who will you interview/invite back or ask to earn it? Prep for recognition & close. If your org promoted BOC, figure out if that'll be a breakfast or lunch or just not paying the Sunday mtg fee if you order lunch for the group (text receipt to sales support)
- Team competition
 - o Ask your team captain candidates individually if they're up for it. Captains are Bs/SLs you want to develop into OLs and/or FYs you see a lot of potential in.
 - o Then PREP THEM OVER LUNCH AND ASSIGN/DRAFT TEAMS:
 - Explain role (LeadByExample, bring out the best in their teammates), ideas for how to announce their team, how to pull their team together during the close and throughout the week (team name, team customer goal, WhatsApp); prep for stat calls and motivation during the week.
 - Teams of 3 or 4 people need to be drafted from their own org for simplicity. Captains get together with OL to draft. It doesn't matter as much if they're evenly matched because the competition is based on IMPROVEMENT over the team's collective best

- week in clients or units verses their unit total. Make sure they understand the contest.
 - Make stat call schedule; let them know what time they'll call you for stats so they can make THEIR stat schedule. Have them make their own copy of [Stats chart and how to do stat calls.docx](#) so they can track #s and what they coached people without the OL EGC; briefly review how to do a stats call and track #s. Please **TEXT/email Sales support with the names of your team captains**. Remind captains on Sunday to TEXT EDEN with team name & nicknames today.
- Interview/commit/celebrate your Experienced SLs for the 2027 leadership team along with FYs as they EARN it. You can have them fill out the Veterans Leadership Team rec form in [Leadership Selection Resources](#) beforehand if you'd like some help with the conversation.
- COO(stats)/CFO look at people's ROS (including SLs!!) to see who needs to get ahold of the yellows today and support them. And are they getting good payments down on delivered customers?

10 AM EST SL mtg with Rau

- Appreciate your SLs! Some could use a quick PC. ALL could use 30 seconds of love.
- (Cover right before or after Rau's SL mtg) OLs, share with SLs what the person they're PCing needs coaching on! In PCs: definitely check their #s & ROS with them; make sure they call the yellows TODAY (including SLs). Challenge, help them have a specific focus for the week, follow up. Do the work to get on sizzler & the leadership team!

11AM Recognition (before Rau's Org mtg)

- Recognition; Pacesetter (notice the 2027 Leadership team page!!)
- More Sizzler promo**
 - Let's get everyone on sizzler!!! Recognize those who've made it on sizzler.
 - And we'll have other contests to add Sizzler \$! EVERYONE can earn Sizzler if they work hard CONSISTENTLY in the Leadership Phase!! Team competition coming up this week to help each other get to the DR.
- Maybe have people share favorite families/posts from the past few weeks...you do a great thing!

LUNCH:

Immediately **meet with team captains** and prep them (see OL notes above)
 Do team draft; talk about ways to help their team; prep for stat calls;
 prep for the close when they announce their team & meet with their team
 Interview 1-2 deserving FYs and/or SLs!!
 Which SLs can transfer books to FYs that need them?
 Everyone calls their yellows in ROS

Close: (allow extra time for the close since they'll meet as a team):

- Bring up the SLs (current Bs, Cs, Ds) that have been selected for the leadership team. Brag on them, why they're invited back. Let them share what they got from this past year(s) and what they're looking forward to in the future here
- Announce who from your org is progressing in the TOC. [TOC - Dynasty & EB](#), [TOC - JYD & brackets](#), [Sizzler Contest](#)
- Promote sizzler contest-week 2

- Huge [Team competition](#) promotion
 - #1 team in each org (based on growth % over their collective best week in units or clients) gets the Sunday meeting paid for by the other teams. ANY team that beats their collective best week AND they as a team average 180 demos or 75+ hours, EACH member wins \$200 toward sizzler. For example, if a team's best weeks in customers are 23+11+7+30, their collective best week they're working to surpass is 71 families served. If they hit 69 families served, that's 97% of their best week for purposes of rankings. If they serve 72 families collectively, they beat their best week and EVERY team member gets \$200 toward Sizzler (or another SWA event)!! On Monday, Sales Support will update the team competition flier with all the teams, their name and teammember nick-names
 - Captains announce teams. Make it fun & fast.
 - No breakfast coaching this week because you'll do team hype each morning.
- **Teams meet with Captain:** 1) come up with team name, theme/focus/mantra for the week, nicknames or whatever; they know what their collective customer and unit goal is... 2) Each member shares 1-2 things they will do/focus on each goal period for their team, and the one thing they'll do today to set up their environment to win (eg clean out and decorate car; go to bed by 9pm; delete Instagram)
- Remind team captains to text or email sales support their team name and any nicknames; she'll make a fun flier we'll text out in a couple days.