

MAKE THEM BELIEVE



Your Best Ambassadors
EMPLOYEES

BY JESSICA TIDWELL



Gain Loyal Customers **WORD OF MOUTH**

You trust your friends!
Your friends have jobs.
You trust your friends' companies IF
they trust their companies.



"I can only sell something I believe in."

LET'S MAKE THEM BELIEVE

1) UNIFY YOUR TEAM MEMBERS

2) LINK TEAM WITH END RESULTS

3) LEAD INTENTIONALLY

Why? **UNIFY TEAM**

If they feel connected, they will feel a positive sentiment toward the company.



MICROBE FORMULAS FIELD DAY



UNITY IDEAS





DRAW YOUR FRIENDS





HOLIDAYS



HALLOWEEN



LEPRECHAUN TRAP



SHARKTANK



SUNSHINE COMMITTEE

Why? LINK TO END RESULTS

How do we help the world?
'Employees atta know'

- Mission statements don't say it all
- See their impact (specific and general) to help them understand what we do



MICROBE MONTHLY ALL HANDS MEETING



Testimonial



"These [CellCore] supplements are great. I'm feeling stronger & I don't have to rest as much between chores! And I'm sleeping so much better the last 2 nights! Feeling good already is amazing! I'm thinking that by the time I finish this, I'll be super Grammy! I don't think I realized how bad I was feeling before. Thank you for the recommendations & excellent guidance Dr. K!"

-Joy-
Grandmother of 8

SPECIFIC IMPACT

If they can see the impact they are making, they will be more engaged in their jobs.



GENERAL IMPACT ON THE END RESULT

MAKE YOUR **JOB** YOUR **MISSION**





Why?

INTENTIONAL LEADERSHIP

Helping employees believe in
leadership can build true loyalty

Involved Employees **CARE MORE**

- Even when you can do it yourself, hear other peoples' ideas
- Ask for feedback/ideas
- Engage them in the process

INTENTIONAL LEADERS ENGAGE EMPLOYEES



INTENTIONAL LEADERS ARE UNIFIED

- Delegate decisions and trust
- Misdirections can hurt morale



INTENTIONAL LEADERS COMMUNICATE CLEARLY

Your employees can't read your mind
and it is best that they don't try to



I feel passionately that...

THIS IS THE WAY TO UNIFIED, COHESIVE, POWERFUL BRANDING

1) UNIFY YOUR TEAM MEMBERS

2) LINK TEAM WITH END RESULTS

3) LEAD INTENTIONALLY

NOW EMPLOYEES IN A NETWORKING SITUATION WILL HAVE...

**POSITIVE
SENTIMENT**

1

**CLARITY ON HOW WE
HELP THE WORLD**

2

**CONFIDENCE IN WHERE
WE ARE HEADED**

3



Thank you!

