Leadership Retreat is an event that is aimed at providing information and education for the builders in dōTERRA who are exploring the business opportunity and developing a team. It is also where we celebrate those who complete Diamond Club. For these reasons you need to be ranked at a certain level in order to attend. This is different from Convention where our focus is on the product, celebrating success, the community that we belong to and providing recognition. For those of us traveling from the corporate office to Perth for our Leadership Retreat, it was a welcome warm break. Warm not only because the weather was so beautiful, but because we love every opportunity we get to meet with you and spend time getting to know you and your teams better, we really do enjoy the warmth of those personal interactions.

Corey Lindley, Founding Executive President and CFO joined us from the U.S. to share news and give us a global perspective. We are the world’s largest essential oil company! Our pure essential oils are revolutionising the way families manage their health, our products harness nature’s most powerful remedies in a low cost, effective way.

We have developed sourcing principles that include:

- Generating Jobs
- Providing Fair and On Time Payments
- Building Supplier Capacity
- Sustaining Long Term Partnership

Co-impact sourcing is part of what makes us different from other oil companies, and ensures supply for our future growth. Through this we have been able to include some additional principles:

- Ensuring Fair Labor Conditions
- Promoting Cooperatives
- Ensuring Environmental Stewardship
- Facilitating Community Development
INVESTMENT OF ENROLMENT

Johnathan Kunz, Vice President Asia Pacific shared with us dōTERRA’s aim – to have an oil in every home. What makes us different is our culture, our growth is defying industry trends, and that is attributable to our unique culture. As leaders you are the guardians of our culture and it is up to you as you share and teach about our oils to also share our culture.

At our Be Essential Convention, Johnathan released the new Empowerment Bonus. He shared with us the impact of the Bonus in Australia and New Zealand.

- 64% of AU/NZ Premiers qualified
- 71% of AU/NZ Silvers qualified

This has resulted in higher average earnings for our Wellness Advocates who are ranked Premier and Silver.

dōTERRA is investing at these levels because the end result is a higher number of Premiers and Silvers achieving and maintaining rank, leading to stronger leadership pathways to higher ranks and long term growth.

MENTORING WITH JOEY WYSON

Joey Wyson, Blue Diamond and guest speaker from the U.S. shared with us some of his tips on Mentoring as well as bringing a high level of energy.

“Everything that comes in 3’s is perfect”

His Rule of 3 for Mentoring:

- Lead from the front
- Be a friend
- Be perfectly imperfect

As leaders, the contact we have with our teams is vital to keeping them engaged, we need to be true to ourselves, demonstrate a high level of energy and be visible in our actions, how we are involved in our businesses.

In keeping with his rule of 3, he shared some important things to accomplish when mentoring:

- Celebrate their successes
- Talk about and set goals
- Give action items
We revisited the Lifelong Vitality (LLV) Pack and what it can mean to your business with Mark Sheppard and Rani So. LLV was launched at our Be Essential Convention. It is the first product manufactured in Australia and TGA approved. Designed to help promote energy, health and lifelong vitality.

With a unique combination of:

- Omega 3 essential fatty acids
- High strength antioxidants
- Balanced Vitamin and minerals

It is recommended for anyone who is seeking improved energy and vitality. This is a consumable product which needs to be ordered regularly and is the perfect choice for the Loyalty Rewards Program (LRP). Have you tried it yet yourself? Your experience, how it works for you will provide you with your story that you can share.

In order to promote it, you need to understand the basic features and benefits of each of the three products in the pack. And to get the best results from it, you really need to commit to using it for at least 3 months - most people who share their stories will tell you that it is when they don’t take it they notice the difference!

General Manager of Australia/New Zealand, Teresa Haws discussed one of dōTERRA’s key missions, Freeing people financially to allow them to make a difference. She emphasised the fact that “dōTERRA wants to be known as the company that helps the most people get out of debt.” Corey Lindley, Chief Financial Officer dōTERRA International. The 4 Laws of Financial Prosperity book was central to her presentation, and each stage was discussed in further detail.

**Track**

Tracking allows you to become familiar with your current financial position and understand your financial priorities.

**Target**

The Target phase Teresa discussed encourages you to set goals for where you would like to go financially, and create a budget to assist you in achieving that goal. This phase is important as “research supports when you plan where money goes, it goes farther and you accumulate more” Bryan L. Sudweeks. Teresa’s advice is to live on less than you bring in, and that if you live on 70% of your income, you can give 10% to charity, 10% to long-term goals (retirement) and 10% to yourself (savings).

**Trim**

This phase is about aligning your actions with your priorities, leading to becoming debt-free. Many of us spend money on things we think are priorities, and not on things we think we can’t afford. This phase is about thinking about the small things you spend money on, maybe it’s a coffee, or in Teresa’s case, diet soft drink, and being aware of the total sum you spend on this habit per year. Being aware will assist you in trimming expenditure.

**Train**

As with many things in life, becoming financially free is about developing healthy habits and always continuing to learn.

dōTERRA’s Free to give program recognises Wellness Advocates for their hard work, and provides motivation for people to achieve financial freedom, becoming debt free and giving back to others.

If you would like to learn more, The 4 Laws of Financial Prosperity book is now available to purchase through the Australian Warehouse.
Amy Innes was one of our top Diamond Club participants this year. With a young baby in tow, and the support of her husband she hit the road and ran a number of successful events. She shared with us how she achieved success – measured by the number of attendees at her events and the number of Wellness Advocates she signed up along the way.

“I truly believe that the close does not happen at the end. It is a series of parts that come together to help someone make a final decision”.

Start by changing your own mindset. Whether you are running large events or smaller workshops, your job is to educate people about the oils and how they can be used to support them in achieving their own health and wellbeing goals. You need to guide them to the kit or purchase that is the best option for them, based on their needs. You are finding solutions to problems!

Revisit the Empower Kit, all the information you need to run an event or a class is there, even people who have attended previously won’t have taken in all the information. As you introduce people to the ways you can use oils, share your own experience and stories, have an essential oil infused treat at the class so they can experience the amazing flavour.

Amy shared that Part 5 is the most important section of the class. Get everyone to rate themselves between 1 – 10 using the dōTERRA foundation of nutrition and healthy lifestyle and ask the following questions:-

- How would you feel if you could move your scores up a few numbers?
- What could happen if you didn’t reach your goals?
- Why do you feel so many people are into natural solutions?

And get them to list their top three health concerns. Ask:

- How many of you can see Essential Oils benefiting your family?
- Would you like to learn about how you can access them at wholesale prices?

Make sure you speak to each person personally, this is the only way you can address their issues and help them find the solutions that best suit them. And have fun!

Signing up people is only the start of their dōTERRA journey or experience, it doesn’t matter whether they are going to Live, Share or Build it is the rapport or the relationships that we build with them that are important and impact on our retention of them as customers or active team members. We heard from two Wellness Advocates who shared how they approach Wellness Consults.
Lorraine Eljuga stressed the importance of the phone call within 24 hours to follow up. Let them know during the enrolment process that you intend to call, then they are expecting your contact and you are committed to it. We need to remember that nothing takes the place of personal contact whether that be face to face or individual phone conversations. We are not about building an online shopping experience. This is a step to building a relationship and it starts a pattern for easy duplication!

The Follow up should include the following:

- Logging in
- Replicated website
- LRP the benefits and how to create an LRP template
- How to Order (points, percentage and how to enrol)
- Password

After this call, keep up the contact:

- Follow up with an email containing information about the oils/kit purchased
- Ring them a week later to check they have received their order
- Offer a consultation (Wellness Consult) before their first LRP order processes
- Invite them to more classes or to host a class

And most importantly, stay in touch!
Karen Miller shared what her Wellness Consults look like. They are an opportunity to provide one on one support, particularly to new members, an empowering conversation to inspire healthy lifestyle changes and an important part of the doTERRA culture of education and support.

Start by asking some easy, warm up questions:-

- Did you receive my welcome email?
- How have you been going with using your oils?
- What changes have you noticed in yourself/your family
- Do you have any questions?

There is no right or wrong or set process for your consult, here are some things you might like to cover:-

- Recap on using oils/products they have
- Show them where to find information (Source to You, doterra.com, Modern Essentials)
- Determine their health goals for the moment
- Get them to write down their health priorities
- Make a roller blend with them (if possible)

This is also a great opportunity for you to review the oils they are ordering and link that to their priorities. You may need to revisit LRP and help them set up their template if they haven’t already done so and show them how to edit it. Explore the potential for sharing/building – have they shared the oils with anyone. Use Share/Build to show them how they can get their oils for free.

Alice Abba shared with us her thoughts on Leading with Happiness and Recognizing Success. Her principles for Leading were:-

- Lead yourself first
- Set goals with soul
- Alignment brings all the biz builders to the yard
- Run your own race
- Celebrate Growth
- Fun is strategic
- Give your team something to run towards
This year we held breakout sessions specifically developed to provide information based on the rank our participants were at. It was an opportunity for our Premiers and Silvers to spend some time with Corey Lindley in a smaller group, Dan and Kira Fischer talked about their journey and it finished with a panel of our leaders, Tara Bliss, Noel Blanchard, John Croft, Byron and Renee Twilley.

The Golds and Platinums were treated to some more time with Joey Wyson, heard from Vanessa Jean Ovens, Dan and Kira Fischer and were asked to consider how they lead their team.

Meanwhile, our Diamonds (and above) had the opportunity to share their own personal development, participate in discussions lead by Adheesh Piel, John Overbeek, Michelle Wragg and Dr Martha Nessler.

2016 we had 7,837 enrolments through Diamond Club.

This year it was 11,712 enrolments which is incredible! That was an average of 112 enrolments per participant. Just think what it could mean to your business having a Diamond Club participant.

We are unable to announce the winners at this stage due to the timing of Leadership Retreat - audits are being undertaken, but we should be able share the winners with you soon, together with all our successful participants who completed Diamond Club. This year our focus has been on participation, meeting the requirements, rather than the outcome. Diamond Club has the power to transform your business and grow you both personally and as a leader. It provides additional support and resources, so if you are wanting to tap into more resources, gain momentum, or rank advance, Diamond Club 2018 could be for you!

Congratulations to all our 2017 Diamond Club participants, we are proud of your achievements. We would also like to thank your sponsors who made it possible for you to undertake this journey.
PRODUCT RELEASE

We love extending our product range, especially when we can bring you exclusive oils! At Leadership Retreat, we released 4 new products, and with Manuka and Litsea essential oils not available in the US, we know you will be as excited as we are to have these oils in the Australia and New Zealand market. Here is some information about our new products that are now available to order:

**Manuka 5mL essential oil**

The rich, spicy, herbaceous fragrance of Manuka essential oil can help relieve feelings of stress and promote relaxation. When applied topically, this sweet, herbaceous oil can promote smooth, healthy skin and may reduce the appearance of blemishes. You can also combine it with water in a spray bottle to freshen the air in any room or surface.

SKU 60201876  
Wholesale $73  
51PV

**Litsea 15mL essential oil**

This lemon-like essential oil has many surface cleansing properties, due to its similarities with many of our other citrus oils. When diffused, Litsea essential oil can have strong rejuvenating effects, bringing a fresh energy to your day! It's clean, sweet, fresh scent is uplifting and helps clear your mind and rejuvenate your energy.

SKU 60202033  
Wholesale $35  
24PV

**Rose Lotion 100mL**

This light, alluring lotion combined with Rose essential oil promotes smooth, beautiful skin, and leaves hands soft, supple and nourished. The most special part of this product, however, is that the total $26 purchase price is donated to doTERRA's Healing Hands Foundation, doTERRA's registered non-profit organisation that offers hope to millions around the world through it's commitment to improving lives by partnering with organisations that offer hope.

SKU 60202184  
Wholesale $26  
0 PV

**Hope 10mL essential oil**

This distinct essential oil blend combines the fresh scent of Bergamot with Ylang Ylang and Frankincense, to produce a blend which uplifts mood and provides a unique aroma for a personalised fragrance. The most special part of this product, however, is that the total $26 purchase price is donated to doTERRA's Healing Hands Foundation, doTERRA's registered non-profit organisation that offers hope to million around the world through it's commitment to improving lives by partnering with organisations that offer hope.

SKU 60201381  
Wholesale $26  
0 PV