

HOW TO SCALE YOUR BUSINESS TO 6-FIGURES AND BEYOND

BONUS LESSON - WEEKLY ACCOUNTABILITY MEETINGS



Bonus Lesson 1- Weekly Accountability Meetings

Welcome to the Bonus Lesson!

In this special **BONUS TRAINING** I'm going to be teaching you how to run...

WEEKLY ACCOUNTABILITY MEETINGS (WAM)

- + These are small group virtual meetings that you host each week using a service like Zoom to help you implement and run your Accountability System with the best people on your team.
- + These meetings are great because they allow you to **LEVERAGE** your personal time
- + These meetings are the solution to burnout and overwhelm that comes with a big team.
- + They help you develop other independent leaders **FAST** to give you more Time Freedom.

Here's one reason why they're so powerful...

- + Small **GROUP** accountability is **WAY** more effective than 1-on1 accountability.
- + Think about how much time you waste each week 'coaching' people on your team, pouring into them, and they basically do nothing with your advice.
- + This is one of the biggest time wasters for leaders....
- + Over time it becomes easy for people to 'flake out' on you, because they know you'll still be there for them to 'pick them up' - you wind up enabling their inactivity.
- + In a small group of **PUBLIC** accountability with some of the peers - it's **WAY** harder to do that.
- + They get embarrassed having to report that they aren't doing anything or that their business isn't growing - it forces them into action.

Here's another reason why they're important..

It's a very **LONELY** journey building a network marketing business (especially early on)...

When you're working hard, chasing your dream, and no one else around you sees what you do.

You might say, 'We've got the FB Group, we do Team Zooms, etc.'

I'm telling you this **ISN'T ENOUGH** for leaders - they don't fill the void to help them feel truly connected to a group of people that understand them.

It's so easy to just be another number on the call, or name and face on social media.

What's interesting is that we've never been more

connected as a society, and at the same time people have never felt more alone.

As a leader, you have to do the work to facilitate **REAL CONNECTION** for the best and most promising people on your team - with a group of their **PEERS**.

I don't know of any tools that do this better than WAM's.

Here's what you'll find....

- + For the people that actually stick with these - you'll see **UNBELIEVABLE** transformations in many of them - the way they start treating their business.
- + If you can make these a part of your Accountability System - and start to duplicate these on your team - **WATCH OUT**.... lighter fluid on the fire!!!!
- + Now I know what some of you are thinking...
- + 'The **LAST** thing I need is another meeting to run on my team!' **OR** 'I've done these kinds of things before and they didn't really work for me.'
- + Be clear on one thing - these are **NOT** like any other meeting you've ever run on your team - and when you start to see the **RESULTS** they create - they'll be your favorite thing you do!!

WHO SHOULD YOU BE INVITING TO ONE OF THESE MEETINGS?

- + Think of these meetings as a 'reward' to the people on your team that most **DESERVE** your personal time and attention.
- + It should almost be a form of recognition when you invite someone....
- + It's basically you saying to them - 'Because you are so committed to your own success, I want to focus my time on helping you get to your goals faster.'
- + What you want to do is choose a specific rank in your compensation plan - think of the first 'real leadership rank' that when someone hits - you know they're serious.
- + For most companies compensation plans, the first few ranks are not really that difficult for someone to hit - they just have to go out and do **SOMETHING**.
- + Pick a rank that you **KNOW** if someone reaches, they're a **LEADER**.
- + Whatever that rank is, becomes the foundation for your WAM.

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When you create your Rank Advancement Tracker

Sheet - you outline the qualifications for someone hitting that rank.

The next step is deciding who on your team should you invite to the meeting.

THE KEY TO A SUCCESSFUL WEEKLY ACCOUNTABILITY MEETING IS MAKING SURE YOU INVITE THE RIGHT PEOPLE.

You're looking for what I call the 20%'ers on your team....

These are the small segment of people on your team that are the **MOST** committed.

The ones who don't need their hands held, or for you to motivate them to take action all the time - these are your 'best people.'

Here's the big mistake a lot of leaders make - they don't spend enough time working with this small segment of people.

They fall into the trap of working with 'everyone else' on their team - they leave this group alone because they don't **NEED** the help.

You wind up spending all your time with people that aren't that committed, aren't very motivated, and you spend all your energy trying to 'drag these people across the finish line.'

Here's the #1 thing you **MUST** start doing if you want to do a better job developing strong, **INDEPENDENT** leaders on your team...

Start spending more time working with those that DESERVE your time, not those that need it.

The people that **DESERVE** your support and time are your best people.

These are also often the people that won't ever **ASK** for help or support - they don't want to seem like they're 'bothering you' - or let you know that they feel stuck and lost.

The way you build a legacy business in network marketing - one that changes your family's life for generations is not

by trying to be 'everything to everyone!..

It's by getting laser focused on the most important people on your team and start investing your time into helping **THOSE** people reach their full potential.

Total Freedom in this profession can be built through as little as 3 - 5 key leaders on your team.

These people most likely aren't all going to fall on your first generation. It doesn't matter...

You need to get clear on who these people are on your team.

The most time effective and scalable way I know to begin this process of working with the **RIGHT** people on your team are Weekly Accountability Meetings.

With the right structure and support, you can help accelerate the development of them as leaders and the growth of their teams.

This WAM format is **PERFECTLY** designed to do both.

KEEP YOUR WAM TO NO MORE THAN 10 - 15 PEOPLE TOTAL

- + If you invite too many people, they become less and less effective.... Easier for people to 'hide' - they also become WAY too long.
- + That means you may need to get a little **STRATEGIC** on who you want to invite.
- + Be a little selfish here!! What teams or areas of your business do you need to develop to help you hit your next big rank or goal?
- + Maybe choose some of your best leaders to join you so they can learn the process - let them know you're testing out a new format that you think might be great for the team.
- + If it works and they like it, they can duplicate and roll it out to their teams.
- + Whichever you decide - make sure that initial number of people you invite isn't more than 15.
- + Not everyone will say 'yes' and you'll have people drop off over time - you can always invite more people as you go.
- + Make sure there is a 'minimum rank' they need to be in order to be considered.

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HOW TO INVITE SOMEONE TO THE WEEKLY ACCOUNTABILITY MEETING (WAM)

- + Once you've identified the 'right people,' now you're ready to start inviting them...
- + The WAY you invite them to the WAM is **VERY IMPORTANT!**
- + This will be your first look at how this process is **VERY** different from similar things you may have done in the past.
- + You need to make the fact that they've been chosen for the WAM a **BIG DEAL.**
- + Remember - this is a form of recognition for the best people on your team.
- + That means you don't invite people over FB message or text message - You invite them **LIVE** over Zoom or the phone.
- + They need to hear and see your excitement and level of seriousness for this meeting.
- + You explain to them **WHY** you're starting these - to help you better focus on the people who most deserve your time - help them achieve their goals faster.
- + You want to reward them for all their dedication and hard work by giving them an opportunity to be a part of this special leadership meeting.
- + Let them know the people in this group will become your #1 focus...

Here's the key -

If they agree to be a part of the group, they need to know the EXPECTATIONS that come along with them participating.

They're pretty simple really, but they do require a level of commitment...

Show up each week, complete the tracking form for the call, and be prepared to share their numbers.... (there will be weeks when they can't make it - **LET YOU KNOW!**)

If at any point they can't do these things - they'll be asked to leave the group.

This may seem a little harsh, but you have to present it like this.... It's not fair to the group to have people on the call that aren't as serious or committed.

Here's what you are going to find - most of your leaders that you invite will not only totally get this - they are going to be **VERY EXCITED!**

They've been waiting for and looking for some higher level support and direction....

KEY POINT - You may be surprised at the response of some of these key people - they're not ready or willing to join the group.

This process will help you get clear on who the **REAL LEADERS** are on your team now.

My advice is leave the door open for them... don't make them feel bad because they say no - let them know you still love them and are here to support them however they need.

Reassure them that if they are not ready or the timing isn't right, that is perfectly **OK!**

Invitations should **NOT** be advertised to your entire team. You want to create curiosity and intrigue with those that are currently not your 20%'ers.

We also have a PDF document we created of the Meeting Guidelines you can give them - it summarizes all the expectations of them being a part of the group.

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GUIDELINES AND LOGISTICS FOR THE WEEKLY ACCOUNTABILITY MEETING (WAM)

- + There is no 'perfect day and time' for these meetings.... Pick a day and time that works best for you and whomever can make it - makes it.
- + I recommend only using Zoom - do not try and do these with a FB Group!
- + You create your Rank Advancement Tracker Form (make sure the people you invite to the call are all around the same level - shooting for that goal)
- + They get a copy of the form - their job is to complete it and send it to you the day of the call each week.... HW.
- + The 2 things they commit to are sending in their form and being on the call...
- + The **ACTIONS** of the members will tell you who is the most serious.
- + State clearly what is and is not allowed inside the meeting... i.e. negativity, excuses, not being accountable, 'stories', grace periods for falling below minimum requirements, or failing to report weekly metrics.
- + These meetings should be no longer than 30 - 40 minutes.
- + You **DO NOT** record calls so people have to show up live (that's the entire point)

YOU NEED TO MAKE SURE THAT YOU'RE LEADING BY EXAMPLE AND SUBMITTING YOURSELF TO ALL THE SAME REQUIREMENTS YOU ARE ASKING OF THEM!

The first few weeks will be a painful process for many of the attendees (supposed to be that way) - they're going to 'wake up to the fact that they're not working hard enough.

The idea is to force them to start doing the right things - the process does that for them.

Start **THINKING** like a business owner - more strategically.

Being accountable for their level of activity and focus each week.

Don't make someone 'feel bad' if they have to drop out for whatever reason....

It's **GOING TO HAPPEN**. Just be prepared.

After a month or so if the call is still kind of dead - no one really doing much - consider bringing in someone else to give it some life.

FORMAT FOR RUNNING THE WEEKLY ACCOUNTABILITY MEETING (WAM)

These calls should be no longer than 30 - 40 minutes (this is important!!)

The First 5 Minutes - Each person reports their numbers

Keep it **SIMPLE** and Report your numbers only. Not the **'WHY'** they are what they are.

Teach your people to divorce the story and marry their results!

Next 5 Minutes - 'Win of the Week' shared by a member

Do your best to find someone who had a great win for the week ahead of time and make sure they know they will be sharing on the call. Otherwise just open up and ask for someone.

Next 5 - 7 Minutes - Current Challenge or Roadblock

A member shares a current challenge or situation they are experiencing and the entire group gives assistance and advice.

Next 10-15 minutes - Training on a subject or Hot Seat

Many times this flows naturally from the previous topic when a member is sharing a current challenge they are facing. Otherwise, have a topic planned in advance.

SPEAK TO THEIR BELIEF AS A LEADER - YOU CAN DO THIS!!!

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HOMEWORK ASSIGNMENTS:

So, I challenge you to start implementing the above right now!

Here are a few simple steps to get you started in implementing your own Group Accountability Calls!

1. Take out a piece of paper, go through your team organization, and write down the names of individuals who you feel demonstrate the 4 C's.
2. Determine your Vital Few - What are the 3-4 most important metrics your participants should report weekly.
3. Type out your guideline and rules - before reaching out to anyone and inviting them to participate, make sure you are clear on what is expected from both them and you each week!
4. Begin reaching out to your potential participants and invite them to the first call! And remember, don't be hurt if some of them are just not ready yet for this level of accountability.

I promise, Group Accountability Calls is one of the most important things you can do as a leader to build excitement, momentum, and massive growth on your team!

A 20%’er can be identified through four characteristics known as the ‘4 C’s’:

1. **CHEMISTRY** - These individuals have positive attitudes, and people, including YOU, like to be around them and work with them.
2. **CHARACTER** - They are honest and trustworthy.
3. **COACHABILITY** - 20%’ers, while confident in themselves, also acknowledge that they do not know everything and come to the business with the humility that allows them to be coachable.
4. **COMMITMENT** - These performers consistently take action...not just words and planning.

These 20%’ers are usually certain rank or title in your company. They are a leader who could operate independently of you and quickly lead their own accountability group in the future.

But remember, first and foremost, you are looking for individuals who demonstrate the 4 C’s, even if they are at a mid-rank title right now. Sometimes mid-level team members show the potential to be your future rock stars with just a bit of leadership development and guidance.

GROUP ACCOUNTABILITY CALL GUIDELINES + RULES

WHY?

- + To help you attain freedom in your life through achieving both your goals and rank advancement within your business.
- + To give you clarity and clear direction on the right activities you should be doing every week - both those activities that will lead you to the results and success that you want AND also the activities we should NOT be doing.
- + To give you, one of our emerging leaders, the support you need to continue growing in your business and in your leadership skills.
- + To create a team culture of connection, momentum, and focus.

AS A MEMBER, YOU WILL:

- + Make the Group Accountability Call one of your highest priorities of the week.
- + Be as committed to other members' businesses as you are to your own.
- + Submit a completed accountability form prior to the Group Accountability Call each week.
- + Notify me and still turn in the accountability form if you are unable to personally attend the call.
- + Be positive and factual about your business, as this is not a place for stories, excuses, or negativity.
- + Honor the individuals in this group by keeping what is said on the call 'safe' and private.
- + Agree that if you are unwilling to follow the guidelines defined in this document, we mutually agree that you gracefully disengage from the group until the timing is better.

NAME

DATE