

## LEADING BY EXAMPLE

### CULTURE

At Younique, we embrace a culture of servant leadership.

### CORE SKILLS

1. Demonstrate Trust.
2. Share Your Vulnerability.
3. Establish Purpose.

### SELLING AND SPONSORING

As a leader, your actions speak volumes. Selling and sponsoring are vital to your Younique business. By actively participating in these activities and setting an example, you foster a culture of success and growth among your team.

### MENTORING

Through effective mentoring, you create a strong foundation for growth and personal development within your team. Commit to leading by example and highlighting the power of mentorship.

### PERSONAL BRAND

Build your brand by considering the following:

- What sets you apart?
- What makes you unique?
- What is your goal and your niche market?
- What is your identity, logo, values, objective, and motto?

### KEY ACTIONS

- Be honest, communicate effectively, and create a sense of belonging and inclusion with a positive mindset.
- Share your story, fears, challenges, and how you overcame them.
- Share your purpose with your team and help them define theirs.
- Establish an inspiring, consistent online presence as an example to your team.
- Make two minimum sponsorships per month and set an example for your team.
- Share your sponsorship strategies with your team.
- Identify the people in your team with potential and become their coach.
- Live your brand and be a role model for your team.

### EMPOWER

"Serve others to grow, and you will grow." -Mantra