

# Strengthening my wings

## Emotional Support



PRINCESS  
HOUSE®

Our Hispanic Spanish speaking Leaders, which are approximately 95% of our market, have struggled to use technology thus had no social media presence to help them grow their businesses. Mostly they felt intimidated, despite Princess House's many efforts to teach and support them along their journey.

Almost doubled the End Consultant base

Total number of Leaders base: ▲32%

Top Leaders: ▲15%

Q2 was the highest pay out for Leaders' quarterly bonuses



ANYTHING IS POSSIBLE WHEN YOU HAVE SOMEONE TO SUPPORT YOU

As of Q2 2020, after we launched our completely experiential training program approach, whereby we designed and developed courses to cover topics from how to use zoom to how to open a FB account to how to do a Virtual FB Party, they felt empowered to embrace technology, thus they started to use social media. Their Sales & Recruits grew like never before in the history of Princess House.

**At the beginning**, our Leaders **were overjoyed** with the growth, but very quickly, that rapid growth made them **feel stressed and anxious**.

The situation was very challenging: The **COVID** worldwide stress circumstances + the overwhelming **success** + the **changes** they were living + the **uncertainty**. All these variables contributed to their **growing levels of stress and anxiety**.

We began to receive phone calls from Leaders **literally crying for help**.

The executive team immediately reviewed their cry and made the firm decision to **Support the Field and help them overcome this stress**. The Sales and Strategy VP request was to build and deliver a training that helped our leaders be happier under our current environment. The National Sales Director assigned the necessary financial resources.

The Training and Development SME was assigned full-time and as Project Leader to build a complete Training Program including courses and a rapid implementation for our Hispanic Leaders.

The National Sales Director, Regional Sales Managers and Trainers (seven PH Employees total), supported the Training with their feedback, logistics and gathering of the Leaders.

# Program Phases and Topics:



## Objective:

Support the Leaders Personal Development to learn how to overcome challenges, by providing them with knowledge and practical tools on self-awareness and happiness to use now and in the future.

## Modality:

Online live webinar

## Frequency:

Weekly / Biweekly

## Starting date:

Jul 31 2020

## Finish date:

Nov 17 2020. Currently delivering the remaining Trainings.

## Duration:

1:00 to 1:30 hrs. Per class

## Target:

Hispanic, Spanish Speaking Leaders interested in managing stress, their personal development and happiness.

## Jul 31 Launch



- I. Flying in winds of change
- II. How beliefs and personality affect the way the world is perceived
  - o Belief Systems
  - o Personality theory of social transactions of the different ego states
- III. Road to Happiness - Workshop (Work in/after each class)
  - o How the brain works
  - o How stress affects people
  - o Measuring happiness levels
  - o Strengths inventory
  - o Savor
  - o Gratitude
  - o Give and connect
  - o Planning for success
  - o Mind - supported with 3 custom made meditations beyond the class:
    - Here and now
    - Gratitude
    - Let go
  - o Body - supported with 3 custom made yoga classes beyond the class:
    - Anti-Stress
    - Sleep well
    - Back, shoulders and neck
  - o Let go
  - o What's next?

## Nov 17 End

The program is being built in-house but some external vendors have contributed as special guests. The training is presented holistically, including physical, emotional, spiritual, social, family, financial, romantic and scientific perspectives. In addition, the Leaders requested we include the teenager's perspective.

# The Program Progress

The results were immediate **after the first trainings**. Leaders started expressing how **relieved they felt** and shared how they are using the learnings in their business but especially in their lives.

However, COVID kept contributing to the **uncertainty**, reaching Princess House's supply chain and shipping, affecting the business with back orders and shipping delays that went from two to 10 weeks. This **increased the stress levels** of our Leaders, Consultants and Customers; however, they continue to express how the Training Program is helping them **overcome** the situation personally as well as with Consultants and Customers. They are still facing challenges, and we know there are more to come, but **now they have the tools to manage them in a less stressful way**.

## Long-term Impact:

As the Field continues to gain knowledge and tools through this training, they will be better equipped to manage their stress and happiness levels in their professional and personal lives.

## Results:

- Feel more confident to articulate their challenges, and use their strengths to overcome them
- Awareness of their emotions and tools to manage them.

### KPI's

The Hispanic Leaders weekly complaints decreased importantly.

Before the Training	90%
After the 3rd class	20%

## NEXT STEPS:

- o Complete the program on Nov 17
- o Re test the happiness levels
- o Listen to testimonials
- o Observe behaviors
- o Constant program evaluation



## Testimonials:

These classes have helped me a lot; they are very beautiful and highly motivational. My perspective has changed, becoming a more positive person. I have learned to listen and understand to give an answer calmly and kindly. These trainings have strengthened me.  
*Gabriela Rodriguez, Unit Organizer*

With these trainings, I have become a more patient person and also know how to create "my bubble". They have given me Courage.  
*Maria Hernandez, Area Organizer*

I have always loved my job, but these webinars are giving me confidence to use my strengths to help people with a more compassionate ear. I can make a difference.  
*Mercy Moreno, Zone Organizer*

I now pay attention to my behaviors and ask myself if I am acting from my "child", "adult" or "parent" personality ego. I consider the circumstances and choose the personality ego that I should use to communicate with the other person to end up with a win-win situation.  
*Dulce Ascencio, Division Organizer*