

ROYAL ACADEMY

DIRECT SELLING E-LEARNING PLATFORM

In Context

Over the span of just three years, the way we do business at Hy Cite evolved dramatically, accelerating the need for innovation in training and development for our fast-growing global sales force. In response, we created an online learning platform that delivers high-impact training for Royal Prestige® Distributors.

To build excitement and rally participation, we enlisted top Hy Cite leaders to teach courses.



What is Royal Academy?

An online learning hub where our sales force can get training and insights directly from experts to help them become successful Royal Prestige entrepreneurs.

Royal Academy also aligns with our global growth strategy, which includes providing practical, powerful tools for Distributors to access anytime, anywhere.

Why is Royal Academy important for Hy Cite and Royal Prestige?

In 2022, we at Hy Cite set out to significantly grow our stellar sales force. Since Royal Prestige Independent Distributors work in eight countries around the world and communicate in multiple languages, we needed one single, global source for unified entrepreneurial development.

The Royal Prestige brand has also experienced tremendous growth over the past few years, highlighting the importance of developing and maintaining a global, integrated communication strategy.

We created Royal Academy to ensure our field aligns under one brand voice and reflects our purpose, mission and values.

Royal Academy is an online resource designed to provide high-impact field training and development in a flexible environment.

What have we done so far?

In January 2023, Royal Academy Phase One went live with four training & development sessions available to Distributors in the United States. Course learnings are reinforced using proven tools like videos, trivia and games.

Why include videos, trivia and games?

Industry experts estimate the use of imagery in training increases learning retention up to 65%. That means people remember learnings more easily through video.

In addition, trivia and other games seem to improve memory and retention.



What's our main feature? We've created 4 courses and 17 trivia games.

Course One Oportunidad Royal



Taught by:

PAULO MOLEDO

CEO & President, Hy Cite Enterprises, LLC

Subject: **business model & fundamental pillars**

Course Two Golden Rules for Success



Taught by:

Valerie Muzquiz

Field Development Sr Manager

Subject: **5 habits for success**

Course Three Powerful Products



Taught by:

ELISEO SANTIAGO

Product Training Director

Subject: **Unique Royal Prestige product features & benefits**

Course Four Wow! Innovation, Surprise and Delight



Taught by:

JOSÉ SANTIAGO

Product Training Director

Subject: **Product development from concept to delivery**

Outcome and Impact

A large number of Royal Prestige Distributors in the United States have taken Royal Academy courses.

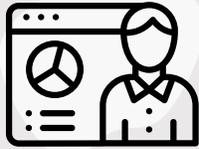
Results have been remarkable.



Results After 3 Months



5.5K Independent Distributors



Most U.S. Distributors have become users.



5K+ views



Average trivia score 97.93%



Trivia progress 81.17%

Other Key Findings

Distributors are leveraging courses to train individuals as well as groups, ensuring alignment in relevant areas. This underscores Royal Academy's powerful impact both as learning tool and motivation source.

Next Steps

So far in 2023, we've developed four additional courses covering business planning, brand reputation and other relevant subjects for U.S. Distributors. Royal Academy Phase I will soon be available in Mexico and Colombia. After this implementation, Distributors in all other countries will be able to access courses.

Our objective is to add courses every year and identify those with most value for the sales force. This will encourage platform use and guide further course development.

Testimonials



Angie Fernández
Independent Distributor,
in Florida.

"Royal Academy has clearly defined 'before and after' for me."



Alfredo Martínez
Independent Distributor,
in Colorado.

"Royal Academy is both simple and dynamic; perfect!"