Pacesetters Class Coaching Guide
Session 1 – Principles, Attitude, Goal Setting and Time Management

Overview
This session focuses on building a solid foundation for a successful Mary Kay business, specifically:
- Mary Kay’s principles and philosophies
- The importance of image and a positive attitude
- Goal setting
- Time management

Suggested Materials Needed for This Session
- Goal-Setting Worksheet *
- Weekly Plan Sheet
- Weekly Assignment Sheet for Lesson 1*
- Pacesetters Point Sheet *

Optional Material
- Set the Pace for Success Listener’s Guide for Session 1 +
- Various colored highlighters
- Information on Goal-Setting Handout +
- Information on Attitude Handout +
- Information on Time Management Handout +

To Be Prepared as a Facilitator, You Might Want To:
- Listen to CD 1 of Set the Pace for Success and work through the Listener’s Guide. It would be helpful if the participants did the same prior to class.
- Make copies of the handouts

Estimated Time to Complete Session
2 hours

Suggested Outline

Introduction (10 minutes)
You might include the following:

* Available to Independent Sales Directors only on the LearnMK™ Web site, key word: set the pace
+ Available to both Consultants and Sales Directors on the LearnMK™ Web site, key word: set the pace
Welcome and congratulate the Independent Beauty Consultants for their decision to participate in this Pacesetters Class.

Explain what you hope they will achieve from participating in the class.

Provide an overview of the class and explain any ground rules you’ve established. You might talk about weekly assignments as well as any rewards or recognition you are offering for completing the assignments. If you are using the Pacesetters Point Sheet, you might hand that out and explain how it works.

Have the participants introduce themselves; tell when and why they started their Mary Kay businesses; why they decided to participate in the class; and what their goals are.

Mary Kay’s Principles and Philosophies (15 minutes)
You might start this section by briefly summarizing the important points of the section on Mary Kay’s philosophies from CD 1 of Set the Pace for Success, perhaps utilizing the Listener’s Guide.
Some questions you might ask are:

What are some ways you can demonstrate the Golden Rule and the Go-Give™ spirit to your customers, team members, sister Consultants and others you come in contact with? (You might mention the importance of referring other Consultants’ customers or potential team members back to their Consultants as a way of honoring the Golden Rule.)

Do you think you can play a part in keeping the adoptee program alive and well? If so, what part?
Mary Kay always believed in keeping your priorities in order. What are some ways you can do that and still build a successful business?

What are some things you can do to help keep Mary Kay’s principles, philosophies and core values alive for future generations?

The Importance of Image (15 minutes)
You might start this section by briefly summarizing the important points of the section on image from CD 1 of Set the Pace for Success, perhaps utilizing the Listener’s Guide.
Some questions you might ask are:

Mary Kay always said you only have one chance to make a good first impression. What are some things you can do to help make a good first impression on the people you meet?

When you wear a dress or a skirt, do you act and feel differently? If so, how? Do you think that might help in your sales and team-building efforts?

Do you consider yourself a walking billboard for your business? If so, how?
**Suggested activity:**
Spend some time brainstorming ways the participants might attract business and leads by how they look and the image they project. You might include areas such as:

- Attire
- Makeup, nails, hair, shoes and accessories, including the Mary Kay™ pin
- Appearance in public when not conducting business
- Behavior, attitude and what they say
- Printed materials they hand out, such as business cards, business checks, team-building materials, fliers, etc.

**Suggested assignment:**
Based on this discussion, you might encourage the participants to make one change in their appearance over the next week that might help them attract business and leads. You might ask what change they plan to make.

**Attitude (20 minutes)**
You might start this section by briefly summarizing the important points of the section on attitude from CD 1 of *Set the Pace for Success*, perhaps utilizing the Listener’s Guide.
Some questions you might ask are:

Have you found that your attitude can affect the way you feel about your business? If so, how?

It's been said that feelings follow action. If you find yourself feeling negatively about your business, what are some immediate actions you could take that might help counteract that feeling? (Example: Make some reorder calls, call a mentor or power partner.)

What are some things you can do to help maintain a positive attitude? (You might recommend some motivational books or audio material that you have found helpful.)

How important do you think self-talk is to maintaining a positive attitude? Is your self-talk always positive and affirming? What do you think you could do to encourage better self-talk?
Discuss what positive affirmations are and how they might encourage better self-talk. You might provide the following information and suggestions:

- Affirmations are “I” statements that, when visualized, repeated often and believed in, can help counter negative self-talk and help you achieve your goals.

- They usually cover one of three areas: “I am” statements affirm who you are (example: “I am a great team builder.”); “I can” statements affirm your ability to accomplish a goal (example: “I can achieve the Queen’s Court of Personal Sales.”); “I will” statements affirm a change you want to make (example: “I will hand out my business card to five people today.”)

- Affirmations should be positive statements (example: “I am outgoing and people are drawn to me.”), rather than negative (example: “I will not be shy.”)

- In addition to repeating them often, you might also want to write them out several times a day; record them and play them back while exercising or driving; and post them in places where you will see them often.

Affirmations are like planting seeds. Nourish them with continued energy everyday. Give them time to work and sprout results.

- Russell G. Alexander
**Suggested activity:**
Discuss what kind of positive affirmations the participants might want to adopt as their own. You might share some examples.

**Suggested assignment**
Ask the participants to create and memorize their own affirmation before the next session. You might encourage them to post it where they can see it often.

**Goal Setting** (30 minutes)
You might start this section by briefly summarizing the important points of the section on goal setting from CD 1 of *Set the Pace for Success*, perhaps utilizing the Listener’s Guide.
Some questions you might ask are:

It’s been said that people with goals succeed and people without goals fail. Would you agree? Why or why not?

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How do you think goals give you direction and a track to run on?

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Have you ever set a goal and not reached it? If so, how did you handle it? Would you handle it any differently now?

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What do you think it means to “set your goals in concrete and your plans in sand”?

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Suggested activity:
Hand out the goal-setting worksheet and give the participants time to fill it out. After they’ve completed it, you might ask if anyone wants to share their goals with the group.

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Suggested assignment
Encourage the participants to go home this week and create a simple goal poster and display it in a place where it might motivate them to achieve their goals.

Time Management (25 minutes)
You might start this section by briefly summarizing the important points of the section on time management from CD 1 of Set the Pace for Success, perhaps utilizing the Listener’s Guide.

Some questions you might ask are:

How can goals help you determine your priorities and the way you spend your time?
Mary Kay always said, “Don’t spend dollar time on penny jobs.” She recommended delegating tasks that could be done by someone else. What tasks could you delegate? To whom could you delegate them? How could you pay for any additional help if you needed it (a maid or office help, for example)?

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It is suggested that you concentrate on income-producing activities, or IPAs. What are some examples of IPAs on which you might want to concentrate?

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Do you think having your office and money well organized might help you save time? If so, how? Who would like to share some tips on how they keep their office and money organized?

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_Suggested activity:_ Pass out blank copies of the _Weekly Plan Sheet_ and give participants time to create next week’s schedule based on the goals they set earlier. You might
provide colored highlighters so that they can color-code their plan sheets. The colors you might provide are:

- **Pink** = Non-income-producing Mary Kay activities
- **Green** = Income-producing activities
- **Yellow** = Family and personal time
- **Orange** = Spiritual time
- **Blue** = Outside job

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**Summarize and Close the Session** (5 minutes)

You might:

- Summarize the session.
- Pass out the assignment sheet and any other handouts you might have. (For example, you might have information in your files on a particular topic that might be helpful to the participants. Three handouts you might consider are the *Attitude*, *Goal-Setting* and *Time Management* handouts that are available on the LearnMK™ Web site, key word: *set the pace*.)
- If you want them to submit any paperwork, such as a Weekly Accomplishment Sheet, their assignment sheet, etc., before the next session, you might explain that.
- Mention next week’s topic – booking and coaching – and ask them to listen to CD 2 of *Set the Pace for Success*.
- Reinforce time and place of the next session.
- Add any additional information or announcements.