

# AREA LEADERSHIP COUNCIL (ALC) GUIDELINES



## 1.1 Purpose, Foundation and Authority

- The purpose of the Area Leadership Council (ALC) is to organize, manage and execute OTG trainings, presentations and other events in their respective local geographic area in order to carry out the OTG Mission: Our MISSION is to develop OTG leaders by providing a proven global system based on contribution, honesty, accountability, integrity and respect. Our VISION is To create a unique Global Organization through teamwork, mentorship and support, empowering individuals to create profitable international Nu Skin businesses.

- ALC is founded on the fundamental values and behaviors that are specified in the OTG Code of Conduct (CoC) and all ALC members to sign.

- ALC is responsible for executing the practical implementation of the OTG system throughout its geographic area.

- ALC has a direct connection to OTG Core Team (CT) – through regular monthly ALC calls where regional Core Team member(s) participate.

- ALC will typically consist of local executive leaders representing as many different lines as possible in order to maintain an open, friendly and positive side-line environment.

If there are not enough executives in the geographic area or the geographic area is too small to have its own ALC, then an ALC together with another geographic area should be created until there are more executives.

- The ALC Chairman should be locally active business builder, experienced and trustworthy leader with good relations to other Nu Skin leaders and have a pin level of Ruby or higher (no exceptions allowed). In the ALC there should also be a team of no less than nine people (executives or higher) representing the following committees and areas of responsibility: Finance, Logistics and Promotion.

- Each committee should be led by a Committee Chairperson.

- The ALC Chairman, as well as the Committee Chairperson, should be proposed and selected by the general agreement of local executive leaders.

- A Secretary is to be appointed by the ALC Chairman.

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## 1.2 Membership

- ALC consists of local executive leaders and other executive leaders who spend significant time and effort in the area and who embrace the CoC.
- The ALC Chairman, the Committee Chairpersons, and the Secretary should serve for 12 to 24 months when the local leaders will propose new leaders to be elected for the following period.
- A member of ALC will be dismissed from the team if he/she breaks the CoC or behaves in any way that is not representative of OTG and the ALC. Any costs associated with such a dismissal will be charged the dismissed member.

## 1.3 Calls and Meetings

- ALCs have regular calls, minimum once a month, in conjunction with Core Team calls. This frequency can be modified by the Core Team should it prove necessary.
- ALCs also have regular meetings as per local decisions made by the ALC Chairman.
- Each member is expected to be an active contributor to the calls/meetings by being well prepared, attentive, constructive and positive.

## 1.4. System 7 Workshops (Workshops)

Workshops are organized by the local ALC, or, if there are not enough people, together with another ALC.

Workshops are to take place on first weekend of the month.

The original purpose of the Workshop is to assist people, who handed in their LOIs the previous month, get started in a proper way. In addition, when people have been to the Workshops a few times, the purpose is also to have them up on stage as new leaders, presenting topics in the Workshop.

All different topics in the Workshop should, if possible, be presented by different Executives, representing as many different lines as possible.

Guest speakers from other ALCs may participate to underline the sideline cooperation and to share the best practices.

The venue for the Workshop should represent the high image of Nu Skin, meaning a decent, clean, as nicest as possible place, our high quality products and our outstanding business opportunity.

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- Dress code for the Workshops is business-casual. (nicely dressed but not necessarily formal, no extremes)

## 1.5 Responsibilities

- Members are ambassadors of ALC and OTG and shall therefore represent these entities by carrying out the ALC Concepts: Supporting and teaching the duplication OTG steps and system, abiding by the OTG CoC, and following other decisions made by CT and/or the Board.

- ALC Chairman is ultimately responsible for all the OTG activities in the given geographical area and

Is the head of the OTG Area Leadership Council.

Is responsible for ALC calls in the area.

Is responsible for communication with Core Team

Is responsible for communicating with other chairmen in the country and other ALCs in the market.

Encourages local leadership and participation.

Should appoint a secretary who makes notes after meetings and, if applicable, sends out agendas

- Finance Committee Chairperson is responsible for:

Collection of money at all events

Registration table: name tags, signage, cash box, pens, pre printed receipts etc.

Accounts receivable/payable.

- Logistics Committee Chairperson is responsible for:

Booking venue (hotel or another representative room).

Audio visual (music, timer, videos pre-meeting).

Microphone check.

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Computers/power points. Make sure each speaker is responsible for timely delivered presentations and back up media

Appoint host/hosts for the meeting

Make sure meeting starts and finishes on time

Room design and layout.

Seating: provide quick seating and no saving of seats.

OTG/Nu Skin displays and/or banners.

Directional signs.

Pick up guest speakers at the airport to make them feel extra welcome.

- Promotions Committee Chairperson is responsible for:

Booking speakers.

Creating invitations, if applicable

Posting all OTG events.

Local meetings.

Agenda (MC check list, organize content, pre-arrange testimonials).

Recognition (awards, prizes).

- Decisions in ALC will be made by majority vote (one vote per contract).
- There is a close link between ALCs and CT, where CT will initiate, help, guide, motivate and empower the creation of ALCs all over the region. Appointed CT members will participate in nation/region-wide ALC calls where ideally two members from each ALC will be present.
- OTG CEO or anybody appointed by him/her is responsible for making and keeping the list of all the market ALCs with updated contact information.
- ALCs support OTG with translation resources when necessary translation projects of

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web-based, printed and/or audio/visual material need to be executed.

- OTG CEO or anybody appointed by him/her co-ordinates the translations and maintains the relevant documentation.

## 1.6 Closing

• ALCs have a vital role to play as the market is growing strongly and there is a clear interest for broader co-operation. Due to its broad spectrum of participants, the ALCs contain a wide variety of needs, cultures and ideas that are necessary to consider in order to be a true market body. Different tasks and projects call for flexible market-driven solutions, yet need to be based on a structured duplication and programs that create a market platform. Therefore, ALCs will consist of open-minded, ethical and co-operating leaders, where a focus on personality rather than ego will contribute and attract leaders from all major markets who together make up the market.