



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: *The OTG Mission is to develop successful leaders by providing a proven global system based on contribution, honesty, accountability, integrity and respect (“CHAIR”).* Vision: *The OTG Vision is to create a unique Global Organization through teamwork, mentorship and support, empowering individuals to create profitable international Nu Skin businesses.*
- The ALC’s responsibility is to create an attractive culture that is welcoming to new people and supportive of all OTG members world-wide.
- ALC is founded on the fundamental values and behaviors that are specified in the OTG Code of Conduct (CoC) and all ALC members will sign it.
- ALC is responsible for executing the practical implementation of the OTG system throughout its geographic area.
- ALC has a direct connection to OTG Regional Core Teams (RCT) – through regular ALC calls where RCT members participate.
- ALC will typically consist of local Brand Representative 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 Brand Representatives 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 Brand Representatives.

- The ALC Chairman should be a locally active business builder, experienced and trustworthy leader with good relations to other Nu Skin leaders and have a pin level of Ruby Partner or higher (no exceptions allowed). In the ALC there should also be a team of no less than six people (Brand Representatives 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 majority vote in the ALC.
- ALC members can only vote if they attend the meeting or call. (one vote per contract)
- A Secretary (if applicable) is to be appointed by the ALC Chairman.

1.2 Membership

- ALC consists of local Brand Representative leaders and other Brand Representative leaders who spend significant time and effort in the area and who embrace the CoC.
- The ALC Chairman, the Committee Chairpersons, and the Secretary (if applicable) should serve for 12 to 24 months when the ALC members 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 to the dismissed member.

1.3 Calls and Meetings

- ALCs have regular calls, minimum once a month. This frequency can be modified by the ALC if considered necessary.
- ALCs also have regular meetings as per local decisions made by the ALC Chairman.
- Each member is expected to be an active Brand Affiliate to the calls/meetings by being well prepared, attentive, constructive and positive.

1.4. S7 Fast Start Training (FST), Business Briefings (BB) and Regional Events

- S7 FSTs are organized by the local ALC, or, if there are not enough people, together with another ALC.
- S7 FSTs are to take place on the first weekend of the month.
- The original purpose of the S7 FST is to assist people, who handed in their LOIs the previous month, and get started in a proper way. In addition, when people have been to the S7 FSTs a few times, the purpose is also to have them up on stage as new leaders, presenting topics in the S7 FSTs.
- All different topics in the S7 FSTs should, if possible, be presented by different Brand Representatives, representing as many different lines as possible.
- Guest speakers from other ALCs may participate to underline the side-line cooperation and to share the best practices.

- The venue for the S7 FSTs should represent the high image of Nu Skin, meaning a decent, clean, nicest possible place), our high quality products and our outstanding business opportunity.
- Dress code for the S7 FSTs is business-casual as stated in the CoC

1.5 Responsibilities

- Members are ambassadors of ALC and OTG West Europe 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 RCTs and/or the Board throughout West Europe.

- 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 RCT
- Is responsible for communicating with other chairmen in the country and other ALCs in West Europe.
- Encourages local leadership and participation.
- Should appoint a meeting secretary who makes notes during the meeting and, if applicable, sends out an agenda.

- 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.
- Financial records being properly executed and shared with RCT on a yearly basis or upon request.

- Logistics Committee Chairperson is responsible for:

- Booking venue (hotel or another representative room).
- Audio visual (music, timer, videos pre-meeting).
- Microphone check.
- 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 or equivalent, to make them feel extra welcome.
- Promotions Committee Chairperson is responsible for:
 - Booking speakers.
 - Creating invitations, if applicable
 - Posting all OTG West Europe events on ALC Facebook or other Social Media.
 - Promoting local meetings and posting them on the OTG web calendar and Facebook.
 - Agenda (MC checklist, 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 RCTs where RCT will initiate, help, guide, motivate and empower the creation of ALCs all over the region. Appointed RCT members will participate in nation/region-wide ALC calls where ideally two members from each ALC will be present.
- ALCs must report updated members list to OTG CEO or anybody appointed by him/her and OTG CEO is responsible for making and keeping the list of all West Europe ALCs with updated contact information.
- ALCs support OTG West Europe with translation resources when necessary translation projects of 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 Europe is growing strongly and there is a clear interest for broader cooperation. 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 European 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 pan-European 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 West Europe.