

**Subject: Word Track The Success Formula (TSF) – The Key Success Drivers (KSD)**

<b>Background info</b>	<p><b>The Key Success Drivers.</b> To make the initial The Success Formula mindset programme (launched more than three years ago) more effective and in line with the distributor success road map, Global has reorganised The Success Formula principles under five key success drivers: <b>Dream, Set Goals, Believe, Take Action, and Lead.</b></p> <p>We have developed a new set of materials that focus on these five key success drivers under the name of The Key Success Drivers. The materials include:</p>
<b>The Key Success Drivers Core Video (EMEA)</b>	<p>In the video, the Nu Skin founders share inspiring stories and examples of how they have successfully used the five key success drivers in their lives. There are five segments in the video and each segment has three or four subsections. The total length is about 50 minutes. People can choose to watch the video from beginning to end or by subsection. Aside from the EN version, dubbing will be provided in five languages: French, German, Hungarian, Romanian and Russian. The Global also subtitled the Key Success Drivers in Japanese, Korean, Chinese, Spanish, Thai, Bahasa. These languages are also available on <a href="http://www.nsemindset.com">www.nsemindset.com</a>.</p>
<b>The Key Success Drivers Workbook (EMEA)</b>	<p>The Workbook includes thought-provoking exercises to help people get started and keep on the right track as they work toward achieving their goals. Each section focuses on a specific key success driver and uniquely illustrates specific steps designed to teach and motivate people to continue through the goal setting and achievement process.</p>
<b>TSF Website (EMEA)</b>	<p>The TSF website is under the <a href="http://nuskin.com">nuskin.com</a> website (top left of the global country navigation page) and can be accessed free of charge. It contains all TSF related materials, including The Key Success Drivers Core Video, workbook, quotes and stories, as well as related videos in EN. People can view or download the video files online.</p>
<b>TSF Mobile app (Global)</b>	<p>TSF materials including the The Key Success Drivers Core Video, Workbook, quotes and stories, etc. are available in the iPad, iPhone, Android, and WAP platforms. (This mobile app is created by Global and available in EN only. You can access the app by navigating to the <a href="http://nsemindset.com">nsemindset.com</a> website on your mobile phone.)</p>

<p><b>TSF on Social Network Channels (Global)</b></p>	<p>The Key Success Drivers materials is also available on social network channels such as podcast, Facebook, iTunes, etc. (Those sites are managed by Global and available in EN only.)</p>
<p><b>TSF/KSD Launch Plan (EMEA)</b></p>	<ol style="list-style-type: none"> <li>1. Each Global Convention participant got a free copy of the US Key Success Drivers; DVD package, including DVDs for the Core Video and Bonus Video and the Workbook. (No EMEA languages in this package.)</li> <li>2. Soft launch EMEA KSD at the EMEA KOM's (presentation by management)</li> <li>3. The EMEA TSF website went live at the EMEA KOM's.</li> <li>4. Official launch on the first of March.</li> <li>5. From March on, the incentive for New LOI's starts and runs in DE (de), FR (fr), HU (hu), RO (ro), RU (ru), UK (en), SE (en) and NO (en) only. They will receive the KSD as of April in their next ADR.</li> <li>6. In addition, The Success Formula is available for sales in the following languages and markets: Romanian in Romania; Hungarian in Hungary; Russian in Russia and Ukraine; German in Germany, Austria, Switzerland and Luxembourg; French in France, Belgium, Switzerland and Luxembourg; English in United Kingdom, Norway, Denmark, Finland, Ireland, Iceland, Sweden and South Africa.</li> </ol> <p>Post Launch Follow up:</p> <ol style="list-style-type: none"> <li>1. Assessment period = 6 months. The distribution of these free packages through their ADR (or one time order, if they don't have an ADR) runs from April – September. Afterwards, we will assess if we need to reprint, stop or adjust the programme). As soon as we know how to proceed after this assessment periode, we can think of what we want to do with the sales.</li> </ol> <p>Training:</p> <ol style="list-style-type: none"> <li>1. Train the Trainer programme for Execs and above (ppt which explains how to utilise the KSD)</li> <li>2. Account Managers training (call)</li> <li>3. FAQ / Wordtrack</li> </ol> <p><i>Please note that the videos are dubbed and that dubbing is not the same technique as lip-synch, therefore the feel of the videos may differ from the original. If the Distributor prefers to watch the original videos in English, they can select "English" in the language menu of the DVD, or visit <a href="http://www.nsemindset.com">www.nsemindset.com</a>.</i></p>

**Suggested Usage of the  
TSF programme**

- First, try to get into the habit of watching The Key Success Drivers videos for at least ten minutes each morning to get motivated and inspired.
- Read a few pages of the workbook and complete an exercise in it each day.
- Make sure to incorporate The Success Formula principles you're your business model (group meetings and downline training sessions)
- Visit The Success Formula website regularly to read the quotes and stories.
- Download clips of the videos to your mobile device to watch anywhere or to share with others. (Available in EN only.)
- Visit The Success Formula Facebook page to exchange thoughts and success stories with others. (Available in EN only.)