

What is IT?

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(Jeanie joined Mary Kay in Aug. '88 & debuted as Director in '90. Earned Cadillac in '95. 9 x in Nat'l CO Sales, 6 x in Court of Achievement, 2 x Million., Top 10 Dir. 2 x, April '07 monthly Miss Go Give)

SOME HAVE IT – OTHERS DON'T!

- **IT** is unique, powerful, life-changing!
- Why do some have **IT** and other's don't?
- Doesn't matter where you live, amount of education you have, whether you have children or not, why type of home you live in, your age, your size, time in the Co. – you can get **IT!**
- In the middle of **IT** - numbers are going up, things seem to be happening, production is rising.
- When we hear that someone has **IT** – we're all over her to find out what she's doing! Looking for **IT** – wanting her ideas, systems, etc.!
- We can't manufacture or reproduce **IT**. Doesn't come from new products, new systems, \$, prizes, or ideas!
- **IT can be CAUGHT!! IT can be given away to others – IT is a special energy, passion, confidence!**
- When you are inspired by others with **IT**, you are changed forever!

Three Principles of IT:

1. **IT** comes with VISION – clear focus on *whatever* program – just so it points to the VISION. Unit knows it, believes in it, moves toward the vision. Deeper than a goal. Love to rally for a 1st time goal. Create a vision that makes them feel important. **Ask myself** – what does my unit like, what can my unit be best at, if I could do only 1 thing – what would it be, if I left my unit tomorrow – what would I want them to take with them, what breaks my heart – keeps me awake at night, brings me to tears? They want to help me create the vision! They want to be part of the vision! Every person's efforts fit into the vision. Three Levels of Consultants: 1st Level – believe enough to benefit – but with minimal “buy in” – personal use. 2nd Level – believe enough to contribute comfortable as long as it doesn't push them. 3rd Level – believe enough to commit lives to it – aspire to leadership position. **IT** Units have ALL THREE LEVELS.

2. **IT** comes when you have *laser-focus* on what we do well and then do it!
Teach EVERYONE to do it.
3. **IT** Units become friends – camaraderie – unbelievable Esprit-de-Corps! Do it together! Work together AND play together! Want to be together! Build relationships!

Qualities of People with **IT**:

1. Passion for Excellence
2. Sincere want to help others
3. Integrity
4. Humility
5. Broken & Healed

Mary Kay was the REAL deal! She had **IT!**

WE CAN HAVE IT TOO – BECAUSE WE HAD MARY KAY!