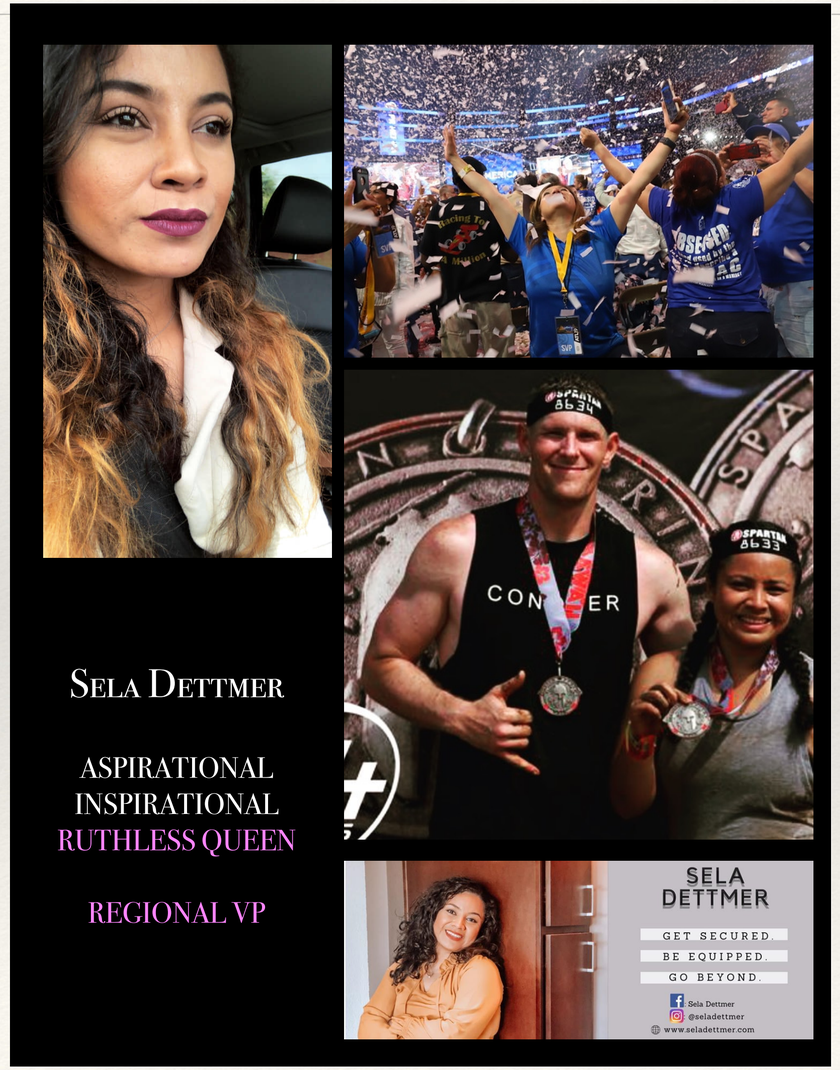
May 22, 2020 / Primerica Group Coaching Session #2

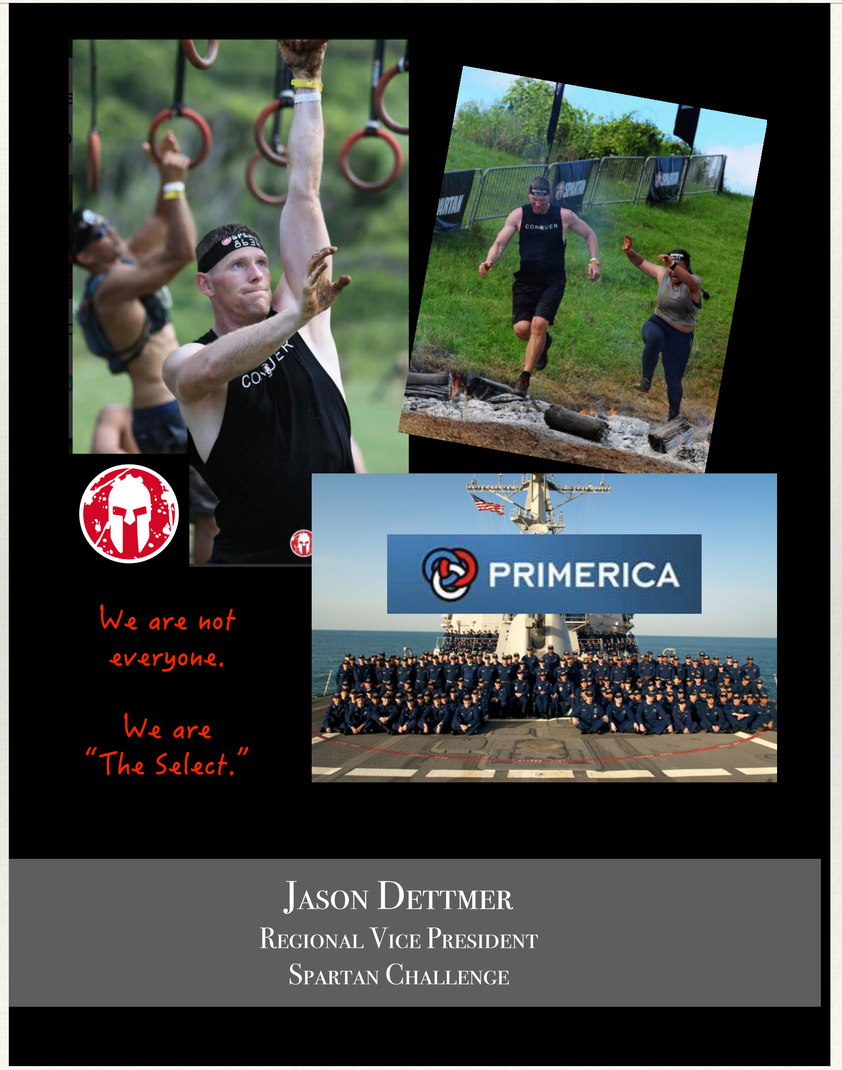
Your Winning System

Please share with the group:

- The name of your system
- Who this makes you be
- Who do you attract to be on your team?
- The steps of your winning system

Sela & Jason: The Spartan Challenge



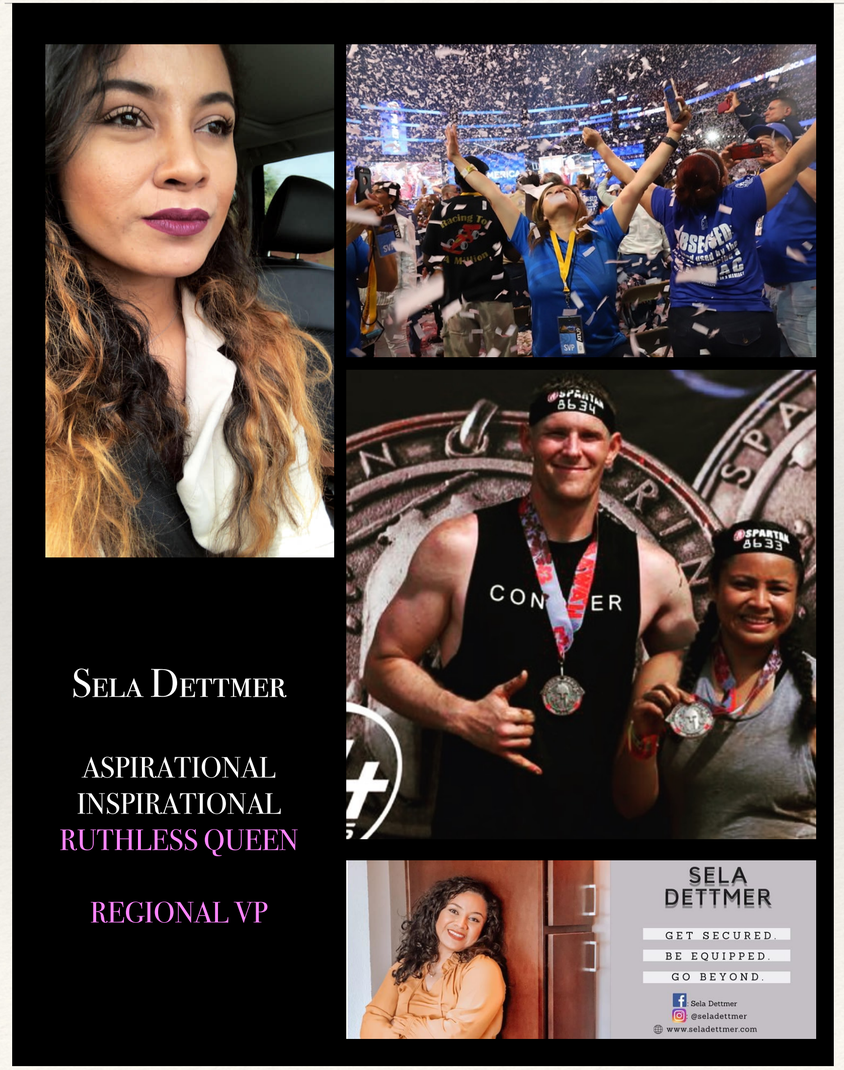


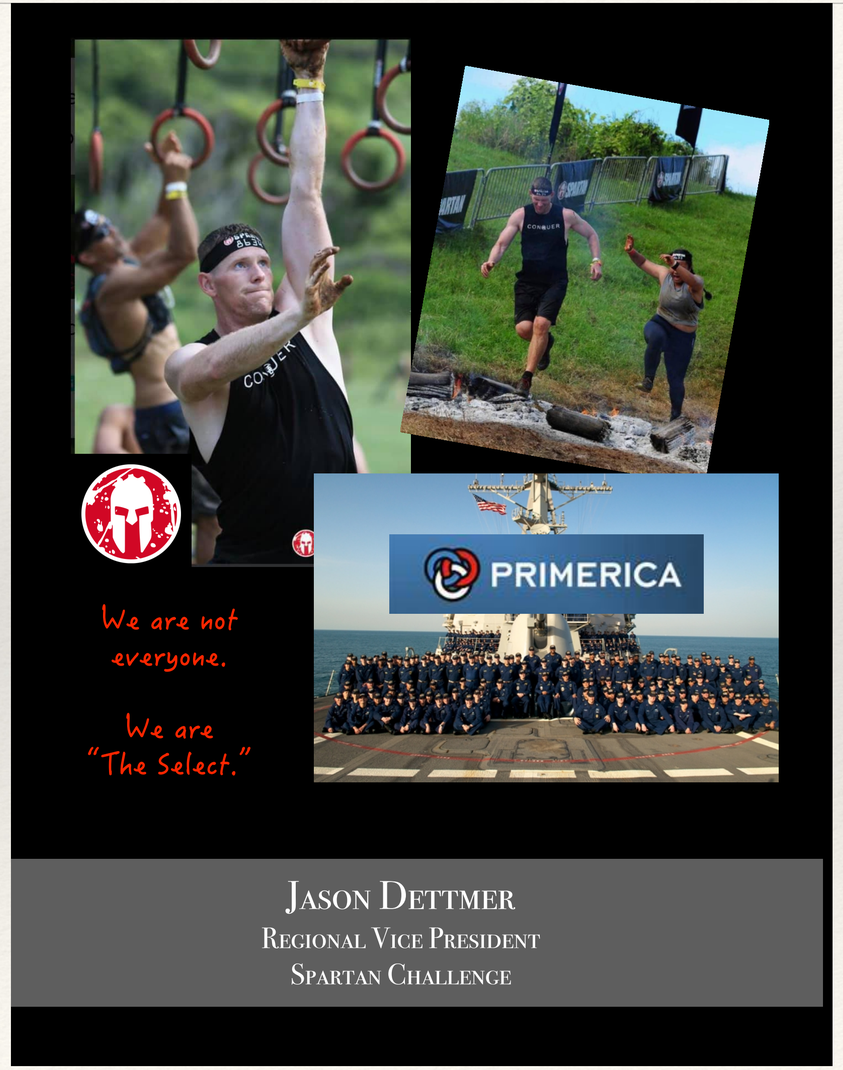
The crazier and more challenging it gets, the better.

Fear Factor
Difficulty
Bragging Rights
Addictive /Culture

We attract
"The Select"

Sela & Jason: The Spartan Challenge





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Addictive /Culture

We attract "The Select"

Jason = structure
Sela = spirit

Take advantage of the partnership. J coached S from beginning to champion with the Spartan Primerica Program.

Who do I attract?

	Primary	Secondary	My Business Unit
Jason & Sela	Individual competitors	Novice who wants to be a competitor	Teams
Yvonne	Slaves who had a destiny	Seasoned business owners	Thousands of students
Roger	(no one ever tells me no. Sela & Jason: want to hear "no" so that they can overcome your own mental blocks.		
Ini	My team doesn't use me enough (to hold them accountable)	I need to use my team more (to hold me accountable)	Competence!
	The Reluctant Leader	Fear of (my) power	Power is too powerful. Scared to misuse it.
	Tool for my team: Warm Fuzzy baths. Everyone on team bombards person in center with compliments and warm fuzzies. Outcome: believing my power is good (not bad).		

Who do I attract?

	Primary	Secondary	My Business Unit
Sinita	People who are ready to drive the Ferrari	People who won't give up. Thirsty, and want it BAD.	Base shops

The trick: Speak the LANGUAGE of your recruit.

What language does your TEAM speak?

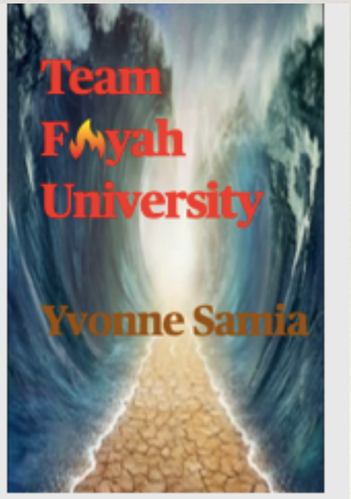
- **Sinita & Mike = Money**
- **Semisi = Fun**
- **Ini = Power & Authority**
- **Yvonne = Franchise University**
- **Roger & Fiona = Chosen**
- **Sela & Jason = Competition and Challenge, INTENSITY**

Sela & Jason: The Spartan Challenge

Name	Who am I?	Who do I attract?	What is my system? Hard Core Daily Training Program
Sela	Spartan Coach	Everyone	• Make friends • Encourage, recruit, train • Push against Jason, then rise to the challenge as a team.
Jason	Spartan Commando	The Select	• Challenge! • Lead by example! • Fail WITH others, to force them to bond with me.

I am McDonalds. As a franchise owner, I am instilling culture into all of my franchises.

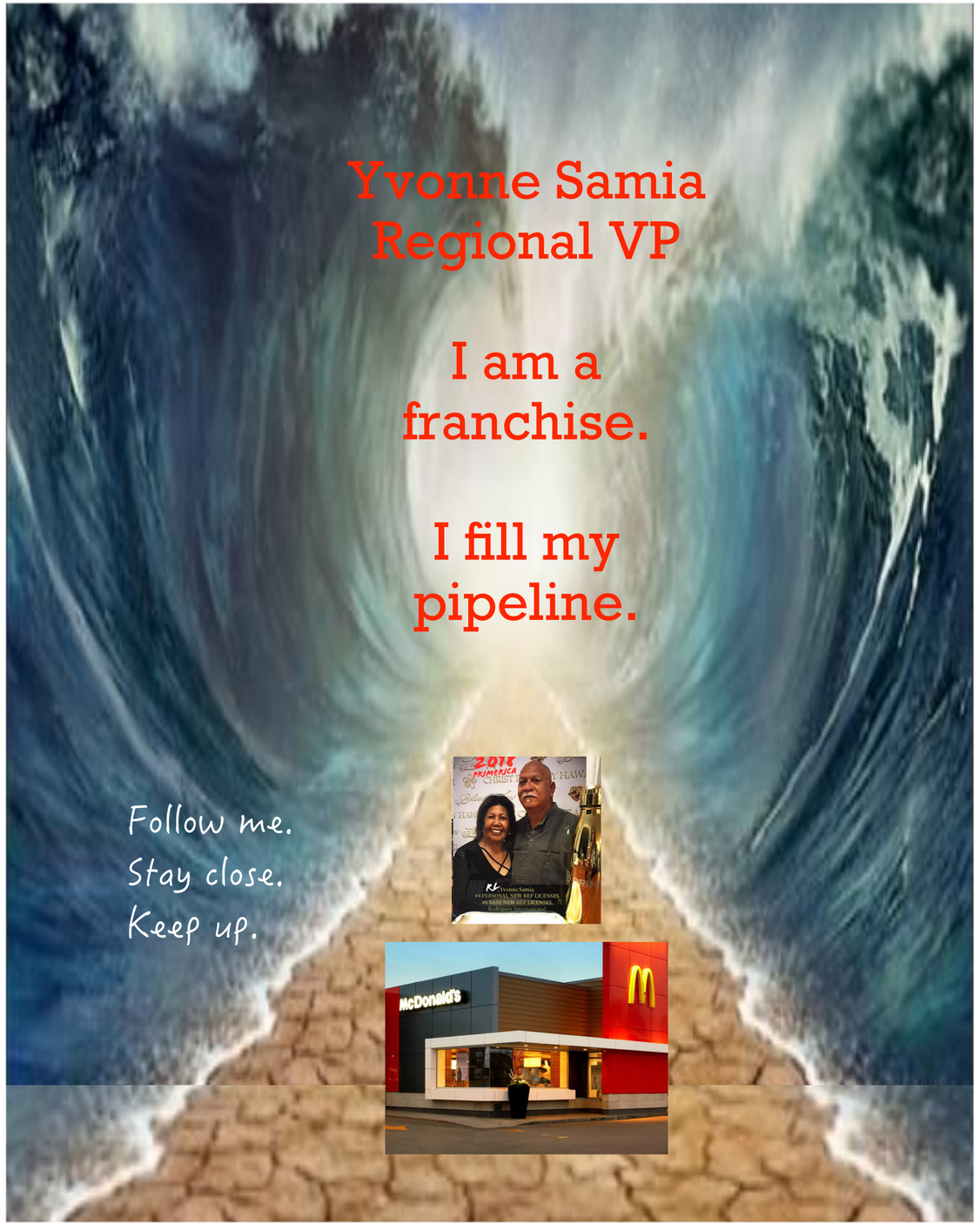
Yvonne:
Multi-Franchise Owner



Franchise Manual

Primerica

Kapolei, HI



Yvonne: Multi-Franchise Owner

Who am I?	Who do I attract?	What is my system? Team Fivah University: Franchise Manual
Franchise owner	Franchise Managers (former social workers)	• For every question, we have an answer in the manual. • I give you the vision. You manage the "how
Franchise Visionary	Recruits	• McDonalds has McDonalds University for people who want to get off the streets and into a structured program of success. • There are many levels of success. • Stay where you are comfortable.

I am somebody's "everyday."
I am their life saver, every day.

Jesus only did ONE thing. Give people hope.

Fiona: The Fellowship

1. I have to have a message.
2. Deliver the message
3. Then I give instructions: You learn the business. You speak it far and wide. You teach each other the business.
4. My people are the fellowship.

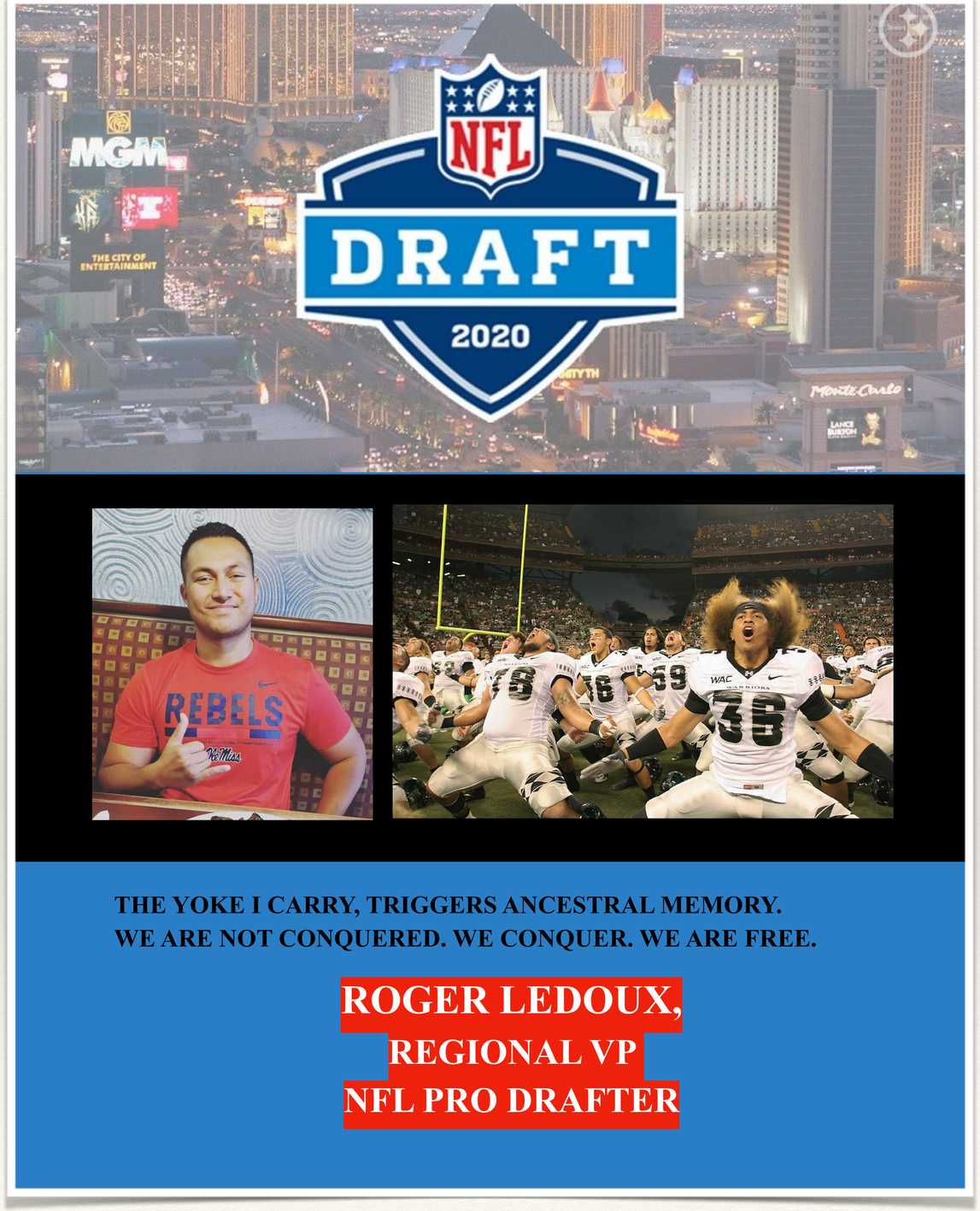


When I bring forgiveness, I bring wealth.

Roger: NFL Draft

I am a pro NFL Drafter

I go into an impoverished community and choose the best of the best and give that person the chance of a lifetime—- to be a superstar player on my team.



From begging people to join
To choosing them to join!

When I beg you, I have to prove to you who I am.
I am the one. My story.
When I choose you, you have to prove to me who you are.
You are the one. Your story.

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THE YOKE I CARRY, TRIGGERS ANCESTRAL MEMORY.
WE ARE NOT CONQUERED. WE CONQUER. WE ARE FREE.

ROGER LEDOUX,
REGIONAL VP
NFL PRO DRAFTER

Roger: NFL Draft / Fiona: Fellowship

Name	Who am I?	Who do I attract?	What is my system?
Roger	Pro Drafter	Rising Stars in their community	• Shining YOUR light • You are chosen. I pick you.
Fiona	The blessing	Disciples	• Shining MY light • I am chosen. You pick me.

Stop Hiding!

Ini: Walking in Power & Authority

Ownership. I am making you a business owner.

When I inject life into their day, and I am helping them feel alive—I am literally anointing them—- I am giving them the power.



Ini: Walking in Power & Authority

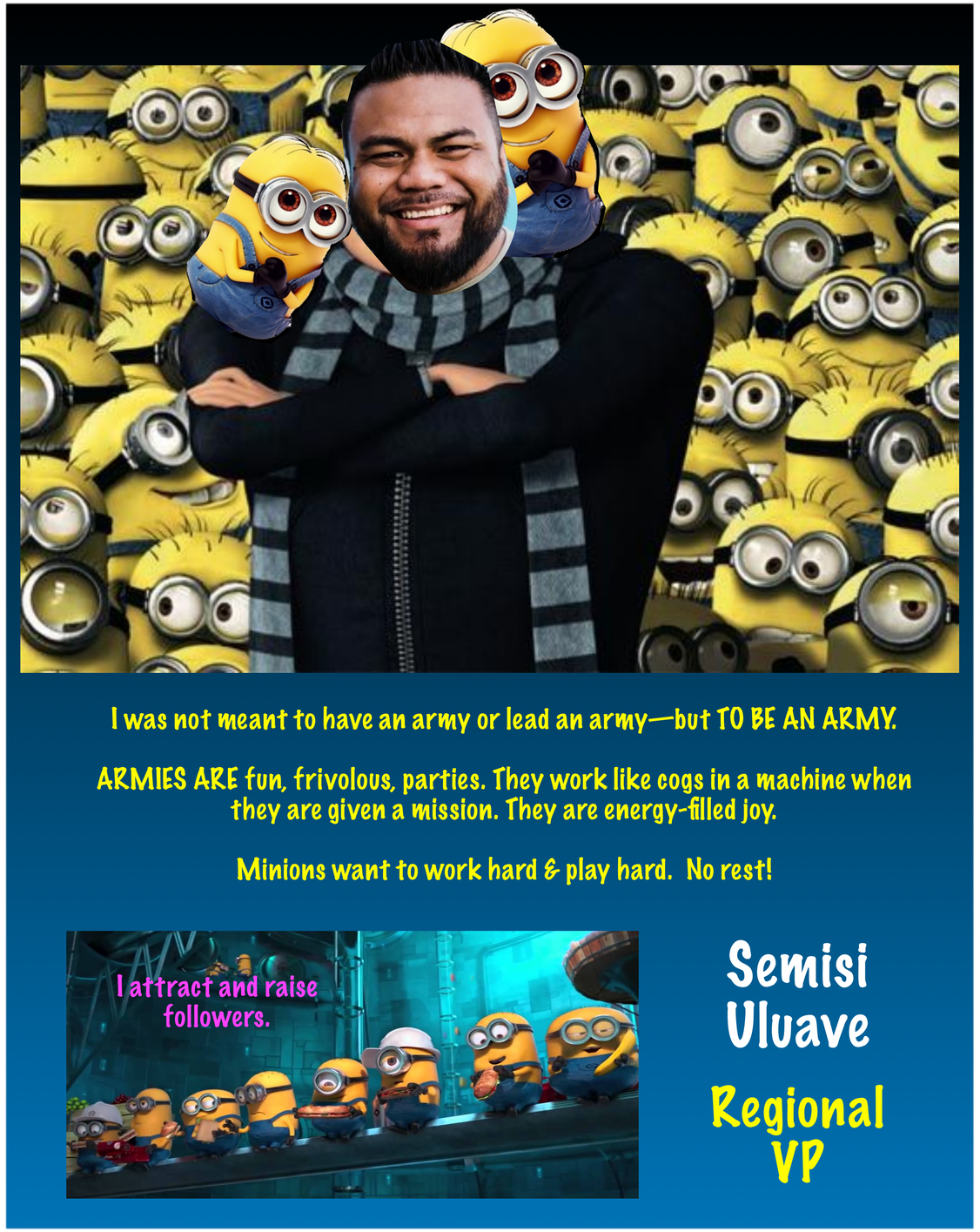
Who am I?	Who do I attract?	What is my system? Program for Believing in Yourself
Official (with the authority to grant you rights, privileges, power, duty)	Business Owners	• From hiding to running • Appoint and anoint!

One for the gipper!

Semisi: Assembly Lines!

Build out assembly lines for career recruits.
Stick to assembly-line principles.
Followers only.
Not designed for leaders.

Having systems IN PLACE



Semisi: Assembly Lines

Who am I?	Who do I attract?	What is my system? Be an army!
Fun crazy Dictator	Followers	• I don’t build. I command. Minions build for me. Ha!

I build leaders.

Sinita & Mike: Leadership Academy

I am a leader factory.

I recruit natural born leaders with high leadership potential.

A real leadership academy is made up of self-made masters who have short cuts.

I AM THE RED MONEY DRAGON
ARE YOU READY TO DRIVE THE FERRARI?

Leadership Academy





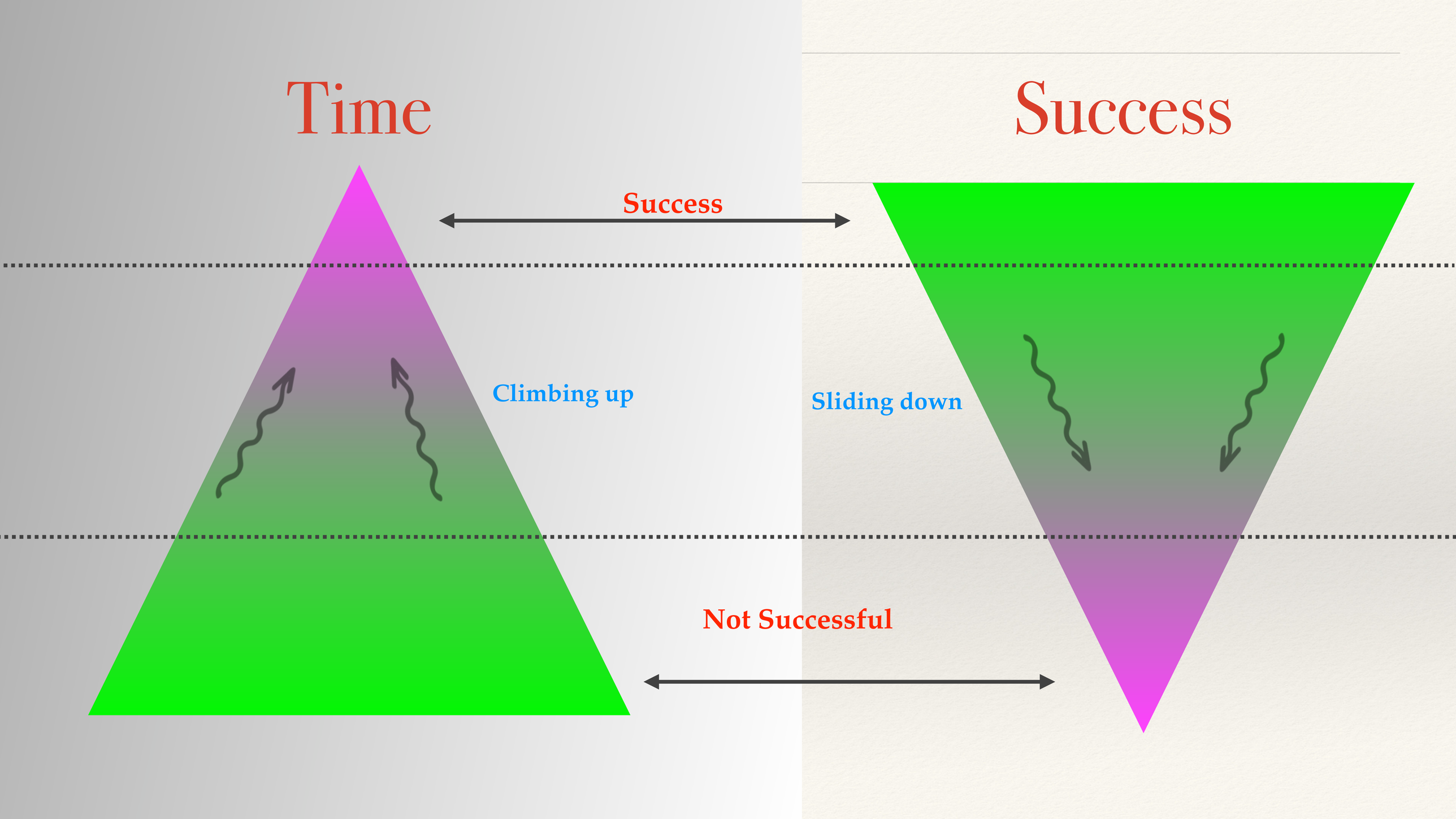
What's my system? I build leaders.

Team Mana founded Primerica Hawaii Leadership Academy for emerging leaders to succeed in business by embracing their unique personality, being who they truly are, developing them to fulfill their God-given potential—then allowing them to become an authentic leader.

Sinita Uluave & Mike Reagan
Regional VP's

Sinita & Mike: Leadership Academy

Who am I?	Who do I attract?	What is my system? Building Leaders
Academy	Natural born leaders	


Time
Success
Success
Climbing up
Sliding down
Not Successful

What supports you
spending time in your winning system?

Time

Closing, Recruiting

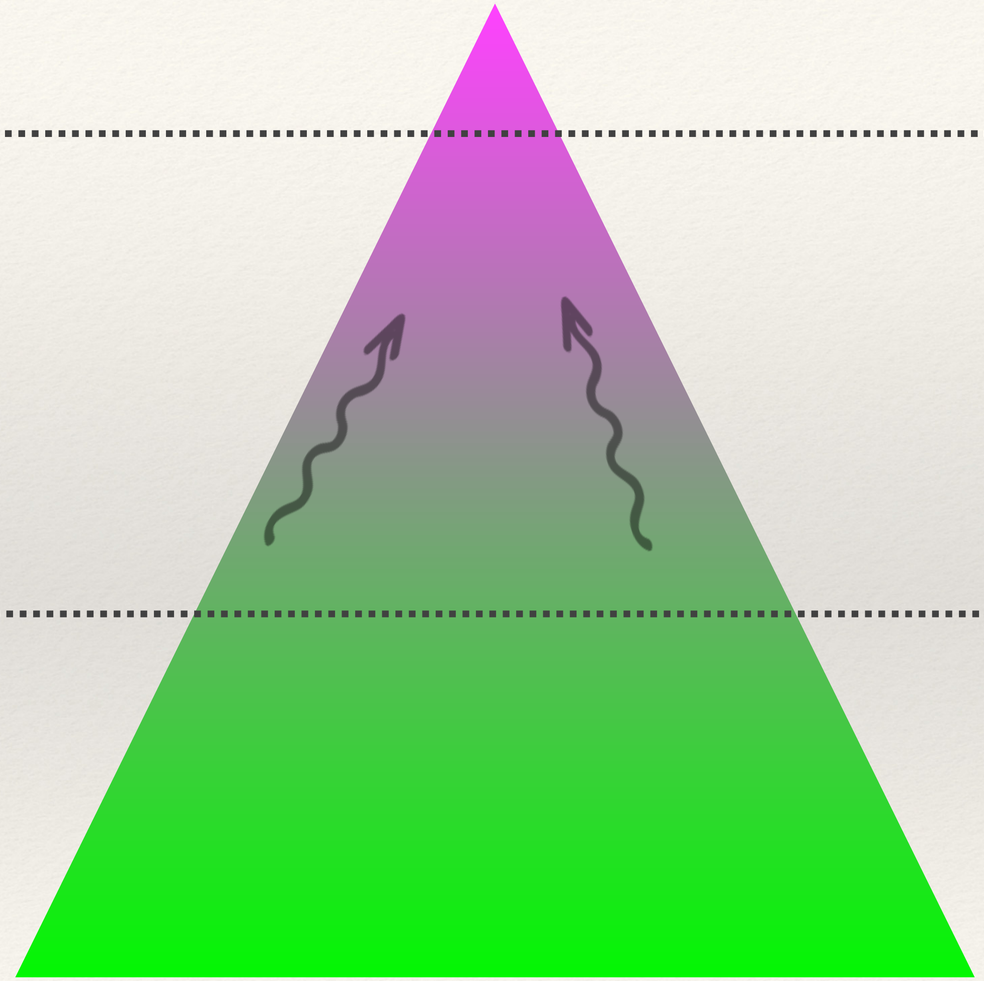
Money Time:
Reaching Success.

Weekly team meetings
Training, Orientation, Licensing

Team Time:
Positions you to succeed.

exercise, jogging
family
meditation, reading
ocean, nature

Personal Time:
Prepares you to succeed.



Winning Time

Name	Personal Time	Team Time	Money Time
Sela	Personal WOD	Team WOD	Competition, tournament
Jason			
Yvonne			
Roger	reading, praying,	Picks the chosen ones	
Example	Lifting weights, ocean, meditation, fasting, prayer.	Emails, phone calls , creating training materials. Setting up office, building website.	Client time.

Name	Personal Time	Team Time	Money Time (how does it turn into money?)
Ini	Sleeping, personal growth = learning a new thing	Group personal growth	POWER
Fiona	The “Pause” Listen to podcasts first thing in the morning	Planning out the week. Facebook. Texting. Taking Attendance	Making sure they show up for their appointment.
Semisi		PLAY HARDER Group activities: Parties, etc. Hiking, concerts	WORK PLAY CRAZY EXPLOSION Minions go bad
Sinita	Polishing the Ferrari	Taking people on Joy rides in the Ferrari, parades	Selling the Ferrari
	Exercising the brain	Shaping/ molding the brain	Using my BRAIN

What prevents you from
spending time in your winning system?

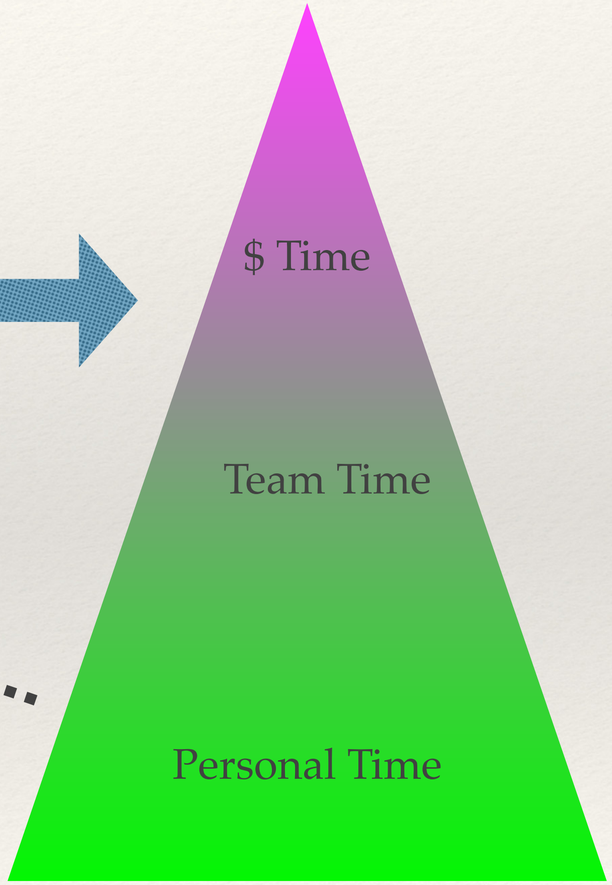
Time outside your winning system



Sabatoge:
Blocks you from success.

Busy Work:
Avoiding success.
Doing stuff that won't matter, but keeps me busy.







Distractions:
Takes you away from success

Losing Time

What's my #1 asset I need to protect?

Name	Distractions: Taking me away from success	"Busy" Work: Avoiding success	Sabatoge: Blocking me from success
Sela			How much I care?
Jason	Work (personal WOD) How much do I not care? Strength	Treat Olivia like she's my kid. HOW MUCH DO I **CARE**? Weakness	Everyone else will show up
Yvonne			My name.
Roger	Not scheduling personal time. Taking every appointment	UNGLUE from technology. Back office. Must delegate.	I am the fountain of regeneration. I have to protect my fountain.
Example	Internet, binge eating at night.	Looking for a job (second income), focusing on everyone else's needs, not my own.	Jealous / toxic person

Name	Distractions: Taking me away from success	"Busy" Work: Avoiding success	Sabatoge: Blocking me from success
Ini	Engineering the business	Figuring out the people, team.	Myself. SELF
Fiona			
Semisi			MONOPOLY
Sinita			
Roger			

Homework

1. TIME inside winning system
    1. Personal Time
    2. Team Time
    3. Money Time
    4. How does it turn to money?

2. Time outside winning system
    1. Distractions
    2. Busy Work- avoiding
    3. Sabatoge
    4. What is my #1 asset?

3. Am I speaking the language of my TEAM?