

## LEADER COMMUNICATION SYSTEM: CONNECTING YOUR TEAM

Executing an effective communication system within your Team Beachbody® business is critical to your success. Implementing these steps will help you, as a leader and team builder, drive your message, event, or promotion deep within your organization. This is a simple strategic system that will save time and help you achieve greater commitment and results, while also identifying those Coaches who deserve your attention.

The key is discipline and executing consistently. That is the power of a system. It becomes predictable, efficient, and effective. Regardless of organization size, you should be able to quickly connect your message through these simple steps and identify every Coach who is engaged.

This communication system should be used for every key message, event, and promotion. It is your responsibility as a leader to take the time to be informed, and ensure important communications are given to your entire organization so they can take full advantage of the opportunities that are available to help them build their businesses.

**STEP 1: DETERMINE THE MESSAGE**—Determine and understand the message, event, or promotion and be able to explain it before you communicate it to your Team.

**STEP 2: IDENTIFY YOUR COACHES**—Identify the leaders on your Team who will be your first line in communicating your message.

**STEP 3: DELIVER THE MESSAGE**—Reach out one-to-one with each leader you've identified, as well as your personally sponsored Coaches, and share your message (a phone call is best). Provide them with details, scripts, talking points, etc. to help them share the message with their team. Keep a list of who is committed to the message.

**STEP 4: REPEAT IN DEPTH**—Ask your leaders to do the same process with their own Team. Have them deliver the same message using the same communication system and tracking method to determine who they've contacted and who is committed. This is a simple time management practice to recruit your Coaches to recruit their Coaches to commit to your message.

**STEP 5: MONTHLY TRACKING AND FOLLOW-THROUGH**—Keep a running list of participants and commitments. Have your leaders do the same and report back to you with their list of commitments. Keep one accountability list/document of everyone in the organization who has committed to participate.

Leverage this simple communication system to better manage your time and focus on motivating your Team. Continue to build your business, and enroll new customers and Coaches on your Team. The key to building a successful business is duplicating best practices. Teach your leaders how to duplicate your actions and your Team will grow and achieve success.