

GENISTAR
Financial Freedom For All

Welcome to the Genistar Journey

Executive Vice President



Your path to becoming a business owner and building an excellent company starts here.

What we will explore:

Objectives

Responsibilities

Action Steps for Success

Soft Skills for Progression

What does a good Executive Vice President look like?

Alan Palmer



Alan shares invaluable insights on becoming an effective leader in Genistar.

This deep dive into the essential qualities and skills you need to excel as an EVP, emphasises the importance of integrity, empathy, confidence, and clear communication with your team.

You will learn practical strategies for inspiring your teams, casting a compelling vision and fostering a culture of growth and success.

Advice from Alan::

- Help your team members visualise their dreams and show them how to reach them.
- Demonstrate integrity and empathy in everything you do.
- Be clear about goals and expectations and give concise feedback.
- Set a consistent time for team meetings to foster continuity and growth.
- Attend and promote company events with your team.



Responsibilities

As an Executive Vice President (EVP), you'll lead multiple Group Leaders and their teams, making sure everyone stays aligned with Genistar's vision and values.

Your role includes setting long-term goals, for your entire team, and encouraging new leaders to step up. You'll also mentor and develop future leaders by creating a culture of excellence and continuous improvement in your baseshop.

Objectives

As an EVP, your main objective is to grow the business in a way that's both profitable while maintaining the highest ethical standards.

You'll be expected to set and achieve ambitious targets for income, production and recruitment while building a strong, capable team.

A key part of your role is developing future leaders within your team, helping them grow into EVP and Group Leader positions.

Finally, you'll focus on finding better ways to work within your team, improving efficiency and using available technology to streamline practices.



Action Steps For
SUCCESS

As an Executive Vice President (EVP) at Genistar, your journey involves leading a substantial 10x10 base shop with multiple Group Leaders, Senior Team Leaders and Team Leaders.

Your primary focus is on acting as a business owner and Genistar ambassador while managing and developing your base shop. This role requires working full-time with an assistant in your own office, mastering management exchange, and effectively hosting Business Overview Meetings.

You should conduct team meetings and individual training sessions as well as managing regular recognition sessions. Set long-term goals for your team, mentor leaders, and do your part to contribute to company objectives.

To transition to Senior Vice President (SVP), you must develop at least three new EVPs, consistently recruit 17 people monthly, inspire and motivate others, deliver training confidently at any event, and maintain strong relationships with your upline and colleagues.

By excelling in these areas, you'll not only grow your own business but also contribute significantly to Genistar's expansion, positioning yourself for advancement to the SVP level.

- [ ] Work full time with an admin assistant and have your own office.
- [ ] Master management exchange.
- [ ] Host and present the Business Overview Meeting effectively.
- [ ] Conduct team and one-on-one training sessions.
- [ ] Supervise your team

Soft Skills for Transitioning to Senior Team Leader:

- [ ] Set and communicate long-term goals and vision for your business.
- [ ] Become a mentor by guiding and developing your leaders.
- [ ] Remain a team player, contributing towards our company goals and targets.

FULL TIME BUSINESS

Work full time with an assistant and have your own office

You should now be earning enough to work full time with an assistant and have your own office as an Executive Vice President.

This structure allows you to fully dedicate yourself to growing your business and leading your team. Having an assistant helps streamline administrative tasks, freeing up your time to focus on strategic planning, team development and client relationships.

Having an office can provide a professional environment for meetings, strategy sessions, and focused work. This not only boosts your productivity but also demonstrates your commitment and success to your team and clients and sets a standard of professionalism within your organisation.

The EVP infrastructure



A Full Timer's Diary
Steve Jenkins



What is an Office Manager?
Barry Barnes



Getting a Good Administrator
Maggie Hector & Steve Jenkins

- [ ] Watch the videos to learn about what you need to run a successful business

FULL TIME BUSINESS
Action steps complete

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Action Steps Checklist

MASTER MANAGEMENT EXCHANGE

Prepare your team to come out strong after management exchange by having multiple strong legs

As an Executive Vice President (EVP) at Genistar, mastering management exchange takes on a new dimension when it comes to team building. The focus should be on helping your team develop multiple strong legs within their own organisations.

This approach ensures that when it's time for a management exchange, your team members can confidently pass on one of their strongest legs while still maintaining robust performance in their remaining legs.

By encouraging your team to build multiple strong legs, you're setting them up for long-term success and resilience.

Your role is to guide your team in developing a balanced, diversified structure. Teach them to nurture talent across multiple legs rather than relying on a single dominant one.



Gerry McGivern

- [ ] Watch this video to learn about management exchange.

BUSINESS OVERVIEW MEETING

Host and present the Business Overview Meeting effectively

Business Overview Meetings explained



In this video Steve Obridge shows you how to presents the business opportunity in a compelling way aimed at transforming lives through financial education.

This webinar introduces Genistar’s mission to empower middle-income families, helping them achieve debt freedom and financial independence.

The Genistar Business Overview Meeting is your gateway to mastering the art of financial education and empowerment.

This video outlines the potential income levels achievable at various positions within the company, from trainees earning a few hundred pounds per month to top executives making six-figure annual incomes.

- [ ] Watch the video to learn about the Business Overview Meeting

BOM MEETING
Action steps complete

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Conduct one-on-one and team

TRAINING SESSIONS

Steve Jenkins



Running a successful team meeting in Genistar follows a structured approach known as RIM: Recognition, Information and Message/Motivation. This format helps make the process duplicatable and effective for team building.

Power hours, or team calling sessions, are vital for building momentum. They provide an opportunity for new members to learn by listening and observing experienced team members make calls.

Advice from Steve::

- Use the RIM formula for team meetings.
- Leverage technology tools.
- Focus on recruitment and “Yeses”.
- Utilise available resources.
- Implement Skill Set and Mindset perfection checklists and activity tracking.

TRAINING SESSIONS
Action steps complete

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Learn to
SUPERVISE YOUR TEAM

As you build a team, you must ensure that you and each of your downline managers can provide suitable supervision to your entire team.

Span of Control = number of people a manager is responsible for.

Narrow Span of Control = managing a small number of people who in turn are managing their teams. An example of this is ‘going deep’ – working with a limited number of people, but recruiting and working in their downline.

Wide Span of Control = managing a large number of people directly to you. This is an example of ‘going wide’ – continuously recruiting new directs.

Both have advantages and disadvantages, and both require supervision.

Factors that affect which model is best for you and your team:

- Ability and competency of your reps and leaders
- Your ability to supervise
- The degree of delegation you are comfortable with
- Communication within the team

You should review your span of control regularly to ensure that it is suitable to ensure good client outcomes and fits your management style.

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Learn to
SUPERVISE YOUR TEAM

MONITORING TEAM PERSISTENCY

You must monitor both your personal and team persistency. The Compliance Department will send a monthly report to each EVP, listing anyone on their team with a persistency rate below 90%.

What if persistency falls below 90%?

If someone on your team has persistency below 90%:

- 90% - 85% - They will receive a warning letter from the Field Support Centre and you will need to work with them to raise their percentage.
- 85% - 75% - You must place them on heightened supervision, which means that they need travel double with a qualified Field Trainer.
- Below 75% - They could be suspended or have to be re-trained.

Ways to keep your team persistency rate high WITH YOUR TEAM:

- Monitor your business logs – identify and respond to potential problems in a timely manner.
- Coach your team on how to manage their persistency.
- Make sure your team has access to their reports and are aware of ways to keep their persistency at a good level.

SUPERVISE YOUR TEAM
Action steps complete

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Soft skills to transition to Senior Vice President

Steve Jenkins



The most crucial point of transitioning from EVP to SVP is not merely a promotion but a significant shift in mindset and responsibilities. It requires developing new skills, adjusting one's schedule, and focusing on building a strong team while positively impacting both team members and clients.

Aspiring SVPs should identify and develop essential leadership skills. This includes understanding what makes a successful EVP candidate, such as having a strong work ethic, good circumstances in life, and a positive attitude.

Advice from Steve::

- Mindset shift to develop others.
- Identify and develop essential leadership skills.
- Establishing a consistent structure for meetings and team interactions.
- Build relationships with other leaders and collaborate for collective success.
- Become a great mentor and develop your team members.

- [ ] **Watch the video to learn how to transition to Senior Vice President**

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LONG TERM GOALS AND VISION

Set and communicate long-term goals and vision for your business

Being able to set and clearly communicate long-term goals is a key skill for moving from EVP to SVP.

As a leader, this helps you inspire your team and bring everyone together with a shared purpose.

Setting out a strong, clear vision will motivate your team to aim high and stay focused. It will help to ensure that daily efforts support the team's bigger goals.

When you, as a leader, communicate your vision effectively, it creates alignment across the organisation, keeping everyone on the same page. As you grow in a leadership role this skill becomes even more important—it helps your team tackle challenges and move toward greater success in Genistar.



Short & Long-Term Goals
Sharon Gordon



Define a vision
Steve Jenkins

- [ ] Watch the videos to learn more about goals and vision

LONG TERM GOALS
Action steps complete

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BECOME A MENTOR

Guide and developing your leaders

As an EVP, your role extends beyond managing your own business to nurturing the next generation of leaders within your organisation.

This involves identifying high-potential individuals, providing them with personalised guidance, and creating opportunities for their growth. Effective mentorship requires active listening, sharing your experiences and insights, and offering constructive feedback.

By investing time in developing your leaders, you not only strengthen your organisation but also contribute to Genistar's long-term success. A successful mentor helps their mentees navigate challenges, make informed decisions, and develop their own leadership styles.

This process also enhances your own leadership skills, as you gain fresh perspectives and stay connected to the evolving needs of your team.

Ultimately, your ability to mentor and develop leaders will be a key factor in your success as an EVP and your future advancement within Genistar.



Just do it!
Art Williams

- [ ] Watch the video to learn about how you can influence others and win in business

BECOME A MENTOR
Action steps complete

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WE PLAY AS A TEAM

Remain a team player contributing towards our company goals and targets

As an Executive Vice President, your team and the company expect you to be a team player and contribute towards the common company goals.

Your ability to collaborate with your team and align your team efforts with the broader company goals is crucial for fostering a positive work environment and achieving collective success.

All Genistar leaders should actively participate in team discussions, share insights and support their colleagues in achieving their individual and group targets.

How to build a strong team culture



Highest Performing Teams in the World
Simon Sinek



Ways to Inspire your Team
Steve Jenkins

PLAY AS A TEAM
Action steps complete

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Transition to SVP

Develop and coach a minimum of 3 new business owners (EVP's)

This process involves identifying high-potential team members, nurturing their leadership skills, and guiding them through the challenges of building their own business. You'll need to provide mentorship, share your expertise and offer ongoing support to help these individuals grow into effective business owners.

Produce 17 recruits per month, 51 per quarter and develop 1 EVP

This level of recruitment requires a systematic approach to prospecting, effective presentation skills and strong sales skills. By achieving these numbers, you demonstrate your capacity to expand the Genistar network rapidly and sustainably.

Develop skills to inspire and motivate people

This involves honing your emotional intelligence, improving your public speaking abilities and learning to connect with individuals on a personal level. As an SVP, you'll be responsible for energising and aligning the entire company towards common goals. Practice crafting compelling visions, sharing inspiring stories and creating a positive, motivating environment that encourages your team members to push beyond their perceived limitations.

Confidently and competently deliver training sessions at any event

Work on developing your presentation skills, mastering the art of engaging different learning styles, and staying up-to-date with the latest industry trends and company developments. Your ability to educate and empower others through high-quality training sessions will be crucial in your role as an SVP.

Maintain strong working relationships with your upline and other colleagues

Foster an attitude of mutual support and respect, seeking opportunities to add value to your colleagues' work. Strong relationships within the organisation will not only support your personal growth but also enhance your effectiveness as a leader, positioning you as a natural fit for the SVP role.