

Client: Amway

Project: SVA Russia employee meeting speech

Date: 09.11.15

Draft: 02

Writer: Jerry Soverinsky

Steve Van Andel is Chairman of Amway. He is very comfortable speaking and prefers detailed outlines rather than long-form copy.

Steve Van Andel Russia Employee Meeting Speech September 2015

***Dohb-ruh-ee oo-truh* and good morning!**

- Thank you, Richard, for your kind introduction.
- It's great to be back in Russia and with you today, at the Amway office I see a lot of familiar faces [improv greetings] and many new ones, too.

First off, congratulations

- You've demonstrated remarkable leadership, helping to grow our Russia market to number six in the world. All in just 10 years.
- Supporting the efforts of more than one million — that's *one million* — ABOs.
- That kind of growth is truly remarkable, especially as it comes during a period of transition here in Russia.

Your success has not come easy

- Hard work never does. But of course, that makes your accomplishments all the more impressive.
- I understand very well the challenges you've been facing. Your marketplace and economy continue to evolve, with political, social and economic uncertainties that impact decision making and performance.
- The hurdles are steep: International sanctions. A recession. A devaluation of the ruble. Increasing business regulations and enhanced controls.
- All of these affect the products we sell and the people who choose to sell them.

And despite these conditions, you've still been able to succeed

- To work through them — around them — and grow.
- Our Amway Global Entrepreneurship Report from last year, where we surveyed 43,000 people in 38 countries, revealed that nearly 75% of people like the idea of being an entrepreneur.
- That's especially true among young people, of whom 81% of respondents 35 and younger have expressed a positive attitude toward entrepreneurship.
- The numbers hold consistent across all borders, including here in Russia.

Amway speaks directly to those motivations

- In light of the changing global marketplace, Amway remains very relevant
- But we can't be complacent, especially amidst economic uncertainty. We must enhance elements of our business to better attract and retain the best ABOs.

That's why we created AmwayNEXT, a global strategy that will double the number of platinums within the next decade

- For Russia, that means more than one million new ABOs by 2025.
- It's a comprehensive growth strategy that focuses on the ABO and what we — Amway employees — can do to help them succeed.
- Yes, doubling the number of ABOs is an ambitious goal, but it's one that is well within our reach.
- And we will get there with a collective focus on three main tactics

First, we'll win with total experience.

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- We've added – and will continue to add – products that creating personal and meaningful engagements with our customers.
- It's not just about selling products but about selling experiences, a powerful way to build meaningful relationships between our ABO businesses and their customers.

Next, we'll forge deeper and more meaningful partnerships with our ABOs

- One of our core principles has been developing enduring partnerships with our ABOs, and we must commit to strengthening those relationships.
- With complete transparency, we'll demonstrate that the decisions we make are done to help their businesses grow stronger and more successful
- By committing to the success of their business, we'll share in a collective success

And finally, we'll energize our culture, providing a more seamless experience for our ABOs.

- We will all focus – passionately and unconditionally – to the needs of our ABOs
- Not just reacting to their requests, but becoming proactive – anticipating what they need to become and remain successful

The success of AmwayNEXT depends on all of us

- All of us must continue to contribute to the success of our ABOs, to ensure that we meet our goals.
- It's an every day commitment, one where each of you reaches out to ABOs, learning about their experience and what you can to do contribute to their success
- The commitment transcends every department and job description. HR, IT, marketing, professional services. You all play an important role in our success.

As we implement AmwayNEXT, I'm reminded of a famous Russian proverb

- And forgive me if my pronunciation is a bit off.
- *Dvum smertyam ne byvat, odnoy ne minovat.* Two deaths will not happen, but one is inevitable.
- To me, that speaks directly to the entrepreneur. The person who sees risk not as an obstacle, but as an opportunity.
- Someone who instead of asking "Why?" asks "Why not?"
- Who faces challenges head-on, unafraid of failure. Confident that NOT to dream, NOT to pursue, is NOT to succeed

Amway was founded on the principle that success should be limited only by imagination

- That by helping people reach their potential, they can live better and more fulfilling lives
- That's why we created AmwayNEXT. To make sure people have the opportunity to start a business and realize success.
- Thank you for all the work you do. And congratulations on all your success.
- I'll now revert back to Richard, and he and I will respond to any questions you might have.
- Thank you.