



Lessons in

# GOLDEN RULE

Thinking



Lesson 1:

Mary Kay's Principles, Philosophies and Core Values



## Lesson 1: Mary Kay's Principles, Philosophies and Core Values

This lesson focuses on Mary Kay's philosophies, principles and core values, specifically:

- The Golden Rule
- Keeping your priorities in order
- The Go-Give™ spirit
- The importance of image
- The adoptee program



### **Mary Kay Wisdom:**

*The foundation upon which this opportunity was built: the Go-Give™ spirit, the Golden Rule, and keeping our priorities in order with God first, family second and career third, have not changed. And I think that God has showered His blessings upon us because of this. This opportunity remains unique . . . and with wonderful people like you who believe in these priorities, I know that we have only just begun.*

### **Mary Kay's Principles and Philosophies**

Was your decision to become an Independent Beauty Consultant ("Consultant") at all influenced by the fact that the Company and the Mary Kay business opportunity were founded on these principles and values? If so, how?

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What do you think it means to work your business according to the Golden Rule?

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Is it always easy for you to work your business according to the Golden Rule? Why or why not?

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What does the Go-Give™ spirit mean to you?

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**Mary Kay Wisdom:**

*If you will give of yourself without thought of financial gain, then financial gain will come. Give. Give enthusiastically. Give willingly. And be willing to give beyond that for which you are being paid, and watch the returns come in.*

Mary Kay felt so strongly in this kind of selflessness and generosity that she made it a formal part of the recognition program with the highest honor you can receive, the Go-Give™ Award.

What are some ways can you demonstrate the Go-Give™ spirit?

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Can you think of an example of how you benefited from giving without thought of financial gain?

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What does it mean to you to have the priorities of God first, family second and career third?

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**Mary Kay Wisdom:**

*As we journey through life, the most valuable assets we carry with us are our integrity, our reputation, the good, honest name upon which we can build our future in business. Integrity is the calling card we leave behind when we are gone. It is the one trait our customers remember most often when they think of us.*

Why do you think integrity and honesty are so important in this business?

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Can you think of some examples of how you can conduct your business with integrity and honesty?

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What are some ways you can better incorporate these philosophies and values into your life?

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What role can you play in making sure these philosophies and values continue into the future?

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**The Importance of Image**

Mary Kay always knew that potential customers and team members would be attracted to you and to the Mary Kay business opportunity because of the Company’s unique values and philosophies. She also knew that image could serve to attract others.

Why do you think image was so important to Mary Kay?

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**Mary Kay Wisdom:**

*Over the years our sales force has earned a reputation for being professional and feminine . . . This image includes a friendly smile, a courteous manner and a positive attitude.*



*Suggested activity:*

**“The Mary Kay Image”**

To Mary Kay, image included not only what you wore, but also how you treated others. Over the years this concept of image has come to be known as “the Mary Kay image.” To explore the importance of image, pretend for a moment that there is a brand new Consultant in your unit whose name is Suzie Consultant. Suzie knows nothing about “the Mary Kay image” and how important it is to her business.

Below you’ll find seven areas in which Suzie can project “the Mary Kay image.” What would you tell her about each one that might help her attract potential customers and team members and why it might be important to her business?

**Attire**

What would you tell Suzie Consultant about how to project the kind of professional image Mary Kay would be proud of as far as attire is concerned?

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Here are some suggestions you might consider:

1. The suggested attire for an event relating to your Mary Kay business.
2. You are a walking advertisement for your business, so think of the benefits of keeping your makeup, nails, hair and shoes impeccable.
3. Why you might want to keep accessories, especially the number of Mary Kay-related pins, to a minimum.
4. How you appear in public, even when not conducting Mary Kay business.
5. What you might do to make sure you're in suggested attire for a Mary Kay business function, if you're coming directly from a full-time job where you wear medical scrubs or pants.
6. Why it might be advantageous to your business to project a fashionable, well-put-together image as a member of the fashion/cosmetic industry.
7. What you might tell a potential team member who balks when told about the suggested attire for a Mary Kay business function. Here are two dialogues you might consider:

*I respect Mary Kay's wishes. She asked us to please uphold and maintain the beautiful image we've earned over the years, so I do. She was only looking out for our best interests.*

*First impressions are important when someone is deciding to do business with you. You never have a second chance to make a good first impression. Your image has to fit your profession. You are an Independent Beauty Consultant. It's important to look the part.*

### **Actions**

What can you tell Suzie Consultant about how to project the kind of professional image Mary Kay would be proud of as far as actions are concerned?

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Here are some suggestions you might consider:

1. What you say and the way you say it may reflect on your image and how others perceive you, including the use of profanity and gossip.
2. Consider the benefit of always being pleasant and courteous to people who provide service to you in stores, restaurants and hotels. Never miss an opportunity to make a new contact.
3. Consider how being late may show a lack of respect for other people's time.

**Telephone**

What can you tell Suzie Consultant about how to project the kind of professional image Mary Kay would be proud of as far as the telephone is concerned?

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Here are some suggestions you might consider:

1. Do leave a professional-sounding message on your answering machine.
2. Do have both you and your family answer the phone in a pleasant, professional manner.
3. Do return phone calls promptly as a show of respect for other people.
4. If you have a voice mailbox, do have a separate mailbox for your business.

**E-mail**

What can you tell Suzie Consultant about how to project the kind of professional image Mary Kay would be proud of as far as e-mail is concerned?

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Here are some suggestions you might consider:

1. Don't forward messages that already have a number of forwards attached to it so people won't have to scroll down to find the original message.
2. Do use blind carbon copy (bcc:) when sending an e-mail to a large group of people to help protect a person's privacy.
3. Don't use all caps as it may be interpreted as yelling.
4. Do be specific in the "Subject" line so that people can find an e-mail quickly.
5. Don't spam customers with frequent or unwanted e-cards and e-mails.
6. Don't hit "Reply All" if you only need to respond to the sender.
7. Don't forward chain letters.
8. Do use e-mail to communicate positive messages, not to vent anger or frustration.

**Business functions**

What can you tell Suzie Consultant about how to project the kind of professional image Mary Kay would be proud of as far as business functions such as Seminar and Career Conference are concerned?

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Here are some suggestions you might consider:

1. Consider how walking around or talking during a class or meeting or how walking out on a speaker or teacher may be perceived as being impolite.
2. Leaving the ringer of cell phones or pagers on during an event might be disruptive.
4. Attending functions may demonstrate support of the Sales Director, National Sales Director and/or the Company.
5. Because it may be considered unprofessional and disruptive, a business event is no place for a child.
6. Mary Kay always believed that alcoholic beverages were unprofessional at any Mary Kay business event.



**Cars**

What can you tell Suzie Consultant about how to project the kind of professional image Mary Kay would be proud of as far as cars are concerned?

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Here are some suggestions you might consider:

Think about all the people you encounter while in your car. Therefore, consider how keeping the inside and outside of it clean and neat and being courteous while driving could help make a great first impression.

**Business aids and literature**

What can you tell Suzie Consultant about how to project the Mary Kay image as far as business aids and literature are concerned?

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Here are some suggestions you might consider:

1. Use literature and team-building materials that are professional looking. Using materials offered by the Company may help in this effort.
2. Check any original material for typos or misspelled words
3. Use facts that are provided by the Company, such as those included in the *At-a-Glance* or *Separating Fact from Fiction* brochures that are available online.

**Finances**

What can you tell Suzie Consultant about how to project the kind of professional image Mary Kay would be proud of as far as finances are concerned?

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Here are some suggestions you might consider:

1. Pay your bills on time, especially those related to your Mary Kay business.
2. Maintain a good relationship with your financial institution, especially on accounts associated with your Mary Kay business.
3. Maintain a good credit history, especially on credit cards associated with your Mary Kay business.
4. Plan ahead for future expenses, such as Seminar, Career Conference, etc.
5. Keep personal and business accounts separate.

What would you do in a particular situation if you were not sure how to dress or act?

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Can you think of an example of how a bad image has hurt or a good image has helped your business?

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### **Adoptee Program**

The adoptee program was another one of Mary Kay's cherished principles. The adoptee program is a program that allows you to maintain and support Mary Kay's philosophy of "no territories." "No territories" means that you can recruit a team member from anywhere in the United States and be assured that the team member will be educated and supported by a local Independent Sales Director ("Sales Director") who "adopts" her into her own unit and treats her as if she were one of her own Consultants, even though the adoptive Sales Director receives no commission on her production.

Do you think the adoptee program is instrumental in the growth of the Mary Kay business opportunity? Why or why not?

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What could you do to help keep the adoptee program alive and well?

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Here are some suggestions you might consider:

1. Be a good adoptee.
2. Teach your team members how to be good adoptees.
3. Help make adoptees in your unit feel welcome.
4. Commit to accepting adoptees when you become a Sales Director.

What are some things you can do to be a good adoptee?

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Here are some suggestions you might consider:

1. Consider the benefits of attending your local unit functions regularly.
2. Be on time to unit functions.
3. Don't hop from meeting to meeting.
4. Follow the guidelines established by your adoptive Sales Director.
5. Decide whether you will participate in your Sales Director's promotions or those of your adoptive Sales Director.
6. Consider the benefits of volunteering to help at the unit meetings.
7. You might apprise your adoptive Sales Director of your progress.
8. Count your blessings in that you have the wisdom and support of two Sales Directors.
9. You might talk to your Sales Director first if things don't work out.

### **Essential Ideas**

This lesson focused on some of Mary Kay's principles, philosophies and core values. What two or three essential ideas would you like to keep in mind for future use?

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