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# The Nikken Strategic Direction



A New World of  
Opportunity and Growth

Presented by Ben Woodward



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# What the facts tell us:

- We need to focus on **enhancing** the experience of new people. Recognition and Reward!
- We must focus on the majority – Silver and below and **simplify** their experience.
- We must establish a model that creates **long term growth** not quick wins.
- Training must succeed at creating highly qualified entrepreneurs who are effective, new leaders.



# Targeted Focus!

- We must target our focus to succeed.
- 35+ Female audience.
- Habit forming repeat consumables.
- Autoship.
- Contemporary messaging: Entrepreneurship versus Network Marketing.
- Online shopping, social media and digital messaging (video etc.) as the platform of the future.



# The Research:

Jim Collin's book "Good to Great" focuses on what creates outstanding companies.

5 years of research with over 20 professional researchers. More than 15,000 hours of investigation and analysis. Focus on companies that jumped from good to great and held that position for at least 15 years.

Good means they performed at or even just below the industry standard. Great means they moved from that point to a position 3 times higher than the industry standard and held that position for the above timeframe.



# The Key:

Companies that went from good to great learned to master one very important thing...



# The Hedgehog and the Fox: An Ancient Greek Parable



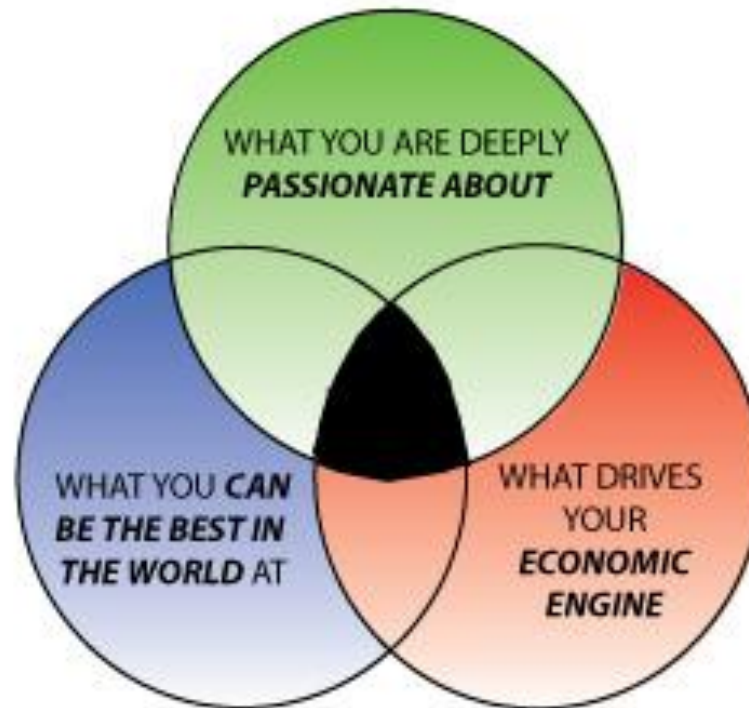
# The Hedgehog Concept:

The Hedgehog Concept is a simple idea that flows from deep understanding about the intersection of the following three circles:

1. What can you be the best in the world at?
2. What drives your economic engine?
3. What are you deeply passionate about?



# The Hedgehog Concept:



## Three Circles of the Hedgehog Concept





# Mastery of One Thing:

What is the one idea that occurs at the intersection of the three questions that you must master in this business in order to see your goals and dreams achieved in wonderful abundance?

It is NOT creating a Silver factory! Simplify it further...

**It is Quality Enrollments!**





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# Quality Enrollments



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# What is a Quality Enrollment?

- A QE joins Autoship in the month of enrollment.
- A QE Creates a minimum of 500PV in the month of enrollment.
- PV is your personal orders plus all customer orders.
- The 500PV can come from any combination of personal use AND Customer orders.

If I am the only one that eats in my restaurant – then I don't have a restaurant. I have a kitchen!



# Key Question:

- What would happen if the average active Consultant went from creating 100PV to 500PV each month through Quality Enrollments?
- **Nikken would quickly become a billion dollar business by following this model.**
- What would that do to commissions? And what would that do to recruitment?
- What would that do for your personal business?
- **How do we use this model effectively?**





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# The Nikken Plan



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# The Nikken Plan

- The Nikken Plan is a logical, systematic, proven way to use Quality Enrollments to build a robust, successful Nikken Business.
- The Nikken plan is simple and easy to duplicate.
- It highlights the importance of personal and customer autoship of repeat consumable items as a basic business building block.
- It allows for freedom and customization after meeting this important component.
- The Nikken Plan is a path to economic freedom.

# The Nikken Plan:

How does the Nikken Plan work?

**Month 1:** You Quality Enroll (Autoship and 500PV)

**Month 2:** You help three others Quality Enroll.

**Month 3:** Your three frontline help three to Quality Enroll.

**Month 4:** Duplication continues.

**Month 5:** Quality Enroll one more front line.

**Month 6:** Your frontline duplicate and Quality Enroll one more person each.



# What Happens?

- Within three months you could be earning \$2000 per month as a Silver.
- Within six months you could be earning \$10,000 as a Platinum.
- In month 7 you could be a Diamond earning \$30,000 a month.
- You would have over 1000 Quality Enrollments and thousands of autoship customers for ongoing commissions and long term MASSIVE income!





# Supporting the Nikken Plan through Tools, Training, Recognition and Reward

- Updated modernized Nikken site that emphasizes the shopping experience.
- New mobile app that enables online recruitment in just a few minutes anywhere you are!
- 2 minute videos on Product, the Nikken Plan, benefits of Autoship, Entrepreneurship etc. will be produced to help simplify the messaging for Quality Enrollments.

# Supporting the Nikken Plan through Training, Recognition and Reward

- Nikken University will be revamped, harmonised and modernised.
- State of the Art online learning program to support the first 90 Days and the Nikken Plan and Nikken U.
- All promotions, incentive criteria and recognition will support the Nikken Plan and Quality Enrollments. Keep things simple and consistent!



# Supporting the Nikken Plan through Potential Opportunities:

Currently exploring:

- Collaborating with world class marketing agencies for brand improvement
- Centralising the IT platforms to create a streamlined global business
- Implementing globalized marketing, training, and recognition programs.





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# Leadership Recognition



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# Kaizen

Japanese for constant and never ending improvement.





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# Team Kaizen



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# Recognition and the Nikken Plan: TEAM KAIZEN

- Team Kaizen will be a premiere leadership team in Nikken made up of those who are Silver and above and have excelled in the area of Quality Enrollment and enacting the Nikken Plan.
- They will be Collaborative Entrepreneurs of the highest order.
- They will lead by example and teach others to do the same during their year of service.
- Team Kaizen will be rewarded and recognized!



# TEAM KAIZEN QUALIFICATION

- You must do 500PV 9 out of 12 months.
- You must frontline Quality Enroll 3 people in the same calendar month. You must do this 4 times out of the 12 months.
- You must develop 3 frontline Silvers during the calendar year.
- You must be a minimum of Silver by the end of the qualification period.
- Anyone who meets these criteria will be eligible for membership in Team Kaizen.





# Recognition and the Nikken Plan: TEAM KAIZEN QUALIFICATION

We will introduce the new criteria and run it from Jan 1<sup>st</sup> of 2015 to Sept 30<sup>th</sup> 2015 so that we can recognize new qualifiers at the October event in Texas. Criteria will be pro-rata for a 9 month period.

From there it will be a 12 month qualification period from September to September.

Qualifiers will serve for a 12 month period and must re-qualify each year.



# Team Kaizen Benefits:

- Retreat for Top 10 Performers per market unit
- Special Team Kaizen leadership experience
- Reserved seating at Nikken events
- Free event tickets
- Dedicated Team Kaizen phone line
- Monthly leadership calls
- Free PWP
- Free enrollment at Nikken University events
- Team Kaizen reception at Nikken events
- Recognition on stage at Nikken events



# Taishi

Japanese for ambassador or ambition, ambitious.





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# Team Taishi



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# Recognition and the Nikken Plan: TEAM TAISHI

- Team Taishi will be the premiere leadership team in Nikken made up of those who are Diamonds and above.
- They will be highly skilled mentors of Entrepreneurs.
- They will lead by example and teach others to Quality Enroll, enact the Nikken Plan, and join Team Kaizen.
- Team Taishi will be lavishly rewarded and recognized!



# Recognition and the Nikken Plan: TEAM TAISHI QUALIFICATION

- Open to Diamonds and above, and to those who become Diamonds by the end of the qualification period.
- 5 points are earned for each consultant in their organization who joins Team Kaizen. They must be the registered mentor of the consultant to claim the points. Registration is completed through Nikken.
- 3 points are earned for each Quality Enrollment, frontline sponsored. (A minimum of 4 annually are required to qualify.)

# Recognition and the Nikken Plan: TEAM TAISHI QUALIFICATION

The top 10 achievers in this category qualify to be a member of Team Taishi.

This will be an annual qualification.

Qualification begins January 1<sup>st</sup> 2015 and ends September 30<sup>th</sup> 2015.

New qualifiers will be recognized at the October event.



# Team Taishi Benefits:

- Exclusive, luxury vacation hosted by Nikken Executives
- Reserved front row seating at Nikken events
- Free event tickets
- Dedicated phone line
- Free enrollment at Nikken University events
- Provide training and promotion through video interviews
- Exclusive reception at Nikken events
- Recognition on stage at Nikken events
- Exclusive feature in Nikken Family magazine







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# Millionaire's Club



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# Recognition and the Nikken Plan: MILLIONAIRE'S CLUB

- Millionaire's Club will be the elite and ultimate achievement in Nikken. This leadership team in Nikken is made up of those who have earned one million in lifetime Nikken earnings.
- They will be lauded as our preeminent entrepreneurs.
- They will be called upon to teach and guide those who aspire to make Nikken their lifelong career.
- Millionaire's Club will be rewarded, recognized, and called upon to offer their wisdom to the field.

# Recognition and the Nikken Plan: MILLIONAIRE'S CLUB QUALIFICATION

- Millionaire's Club is open to any Nikken consultant who earns one million in Nikken commissions.
- Membership is granted immediately upon reaching this milestone.
- Membership in this club continues once it has been granted for all consultants in good standing.



# Millionaire's Club Benefits:

- Millionaire's Club certificate of achievement
- Exclusive Millionaire's Club business cards and holder
- Reserved MC seating at Nikken events
- Free event tickets
- Dedicated MC phone line
- Free enrollment at Nikken University events
- Provide training and promotion through video interviews
- Exclusive MC reception at Nikken events
- Recognition on stage at Nikken events
- Exclusive features in Nikken Family magazine
- Nikken and CEO special photo opportunities



“We are what we repeatedly do, Excellence therefore, is not an act – but a habit!”

*Aristotle*

Translation:

Everything we do will support, recognize and reward Quality Enrollments. (Our Hedgehog Principle)

**END**





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