When you succeed, your transformation is an inspiration to others. Along the **OPTAVIA Path to Achievement**, you’ll continually realize the potential you have as a Coach. Each step along this path is an opportunity to celebrate while also considering how much more you can achieve.

**Discover what your best life will mean for you!**
TOP CLOCKWISE: INTEGRATED PRESIDENTIAL DIRECTOR PENDANT* (LEFT) AND INTEGRATED PRESIDENTIAL DIRECTOR PIN (RIGHT). *CHAIN NOT INCLUDED.

BOTTOM CLOCKWISE: INTEGRATED PRESIDENTIAL DIRECTOR PIN (LEFT) AND GLOBAL DIRECTOR PIN (RIGHT).

ABOVE: FULLY INTEGRATED BUSINESS LEADER PIN
LEFT TO RIGHT: SENIOR COACH PIN, EXECUTIVE DIRECTOR PIN, GLOBAL DIRECTOR PIN, INTEGRATED PRESIDENTIAL DIRECTOR PENDANT (CHAIN NOT INCLUDED), INTEGRATED PRESIDENTIAL DIRECTOR PIN, FULLY INTEGRATED BUSINESS COACH PIN, AND FULLY INTEGRATED BUSINESS LEADER PIN.
<table>
<thead>
<tr>
<th>RANK</th>
<th>Monthly Digital Recognition</th>
<th>Agents of Transformation Facebook Group</th>
<th>Acknowledgments</th>
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<tr>
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<td>Congratulations Email</td>
<td>Photo feature on BUZZ</td>
<td>Achievement posted</td>
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</table>

OPTAVIA Path to Achievement
At-A-Glance Monthly Recognition
Congratulations on your achievement!
Coaches advancing to Executive or Leadership Ranks category, and/or achieving FIBC or FIBL Competency can expect to receive an email at the beginning of the month following their achievement(s) requesting the materials outlined below for Monthly Digital Recognition.

<table>
<thead>
<tr>
<th>RANK</th>
<th>PHOTO REQUEST</th>
<th>WRITTEN TESTIMONIAL REQUEST</th>
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<tr>
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</tr>
<tr>
<td>Presidential Director</td>
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<tr>
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<tr>
<td>COMPETENCY</td>
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</tr>
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</tr>
<tr>
<td>Fully Integrated Business Leader</td>
<td>•</td>
<td>500 words</td>
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</table>

OPTAVIA PATH TO ACHIEVEMENT
WHAT TO EXPECT
COACHING RANK
ACHIEVEMENTS
SENIOR COACH

You’ve begun to see for yourself the difference your business will make to your life and what’s possible for others.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Senior Coach milestone pin and rank card

MONTHLY DIGITAL RECOGNITION

• Congratulations email
• Coaching Advancement Rank group Advancement posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name highlighted on OPTAVIA BUZZ’s recognition interactive catalog

AT EVENTS

• Coming soon
MANAGER

You’ve already inspired a number of people to start their journeys to Optimal Health – imagine how many more people are out there, just waiting for you to inspire them as well.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Manager acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email
• Coaching Advancement Rank group posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name highlighted on OPTAVIA BUZZ’s recognition interactive catalog

AT EVENTS

• Coming soon
ASSOCIATE DIRECTOR

It’s really important to make time to celebrate your achievements and rewards. Don’t stop there, you’ve still got so much more potential.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Associate Director acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email
• Coaching Advancement Rank group posted in Agents of Transformation®
  Facebook Group with link to BUZZ
• Name highlighted on OPTAVIA BUZZ’s recognition interactive catalog

AT EVENTS

• Coming soon
DIRECTOR

Not only are you taking steps to your own best life – you’re also helping others discover how a healthy weight can be a catalyst for so many more positive changes.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS
• Director acknowledgment card

MONTHLY DIGITAL RECOGNITION
• Congratulations email
• Coaching Advancement Rank group posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name highlighted on OPTAVIA BUZZ’s recognition interactive catalog

AT EVENTS
• Coming soon
EXECUTIVE RANK

ACHIEVEMENTS
EXECUTIVE DIRECTOR

This is a major milestone for you and your business. At this step, you should be proud of everything you’ve achieved for so many people so far.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Executive Director milestone pin and rank card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Executive Advancement Rank group posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name and photo on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon
INTEGRATED EXECUTIVE DIRECTOR*

Achieving an Integrated Rank means you create opportunities for more people to discover the benefits of Optimal Health and for more Clients to make the transition to OPTAVIA Coaches and start their own businesses.

Integrated Ranks are recognized after three consecutive months of qualification.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Integrated Executive acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Executive Advancement Rank group posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name and photo on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon

*See FiBC rewards on page 25.
REGIONAL DIRECTOR

Your experience, your story, and your commitment make a big difference to the lives of others. Most importantly, you see how much potential you’ve got to transform what’s possible for you.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Regional Director acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Executive Advancement Rank group posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon
INTEGRATED REGIONAL DIRECTOR*

Integrated Ranks can only be earned by OPTAVIA Coaches like you who support their Clients and Coaches to consistently high levels. That’s a life-transforming experience!

Integrated Ranks are recognized after three consecutive months of qualification.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS
- Integrated Regional Director acknowledgment card

MONTHLY DIGITAL RECOGNITION
- Congratulations email, request for materials
- Executive Advancement Rank group posted in Agents of Transformation® Facebook Group with link to BUZZ
- Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS
- Coming soon

*See FiBC rewards on page 25.
LEADERSHIP RANK ACHIEVEMENTS
Achieving your firstOPTAVIA Leadership Rank is an amazing accomplishment on the way to realizing your potential. Be proud of the hard work, commitment and care you show to the Clients and Coaches you support so well.

Leadership Ranks are recognized after three consecutive months of qualification.

**NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:**

**ACKNOWLEDGMENTS**

- National Director acknowledgment card

**MONTHLY DIGITAL RECOGNITION**

- Congratulations email, request for materials
- Rank Advancement name and photo posted in Agents of Transformation® Facebook Group with link to BUZZ
- Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

**AT EVENTS**

- Coming soon
INTEGRATED NATIONAL DIRECTOR

While you’re making a positive difference for others, you’re growing a successful business and living a best life yourself. Enjoy celebrating your fantastic achievement.

Integrated Leadership Ranks are recognized after three consecutive months of qualification.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Integrated National Director acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Rank Advancement name and photo posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon
GLOBAL DIRECTOR

This Leadership Rank is a mark of how much you have committed and how much you have the power to shape your destiny, to become your most fulfilled self, and build your life around what matters most.

Leadership Ranks are recognized after three consecutive months of qualification.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Global Director milestone pin and rank card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Personal video featured on Agents of Transformation® Facebook Group, if submitted by deadline.
• Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon
INTEGRATED GLOBAL DIRECTOR*

Truly an inspiring accomplishment, qualifying at Integrated Global Director Rank means that you know that lifelong transformation is a journey, and you’ve seen what you’re capable of achieving.

Integrated Leadership Ranks are recognized after three consecutive months of qualification.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Integrated Global Director acknowledgment card
• Invitation to share on Monday night Leadership Webinar

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Unveiling video featured on Agents of Transformation® Facebook Group
• Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon

*See FIBL rewards on page 26.
You’re at one of the highest OPTAVIA Leadership Ranks, and that is a superb accomplishment. It’s taken belief and hard work to get here, and you can reflect on what this achievement means for you and all those people you’ve supported.

Leadership Ranks are recognized after three consecutive months of qualification.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Presidential Director acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Personal video featured on Agents of Transformation® Facebook Group, if submitted
• Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon
INTEGRATED PRESIDENTIAL DIRECTOR

When you inspire and support at the very highest level, that’s an amazing way to build a business and create your own healthier life! Your transformation with OPTAVIA is proof of how much more there is to enjoy when you make positive changes.

Integrated Leadership Ranks are recognized after three consecutive months of qualification.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

- Integrated Presidential Director milestone jewelry and rank card
- Invitation to share on Monday night Leadership Webinar

MONTHLY DIGITAL RECOGNITION

- Congratulations email, request for materials
- Unveiling video featured on Agents of Transformation® Facebook Group
- Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

- Coming soon

JEWELRY IS AVAILABLE IN EITHER A PIN OR PENDANT STYLE. CHAIN NOT INCLUDED, LIMIT OF ONE ARTICLE PER COACH. OUR RECOGNITION TEAM WILL REACH OUT DIRECTLY VIA EMAIL TO OBTAIN PERSONAL JEWELRY PREFERENCES UPON ACHIEVEMENT.
COMPETENCY ACHIEVEMENTS
FULLY INTEGRATED BUSINESS COACH

You make it possible for many people to discover the benefits of healthy habits in their own lives and for others to start their own, potentially life-transforming businesses.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Fully Integrated Business Coach milestone pin and FIBC card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Competency Achievement name and photo posted in Agents of Transformation® Facebook Group with link to BUZZ
• Name and photo on OPTAVIA BUZZ’s Recognition interactive catalog

AT EVENTS

• Coming soon
FULLY INTEGRATED BUSINESS LEADER

When you started your OPTAVIA Coaching business, you saw an opportunity. You fully understand now how it gives you the power to shape your own destiny.

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Fully Integrated Business Leader milestone pin and FIBL card
• Invitation to share on Monday night Leadership Webinar

MONTHLY DIGITAL RECOGNITION

• Congratulations email, request for materials
• Unveiling video post in Agents of Transformation® Facebook Group
• Name, photo, and testimonial on OPTAVIA BUZZ’s Recognition interactive catalog

HEADQUARTERS

• Leadership portrait featured in our Baltimore Headquarters

AT EVENTS

• Coming soon
FAQ

Why did the OPTAVIA Path to Achievement Recognition Program change?

We reworked our existing recognition program to create a streamlined version that is scalable to meet the needs of our growing OPTAVIA Community in the United States and in emerging markets internationally.

What are the specifics of this streamlined program?

An outline of what to expect in recognition of ongoing Rank Advancements and Competency Achievements, starting with October 2018 achievements, can be found in the official OPTAVIA Path to Achievement Recognition Program Guide.

How am I recognized if I’m an existing Manager and “skip” to Regional Director rank in one month?

Congratulations! In the OPTAVIA Path to Achievement program, your new highest achieved rank is recognized; in this case, you would receive your Regional Director rank card in the mail in the weeks following your achievement. And, we encourage you to work toward the next milestone.

I advanced in Rank to Integrated Presidential Director, how does my recognition work?

Congratulations! You have reached the highest echelon of achievement as an OPTAVIA Coach. You will receive an email following your achievement requesting your preference of pin(s) and/or pendant(s). There’s a limit of one article per Coach, and a chain will not be included with a pendant.

Where can I learn more?

Please refer to this FAQ on COACH ANSWERS (link to article when ready), or feel free to reach out to our team directly at 888 OPTAVIA (888.678.2842), and we will personally assist you.

I advanced to Executive Director Coach rank in July, then achieved Regional Director in October. How will I be recognized?

Congratulations! The streamlined OPTAVIA Path to Achievement Recognition Program will celebrate your new rank/milestone achievement in October. In this specific case in question, you would be mailed your Regional Director rank card as you achieved your highest rank in October.

Similarly, when you advance in rank in the coming months, your new highest achieved rank will be celebrated following the close of the month in which you achieve.

I advanced to Senior Coach rank in September; will I receive a milestone pin?

Congratulations! We encourage you to continue on your journey and look forward to recognizing all of your future achievements! Recognition of Coaching Rank Advancements will begin with the streamlined program with October 2018 recognition, not the interim period months.

I advanced to Integrated Regional Director rank in May. What will I receive?

Congratulations! With this streamlined program launching with October 2018 Rank Advancements and Competency Achievements, we look forward to celebrating all of your future achievements according to this program; however, if your May achievement was your first time qualifying as a Fully Integrated Business Coach (FIBC), you can expect to receive a milestone FIBC pin in the weeks following the recognition program announcement.

I’m a new Presidential Director as of the close of October and advanced to Global Director rank in May, how will I be recognized?

Congratulations! At OPTAVIA, we understand how important Global Director is to your path to achievement and an important part to leadership. Therefore, if you ranked Global Director during our interim period, expect to receive acknowledgement for that advancement - plus, you can expect to receive your next highest rank achievement from October 2018 in the coming weeks. These will be mailed separately.

I was a new FIBC in July, will I receive anything as part of the streamlined OPTAVIA Path to Achievement program?

Yes! Your FIBC milestone pin will be sent in November 2018. Congratulations on your Competency Achievement!