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!
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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.
OPTAVIA CONVENTION RANK AWARDS

Global Director and Above only

LEFT TO RIGHT: RANK AWARDS; INTEGRATED GLOBAL DIRECTOR ACHIEVER, INTEGRATED PRESIDENTIAL DIRECTOR ACHIEVER, GLOBAL DIRECTOR ACHIEVER, PRESIDENTIAL DIRECTOR ACHIEVER
COACHING RANK ADVANCEMENTS
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(s) with rank acknowledgment card

MONTHLY DIGITAL RECOGNITION
• Congratulations email
• Coaching Rank Advancement “Congratulations” announcement in the Agents of Transformation® Facebook Group
• Name highlighted in digital flipbook located on OPTAVIA BUZZ

AT OPTAVIA CONVENTION*
• Name displayed in ‘Leading the Way’
• Name displayed in the OPTAVIA Convention App
• Stand and be recognized during General Session

*Please refer to the chart on page 27 for event details.
MANAGER, ASSOCIATE DIRECTOR & DIRECTOR

You’ve already inspired a number of people to start their journeys to optimal health - imagine how many more are waiting for you to inspire them as well. While you’re taking steps to your own best life, keep 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
• Rank acknowledgment card

MONTHLY DIGITAL RECOGNITION
• Congratulations email
• Coaching Rank Advancement “Congratulations” announcement in the Agents of Transformation® Facebook Group
• Name highlighted in digital flipbook located on OPTAVIA BUZZ

AT OPTAVIA CONVENTION*
• Name displayed in ‘Leading the Way’
• Name displayed in the OPTAVIA Convention App
• Stand and be recognized during General Session

*Please refer to the chart on page 27 for event details.
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(s) with rank acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, with a request for materials
• Executive Rank Advancement “Congratulations” announcement in the Agents of Transformation® Facebook Group
• Name and photograph highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION*

• Name displayed in ‘Leading the Way’
• Name displayed in the OPTAVIA Convention App
• Stand and be recognized during General Session
• On-screen name(s) scrolling

*Please refer to the chart on page 27 for event details.
INTEGRATED EXECUTIVE DIRECTOR*, REGIONAL DIRECTOR & INTEGRATED REGIONAL DIRECTOR*

Integrated Ranks are recognized after three consecutive months of qualification.

Your experience, your story, and your commitment help you see how much potential you’ve got to transform what’s possible for you.

And an Integrated Rank means you create opportunities for more people to discover the benefits of optimal health and support Clients and Coaches consistently. That’s a life-transforming experience!

NEW HIGHEST RANK, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

• Rank acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, with a request for materials
• Executive Rank Advancement “Congratulations” announcement in the Agents of Transformation® Facebook Group
• Highlight in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION†

• Name displayed in ‘Leading the Way’
• Name displayed in the OPTAVIA Convention App
• Stand and be recognized during General Session
• On-screen name(s) scrolling

*See FIBC rewards on page 21.
† Please refer to the chart on page 27 for event details.
LEADERSHIP RANK ADVANCEMENTS
NATIONAL DIRECTOR

Achieving your first OPTAVIA 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, with a request for materials
• Leadership Rank Advancement photograph posted in the Agents of Transformation® Facebook Group
• Name, photograph and testimonial highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION*
• Name and photograph displayed in ‘Leading the Way’
• Name and photograph in the OPTAVIA Convention App
• Stand and be recognized during General Session
• On-screen name(s) and photograph

*Please refer to the chart on page 27 for event details.
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, with a request for materials
• Leadership Rank Advancement photograph posted in the Agents of Transformation® Facebook Group
• Name, photograph and testimonial highlighted in digital flipbook located on OPTA VIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTA VIA CONVENTION*

• Name and photograph displayed in ‘Leading the Way’
• Name and photograph in the OPTA VIA Convention App
• On-stage parade with new Integrated National Director group
• On-screen name(s) and photograph

*Please refer to the chart on page 27 for event details.
GLOBAL DIRECTOR

This milestone 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(s) with rank acknowledgment card

MONTHLY DIGITAL RECOGNITION

• Congratulations email, with a request for materials
• Leadership Rank Advancement “Congratulations” announcement in the Agents of Transformation® Facebook Group, with link to Achieving Leaders Video Gallery on OPTAVIA BUZZ
  » Personal video featured if materials are submitted by deadline
• Name, photograph and testimonial highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION*

• Name, photograph and testimonial displayed in ‘Leading the Way’
• Name, photograph and testimonial in the OPTAVIA Convention App
• On-stage parade with new Global Director group
• On-screen name(s) and photograph slide
• Award gifted at Celebration of Success
• Backstage photo opportunity

*Please refer to the chart on page 27 for event details.
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

MONTHLY DIGITAL RECOGNITION

- Congratulations email, with a request for materials
- Unveiling video featured on Agents of Transformation® Facebook Group and in Achieving Leaders Video Gallery on OPTAVIA BUZZ
  - Personal video featured if materials are submitted by deadline
- Name, photograph and testimonial highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION†

- Name, photograph and testimonial displayed in ‘Leading the Way’
- Name, photograph and testimonial in the OPTAVIA Convention App
- On-stage parade with new Integrated Global Director group
- On-screen name(s) and photograph slide
- Award gifted at Celebration of Success
- Backstage photo opportunity
- Opportunity to share Transformational Story on stage throughout the event

* See FIBL rewards found on page 22.
† Please refer to the chart on page 27 for event details.
PRESIDENTIAL DIRECTOR

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, with a request for materials
- Leadership Rank Advancement “Congratulations” announcement in the Agents of Transformation® Facebook Group, with link to Achieving Leaders Video Gallery on OPTAVIA BUZZ
  » Personal video featured if materials are submitted by deadline
- Name, photograph and testimonial highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION*

- Name, photograph and testimonial displayed in ‘Leading the Way’
- Name, photograph and testimonial in the OPTAVIA Convention App
- On-stage parade with new Presidential Director group
- On-screen name(s) and photograph slide
- Award gifted at Celebration of Success
- Backstage photo opportunity

* Please refer to the chart on page 27 for event details.
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* with rank acknowledgment card

MONTHLY DIGITAL RECOGNITION

- Congratulations email, with a request for materials
- Unveiling video featured on Agents of Transformation® Facebook Group and in Achieving Leaders Video Gallery on OPTAVIA BUZZ
  » Personal video featured if materials are submitted by deadline
- Name, photograph and testimonial highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION†

- Name, photograph and testimonial displayed in ‘Leading the Way’
- Name, photograph and testimonial in the OPTAVIA Convention App
- Individual, on-stage new Integrated Presidential Director walk
- On-screen name(s) and photograph slide
- Award gifted at Celebration of Success
- Backstage photo opportunity
- Opportunity to share Transformational Story on stage throughout the event

* See FiBL rewards found on page 22.
† Please refer to the chart on page 27 for event details.
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 COMPETENCY, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

- Fully Integrated Business Coach milestone pin(s) with FIBC acknowledgment card

MONTHLY DIGITAL RECOGNITION

- Congratulations email, with a request for materials
- Competency Achievement photograph posted in Agents of Transformation® Facebook Group
- Name and photograph highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

AT OPTAVIA CONVENTION*

- Name and photograph displayed in ‘Leading the Way’
- Name and photograph in the OPTAVIA Convention App
- Stand and be recognized during General Session
- On-screen name(s) and photograph

* Please refer to the chart on page 27 for event details.
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 COMPETENCY, FOLLOWING MONTH OF ACHIEVEMENT:

ACKNOWLEDGMENTS

- Fully Integrated Business Leader milestone pin(s) with FIBL acknowledgment card

MONTHLY DIGITAL RECOGNITION

- Congratulations email, with a request for materials
- Unveiling video featured on Agents of Transformation® Facebook Group and in Achieving Leader Video Gallery on OPTAVIA BUZZ
  » Personal video featured if materials are submitted by deadline
- Name, photograph and testimonial highlighted in digital flipbook located on OPTAVIA BUZZ

Please refer to the chart on page 25 that outlines monthly requested materials guide.

HEADQUARTERS

- Leadership portrait featured in our Baltimore Headquarters

AT OPTAVIA CONVENTION*

- Name, photograph and testimonial displayed in ‘Leading the Way’
- Name, photograph and testimonial in the OPTAVIA Convention App
- On-stage parade with new FIBL group, non-Rank Advancement
- On-screen name(s) and photograph slide
- Backstage photo opportunity
- Opportunity to share Transformational Story on stage throughout the event

* Please refer to the chart on page 27 for event details.
AT-A-GLANCE
<table>
<thead>
<tr>
<th>RANK</th>
<th>Feature in Digital Flipbook on BUZZ</th>
<th>AGENTS OF TRANSFORMATION® FACEBOOK GROUP</th>
<th>ACKNOWLEDGMENTS</th>
<th>HEADQUARTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Congratulations Email</td>
<td>Video Featured on BUZZ</td>
<td>Achievement Posted</td>
<td>Photo Feature</td>
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<tr>
<td><strong>COACHING RANKS</strong></td>
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<tr>
<td>Senior Coach</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Manager</td>
<td>●</td>
<td></td>
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<tr>
<td>Associate Director</td>
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<tr>
<td>Director</td>
<td>●</td>
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</tr>
<tr>
<td><strong>EXECUTIVE RANKS</strong></td>
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<tr>
<td>Executive Director</td>
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</tr>
<tr>
<td>Integrated Executive Director</td>
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<tr>
<td>Regional Director</td>
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<tr>
<td>Integrated Regional Director</td>
<td>●</td>
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</tr>
<tr>
<td><strong>LEADERSHIP RANKS</strong></td>
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<tr>
<td>National Director</td>
<td>●</td>
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<tr>
<td>Integrated National Director</td>
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<td></td>
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<td>●</td>
</tr>
<tr>
<td>Global Director</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Integrated Global Director</td>
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<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Presidential Director</td>
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<td>●</td>
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</tr>
<tr>
<td>Integrated Presidential Director</td>
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<td></td>
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<td>●</td>
</tr>
<tr>
<td><strong>COMPETENCY</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Fully Integrated Business Coach (FIBC)</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Fully Integrated Business Leader (FIBL)</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
Congratulations on your achievement!

Coaches advancing to Executive or Leadership Ranks category, and/or achieving Fully Integrated Business Coach (FIBC) or Fully Integrated Business Leader (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 recognition needs.*

<table>
<thead>
<tr>
<th>RANK</th>
<th>PHOTO REQUEST</th>
<th>WRITTEN TESTIMONIAL REQUEST</th>
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<td><strong>EXECUTIVE RANKS</strong></td>
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<td>Executive Director</td>
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<td>Integrated Executive Director</td>
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<td>N/A</td>
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<tr>
<td>Regional Director</td>
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<td>50 words</td>
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<tr>
<td>Integrated Regional Director</td>
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<td>50 words</td>
</tr>
<tr>
<td><strong>LEADERSHIP RANKS</strong></td>
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</tr>
<tr>
<td>National Director</td>
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<td>100 words</td>
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<tr>
<td>Integrated National Director</td>
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<td>100 words</td>
</tr>
<tr>
<td>Global Director</td>
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<td>250 words</td>
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<td>250 words</td>
</tr>
<tr>
<td>Presidential Director</td>
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<td>500 words</td>
</tr>
<tr>
<td>Integrated Presidential Director</td>
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<td>500 words</td>
</tr>
<tr>
<td><strong>COMPETENCY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fully Integrated Business Coach</td>
<td>•</td>
<td>N/A</td>
</tr>
<tr>
<td>Fully Integrated Business Leader</td>
<td>•</td>
<td>500 words</td>
</tr>
</tbody>
</table>

*MATERIALS SHOULD BE PROVIDED BY DEADLINE OUTLINED VIA EMAIL TO BE FEATURED.

OPTAVIA RESERVES THE RIGHT TO EDIT AND/OR MODIFY ANY WRITTEN TESTIMONIALS FOR COMPLIANCE PURPOSES OR TO MEET LENGTH REQUIREMENT.
OPTAVIA PATH TO ACHIEVEMENT: PHOTOGRAPHY GUIDELINES

These general guidelines establish a consistent and unified look and feel for the photography of our Business Leaders.

**DO**
- Subjects should have a natural un-posed smile of happiness or joy and face the camera. Stand or sit in a natural, comfortable, un-forced pose. Photo must come across as real and authentic.
- Dress in nice-casual or business-casual attire. Subjects should wear neutral colors that do not distract from their face or overpower the photo. If patterns are worn, they must be simple and not distracting.
- Photos should be crisp and high-quality, with a resolution high enough for printing at an 8” × 8” size, ideally 2400px × 2400px.
- Photos may be shot professionally, or shot with an SLR camera using a tripod.
- Avoid cell phone photography.
- Images will be cropped by OPTAVIA to a square ratio. Keep this in mind when framing the shot. Subjects will be cropped from the waist up.
- When possible choose natural but simple outdoor environments as a backdrop.
- Avoid crowded or complex backgrounds.
- Use natural lighting. Choose a time of the day that has nice even bright lighting, but avoid harsh sunlight and mid-day shadows. Partly cloudy days, or late afternoon work well.
- Position the camera at eye-level.

**DON’T**
- Wear sunglasses
- Take selfies
- Take closeups. Frame to incorporate at least your entire upper body.
- Night time photography, or dim lighting that requires use of flash
- Overly stylized “glamour shots”
## OPTAVIA Path to Achievement:
New Achiever Recognition “Leading the Way” at Convention*

<table>
<thead>
<tr>
<th>RANK</th>
<th>NAME DISPLAYED</th>
<th>NAME &amp; PHOTO DISPLAYED</th>
<th>NAME, PHOTO &amp; TESTIMONIAL – 250 WORDS</th>
<th>NAME, PHOTO &amp; TESTIMONIAL – 500 WORDS</th>
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</thead>
<tbody>
<tr>
<td><strong>Coaching Ranks</strong></td>
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<td>Associate Director</td>
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<td>Director</td>
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<tr>
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<tr>
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<td><strong>Leadership Ranks</strong></td>
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<tr>
<td><strong>Competency</strong></td>
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<tr>
<td>Fully Integrated Business Coach (FIBC)</td>
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<tr>
<td>Fully Integrated Business Leader (FIBL)</td>
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<td>●</td>
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</tr>
</tbody>
</table>

* ONLY JULY-JUNE ACHIEVEMENTS HIGHLIGHTED. NEW ACHIEVERS MUST BE REGISTERED BY JUNE 30, 2019 TO BE RECOGNIZED AT THE EVENT.
## OPTAVIA PATH TO ACHIEVEMENT:
NEW ACHIEVER ON-STAGE RECOGNITION AT CONVENTION

<table>
<thead>
<tr>
<th>RANK</th>
<th>Stand to be recognized</th>
<th>On screen name (scrolling)</th>
<th>On screen name &amp; photo (group)</th>
<th>On screen name &amp; photo slide</th>
<th>On-stage parade/walk</th>
<th>Name Announced</th>
<th>Award</th>
<th>Backstage Photo</th>
<th>Transformational Story</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COACHING</strong></td>
<td></td>
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</tr>
<tr>
<td>Senior Coach</td>
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</tr>
<tr>
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FREQUENTLY ASKED QUESTIONS

Has the OPTAVIA Path to Achievement Recognition Program changed?

We periodically evaluate and streamline our recognition program to create one that is scalable to meet the needs of our growing OPTAVIA Community in the United States and in emerging markets internationally.

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.

My OPTAVIA business includes a co-applicant, does he/she receive a pin?

Yes, if you achieve a milestone rank or competency and have a co-applicant, then each of you will be sent a milestone pin.

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 OPTAVIA COACH ANSWERS, or feel free to reach out to our Coach Support Team directly at 888.OPTAVIA (888.678.2842), and we will personally assist you.