



Director Emotional Cycle

By NSD Kristin Myers

Stage 1: Excitement!

At this stage, a Director is excited about the future and possibilities of her Mary Kay career! This is where we always want to be!

Stage 2: Complacency

Many directors celebrate their accomplishment for too long, and they debut without a unit goal in place.

Also, many directors take focus off their personal business and focus on managing, instead of leading, their team.

Stage 3: Frustration

At the point of frustration, some directors will start asking themselves, "Why are my people not working?" They may also ask, "How can I motivate my people to work?"

Stage 4: Denial

During denial, the director may start blaming their Senior Director and/or NSD for not preparing them for directorship. They may ask themselves, "They said it would be easier!" or "This is supposed to be a fun job!"

Stage 5: Avoidance

In conjunction with denial comes the avoidance stage, where the directors may avoid their Senior Director and/or NSD because they "Should be able to figure it out on my own." The directors also may avoid attending meeting, functions, conference calls, and events on a committed basis.

Stage 6: Reversion

The director may move into a state of reverting back to whatever makes them feel good in the moment. She may volunteer, take on more projects, or get involved in additional non-IPAs. Out of seeming desperation, the director will think, "This isn't panning out, I need a second (or different) job."

Stage 7: Crossroads

The director will begin to rationalize away her decisions to work her Mary Kay business. She will question if this is what God intended for her to do, or rationalize, "My life wasn't that bad before Mary Kay."

Stage 8: Take Control

Directors realize, "It's not like me to quit on a goal, or give up on my dreams!" They commit (or recommit) to taking personal responsibility for their success, and deciding, "If it's meant to be, it's UP TO ME!"