

Cyndee's #3 Seminar speech - 2014

Ruby Seminar 2014!!!!

Welcome ...welcomewelcome...

I remember, I remember, I remember July 1991. (I know I don't look like it.) It was my first one. For some of you this is the first day of your first Seminar. For others of you it's your first day of the NEW seminar year. Day one. Launch day people. The day of discovery. You found it. The place in which perhaps you thought you lost when you packed away your little girl dreams of pixies and fairy dust but your heart continued to search, continued yearning, continued to want the connection to exactly such a place as this in the Universe. Mary Kay Cosmetics the place where connection, growth, excitement and self-discovery is at an extreme level.

Launch day. Day one of seminar. It's so exciting, you won't sleep. Nope there will be no sleeping. You'll be stuck in a loop of "So excited with possibilities" and "How? How? How do it do it"?

"Excited" "How?"

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Grasshopper, don't allow the uncomfortableness of that place, of the not knowing the "How" yet turn you back. Here is what I know. You can figure it out.

This is not an overnight business. It won't be built all the way overnight. You can move quickly but the process, grasshopper, happens over a lifetime **if it's done right.**

Therefore, because of that investment the payoff becomes that much more valuable to you and it's not really ever totally obtained. There is always a higher peak (maybe a peak called Sean Key) calling you to an even higher place of being, a higher level of accomplishment, a higher place of thought that during those building moments there will be pretty clothes and sparkly things and happy people who think like you think. Here you are at that exact place.

Are you ready for a new thought? Ok well, buckle up buttercup! Because I KNOW and I understand what it feels like to sit in the seat of how will I pull it off? How do I move from this seat into THAT seat ahead of me? From my dissatisfied seat to a new seat of accomplishment and unbelievable celebration. So who wants to know how??

WHO?! WHO?! WHO?!!

OK, Will you join me in the new seat of thought?!

There are universal laws that you will need to stop fighting against and decide, decide, decide to digest and conquer. Not run away from them any more. But conquer that next level with your Powerful Perplexing Punch. But before I give you those laws I have to begin with gratitude. Gratitude for a husband who let me be all that I could be because that is what true love looks like. Gratitude for a one and only son who creates in me a desire to be for him a living breathing example of a person who wants to use all that I have up before my last breath so that he will use all that he has up before his last breath. A gratitude for a blessing and mentorship of National Sales Director Emeritus Carolyn Ward and her husband Larry who took Tom and I under their wing and then inspired and loved poured into us. Gratitude for a childhood, a childhood upbringing, where things weren't always easy but there was always a vision of never giving up and the tryingness of making things better and my Mom who is in the audience today.

And the gratitude for an exemplary national area who's profound in their abilities of sharing this product and this opportunity at a level of excellence called Double and Triple court. An area that I am so incredibly proud to represent on this stage today. An area that in this National's mind and heart is the best area ever.

Please stand Gress and Hulsman National Areas. I love you with all of my heart.

And finally a gratitude for a company where God is first, family is second and career is third.

So where were we? Oh Yeah HOW HOW HOW???

Yes that's where we were?

OK, well you've got to decide that you will operate from the place that you are a unique creature who is comfortable with your personal of-of-a-kind DNA. A DNA unlike any other human being who ever was and ever will be. What a blessing what a gift you weird and quirky and one-of-a-kind treasure!! ***Stop trying so desperately hard to be like the rest and try hard to be the best self that is already inside of you. Inside of you! Already.. She's in there! And here's the secret...no one can find her but you.*** Your true greatness will begin as you begin to find her. I can tell you of a day. A day I thought was just a normal day in my life. I was trying to do, like, my Mom thing and drop off some stinking Mom cookies at my

son's school bake sale fundraiser. Yes. My intention was to do the working Mom's shuffle, you know, you go to the supermarket on your way home from the event, you buy the "good cookies" you put them on a paper plate, you cover them in tin foil and you bring them to the bake sale and buy them back. Working Mom bake sale 101 Sister.

Ok but the problem was, that there was only one spot left to place my cookies on the bake sale table. It was next to the most amazing, handcrafted, sculpted cupcakes in the form and shape of Big Bird. Big Bird. No, like his whole body. On a cupcake. I think they may have been able to quack y'all. I don't even know how you pile all that yellow icing on one cupcake and not end up with a big blob of icing. But this lady did...she did... she was a National of cupcakes.

The rules...The rules of the bake sale ball game were that I couldn't buy my stupid pathetic cookies back until the end of the day. I left St. Peter's nursery school crying. Crying. Not because my cookies stunk I knew that already, but because clearly Tommy Gress had a flawed Mom. A Mom clearly not good enough for him because I was clearly a person not capable of making Big Bird Cupcakes. Literally with every step I took away from the school my tears got bigger and bigger and fell faster and faster. I said, "I stink". Maybe I should be home learning the craft of icing piling instead of being selfish and pursuing my dreams. How dare I? I am a Mom. What do I think I am doing? And then I heard a voice so loud and clear. The voice was what I believe to be His voice. And he said, "IF I WANTED YOU TO BE A BIG BIRD CUPCAKE MAKING MOM, I WOULD HAVE MADE YOU ONE! CYNDEE GRESS, TOMMY GRESS WILL NEED A NATIONAL SALES DIRECTOR FOR A MOM!"

Duh!!!

Right?! it makes perfect sense to me that my God matches who the kid is to become in the universe with who the parents are who are commissioned to raise him. Y'all, after that day I never questioned my influence of what I was supposed to be doing in my life ever ever again. I put down my Mommy guilt never to pick it up again. Did I have Moments, still to this day, of not wanting to separate from him? Yes!!! But I did it because who I was supposed to be and the fulfillment of it was part of the master plan for his life! If it says, he will give you the desires of your heart when you delight in HIM then he must have put those desires in you!! Sheesh!!!

I did what Mary Kay told me, taking God as my business partner. Ok, so flash forward ten years later in a story too long for this speech, Big Bird cupcakes or not. I am telling you right now those cupcakes never would, nor will they ever

serve my unique, profound and amazing son. Be who you were destined to be. If it's cupcakes, do it man, but if it is here, ***don't let the model of what most people do determine, for your children, who YOU are becoming.***

And so Law #1

Your cute and adorable self was not meant to do that which is easy, I hate to inform you of this, your life was meant to be a challenge a constant stretch of growth. Your craving of being done and rest is because there will be a moment in your beingness for that. A place for the race to be over. But it is not in this world and it is not for here and it is not for now. Now is your time of influence of DOING. So do and grow and stretch so that others can follow your model.

Law #2

In Mary Kay, you will need to do what we do and people will judge it with a YES or a NO, ***but that is not your worry.*** You don't have to find everyone, you just need to find the ones that you need to find. ***Do enough and you will find enough!*** For me I made a decision to do what I was meant to do. To do what I was meant to do as well as I could humanly do it. ***It started as a whisper of hope and a maybe and then grew into a conviction and way of life. If you're new, just follow the whisper of hope.*** Part of knowing its right is if it's not easy to do. Because doing what you were born to do will never be something that is easy.

Law #3 - Force yourself to love what you do.

I FORCED myself to love what I do. If I truly allowed myself to dissect it, did I love everything about what I had to do to build what I wanted to build? No.

Truly I don't love booking, I don't love coaching, I don't love driving to the appointment, I don't love rebooking, I don't love overbooking. I do love when I sell stuff!! And I do love when I have a new business partner! So, I forced myself to do the beginning stuff which I don't love to get to the end stuff which I do love. I forced myself to love the parts I don't love by reminding myself when I do it I get to the part that I love! The love part will always include the part that you don't love!

Teaching and training your brain to love what you do is an incredibly valuable thing.

Law #4

When you refuse to move forward with the thing that calls you forward you do yourself and everyone else in your universe a disservice. Big Bird for me, would have been a disservice to my family, my son, my Area. And the world changes, not

in a good way, when we choose to compromise all that we are created to be. God made you an Original. Don't die a Reproduction.

Law #5 – Don't make a career out of doing the same thing over and over and over. Raise your game year after year. Have a higher expectation for yourself every year. A higher level on the career path, a higher level in Unit Club, higher level of giving, higher vision of expectancy, a higher level of inspiration and motivation. You are not meant to bring to the table what you brought to the table last year. You! You! You! are meant to bring a bigger game, a bigger influence and a higher self. Every day in every way I get better and better and better.

Law #6 – Fall in Love with being a beginner.

a beginner Consultant

a beginner Director

a beginner Cadillac driver

a beginner Future Executive

a beginner Executive or Elite

a beginner National Sales Director

a beginner International Sales Director

Truth is, as we get older we try to move out of the space of beginner because it just feels uncomfortable. As we get older we believe that “we should know what we are doing in our advanced place in life” but in the beginner, grasshopper, is humility and the biggest learning Moments and the most potential for profound growth. Crave the beginner of the new and uncomfortable space. AAAHHH It makes me ill and exhilarated all at the same time to be in the beginning of a possible position of top 3. National Sales Director Kirk Beauregard Gillespie taught me, “Now is not our time to seek the comfort but our time to seek the discomfort”. Be the novice and LOVE it. And get comfortable with that. **Comfortable with the Uncomfortable.**

Law #7 – Be willing to find out what you are made of.

Allow others to tell you who they see in you and BELIEVE them, if it's better than your vision of yourself. Sean Key, Susan Johnson, Carolyn Ward, Lisa Madson, Ann Newbury- they told me this year who they saw. I took a big gulp and I decided to step into THAT. Not my smaller vision but their bigger one. Be willing to boldly go for maybe #3 and feel totally unworthy and maybe fall flat on your face but find out what you are made of. ***This is how you become an unstoppable you!***

Finally Law 8

Be a person of Inspiration. That is a woman who is mentally stimulated to create SOMETHING. And while you are at it, make it something really BIG! Something that will take a whole entire lifetime to happen. I just wanted to be a person who, that people wanted to hear what she had to say (oldest of 5). In the beginning, the only way that that happened is to be a *Prover in the Universe* that this Company's business plan works. Be a *walking, living, breathing resume*. A real life resume of a woman who sells product to women honorably, treating others the way she would be treated and teaching other women to do it the same way. Be THAT Prover in the Universe, Ruby Seminar, and we will see you at the Top! Probably someday, being the #1 National Sales Director of all time! That is you! That is you! That is you! I love you!!!