

Your Amway ESAN Recognition Journey

Celebrating and recognizing your achievements, level by level.



Effective from September 2024

Amway Europe, Southern Africa, Australia, New Zealand

Amway

The Power of Recognition at Amway

Recognition is a foundational element of Amway's business model – inspiring and rewarding entrepreneurs since 1959. In fact, founders Jay Van Andel and Rich DeVos embedded recognition into Amway's Founders Fundamentals (Family, Freedom, Hope and Reward) and Core Values.

Recognition, shared day-to-day and at meaningful milestones throughout the Amway journey, is a valuable business tool.

It can be used to reward past accomplishments, reinforce present best practices and motivate future growth.

Experience it yourself, motivate others and grow all together!

“The only things that stand between a person and what they want in life are the will to try it and the faith to believe it's possible. YOU can make it happen!”

Rich DeVos, Cofounder of Amway

How to use this guide

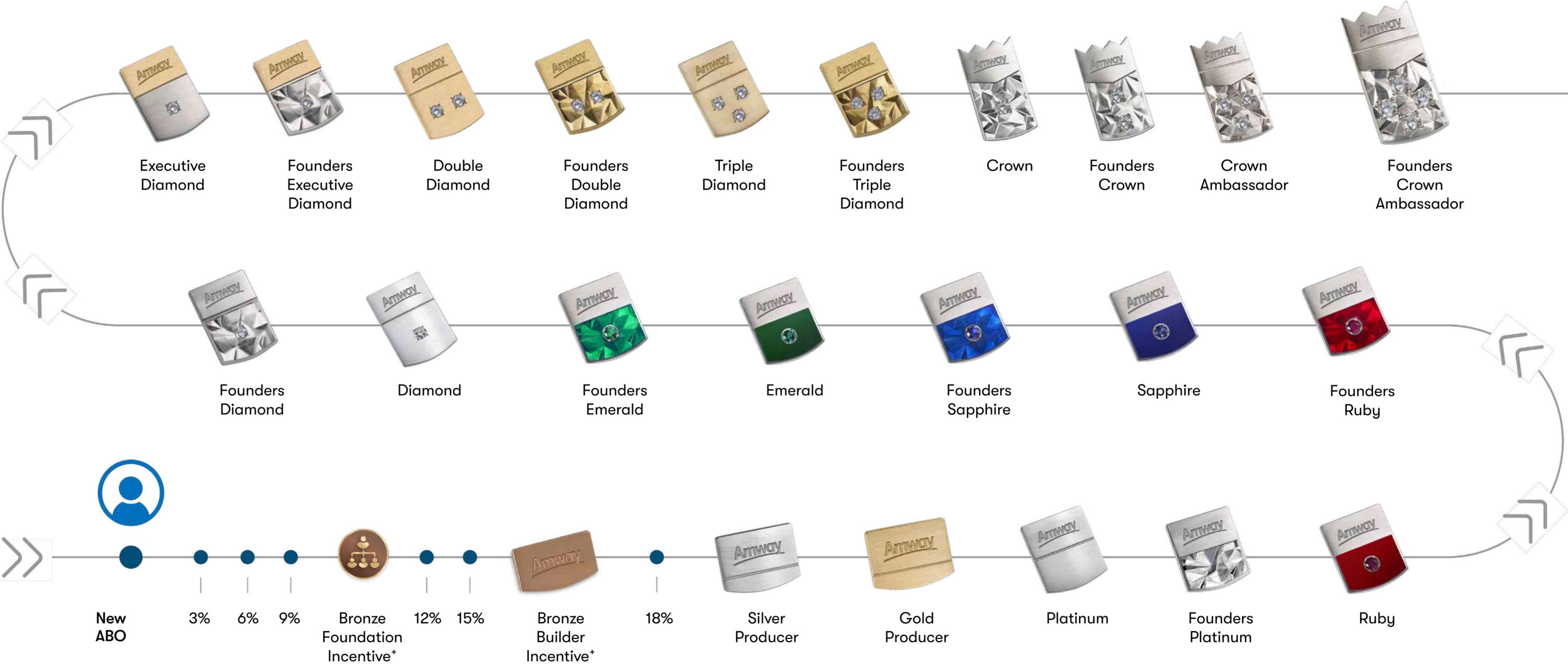
Awareness of the recognition ahead can accelerate your progress – so you are encouraged to read this guide carefully:

- 👁 On the Amway Recognition Charts, see where you are now and what you will earn at the next level.
- 🖱 Within the Amway Recognition Charts, click to learn about each recognition component.

Please note that recognition is extended following a qualification verification process. Other recognition is delivered at various intervals throughout the year.

You will receive more information about recognition timing as your journey unfolds.

Every milestone in your Amway journey deserves its own recognition



Recognition for Bronze to Founders Emeralds



Recognition item	Bronze	Silver Producer	Gold Producer	Platinum	Founders Platinum	Ruby	Founders Ruby	Sapphire	Founders Sapphire	Emerald	Founders Emerald
New Platinum Seminar*				●							
Recognition Box	●	●	●	●	●	●	●	●	●	●	●
Video Call with Amway ESAN Management				●	●	●	●	●	●	●	●
Newsletter Preview		●	●	●	●	●	●	●	●	●	●
Monthly Silver and Above Call		●	●	●	●	●	●	●	●	●	●
Quarterly Regional Meetings		●	●	●	●	●	●	●	●	●	●
Recognition in Amway ESAN Facilities		●	●	●	●	●	●	●	●	●	●
Leadership Training Seminar*				●	●	●	●	●	●	●	●
Personal Recognition Dinner										●	●
Exclusive New-Product Samples											●

[Click to learn more](#)

*Certain criteria apply, check out Amway website

Recognition for Diamonds and above



Recognition item	Diamond	Founders Diamond	Executive Diamond	Founders Executive Diamond	Double Diamond	Founders Double Diamond	Triple Diamond	Founders Triple Diamond	Crown	Founders Crown	Crown Ambassador	Founders Crown Ambassador
Recognition box	●	●	●	●	●	●	●	●	●	●	●	●
Video call with Amway ESAN management	●	●	●	●	●	●	●	●	●	●	●	●
Personal Recognition Dinner	●	●	●	●	●	●	●	●	●	●	●	●
Professional Photo Session	●	●	●	●	●	●	●	●	●	●	●	●
Exclusive New-Product Samples	●	●	●	●	●	●	●	●	●	●	●	●
NEW Recognition in Amway ESAN Facilities	●	●	●	●	●	●	●	●	●	●	●	●
Newsletter preview	●	●	●	●	●	●	●	●	●	●	●	●
Monthly Silver and Above Call	●	●	●	●	●	●	●	●	●	●	●	●
Quarterly Regional Meetings	●	●	●	●	●	●	●	●	●	●	●	●
Leadership Training Seminar*	●	●	●	●	●	●	●	●	●	●	●	●
Diamond Conference*	●	●	●	●	●	●	●	●	●	●	●	●
Congratulations from the Founding Families			●	●	●	●	●	●	●	●	●	●
A Meeting with the Global CSO - and a Present					●	●	●	●	●	●	●	●
Leadership Gallery Photo display					●	●	●	●	●	●	●	●
Global Founders Council Event*									●	●	●	●
Hall of Achievement Portrait									●	●	●	●
Birthday Bouquet									●	●	●	●

[Click to learn more](#)

*Certain criteria apply, check out Amway website



PLATINUM*



New Platinum Seminar

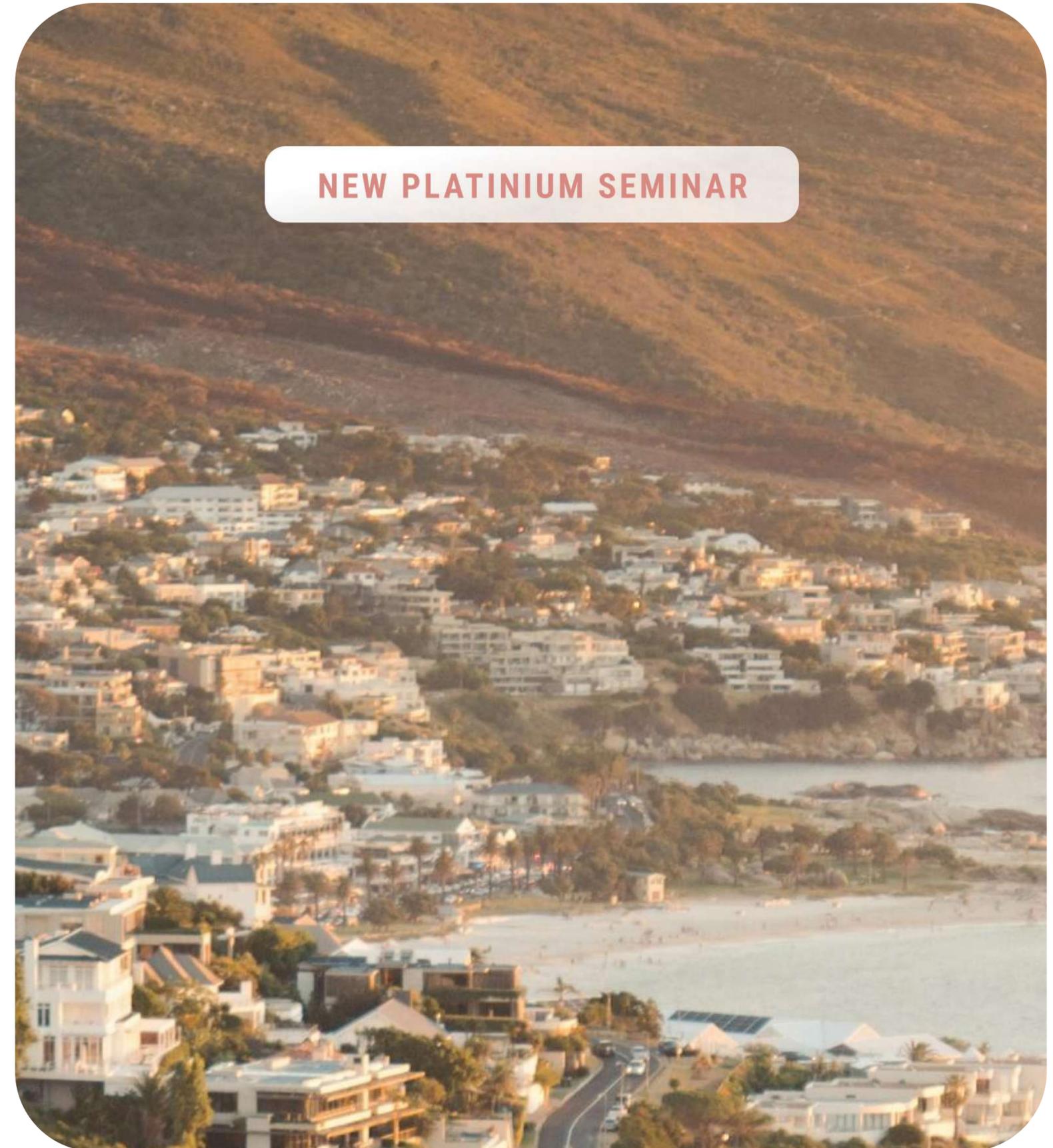
Welcome to Amway leadership – and your first Amway Incentive Business Trip!

Leap forward in your Amway journey during this exclusive training event.

Accelerate your understanding of Amway during the business meeting, take the spotlight at the Recognition Ceremony, and build connections with other new Platinums and Amway ESAN management and employees.

Return home ready to lead others to the next level.

**Invitation requires fulfillment of additional criteria, including passing the New Platinum Test.*





BRONZE TO FOUNDERS EMERALD



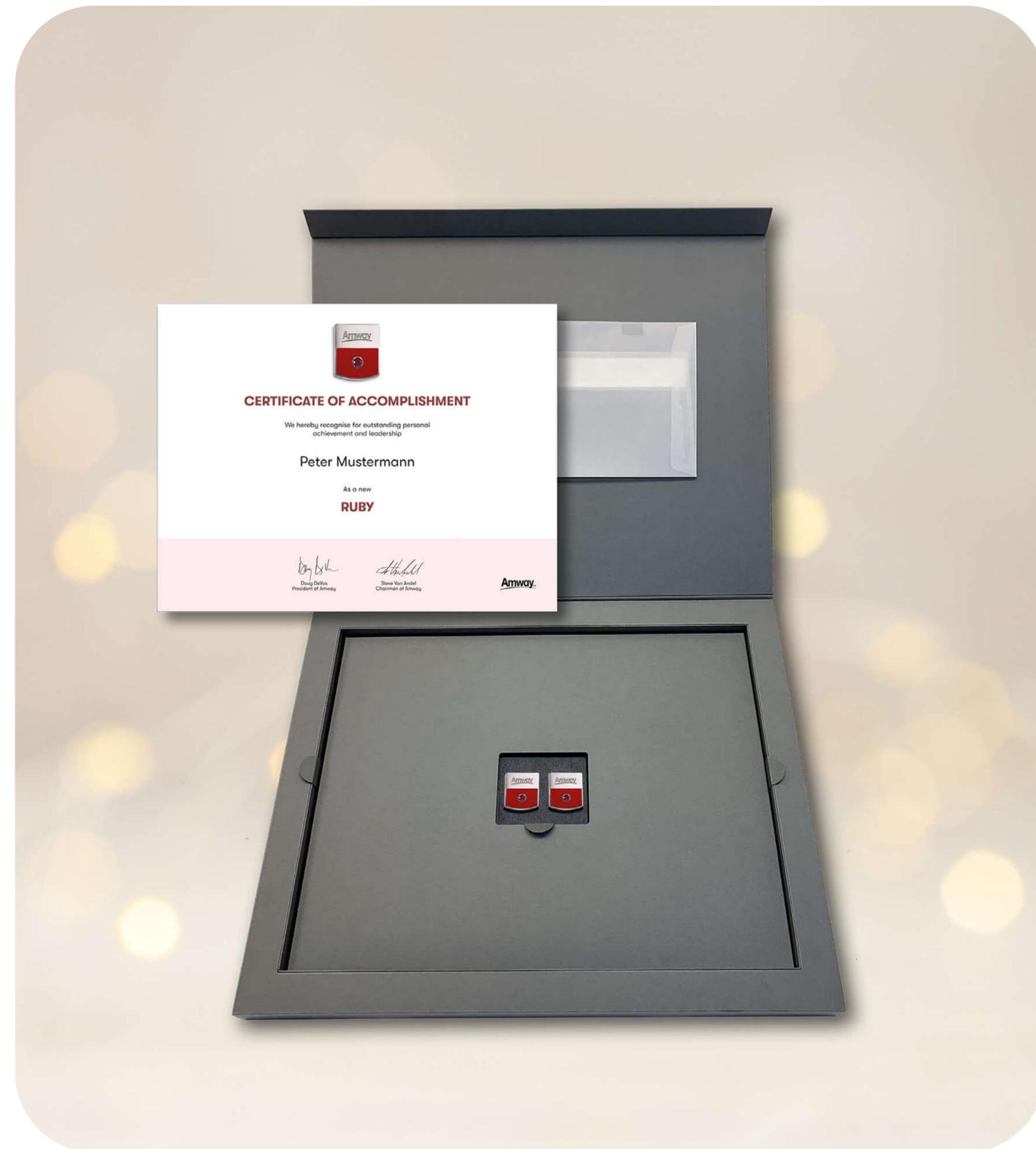
Recognition Box

From Bronze up to Emerald,* a Recognition Box will be delivered to your doorstep – containing your new pin, a letter from the Amway ESAN Executive Leadership Team, and a Certificate of Accomplishment.

At Platinum, you will also receive a special letter acknowledging your leadership benefits and responsibilities.

Share your unboxing on social media to inspire others!

**Starting with Emerald, accept your Recognition Box from Amway management in person!*





PLATINUM AND ABOVE



Video Call with Amway ESAN Management

At Platinum and beyond, Amway ESAN Account Management team want to congratulate and celebrate you personally.

Join a one-on-one video call for special recognition.

As you reach higher levels, you will meet with Executive Amway Leadership – so you connect with a variety of teams from Amway ESAN.





SILVER PRODUCER AND ABOVE

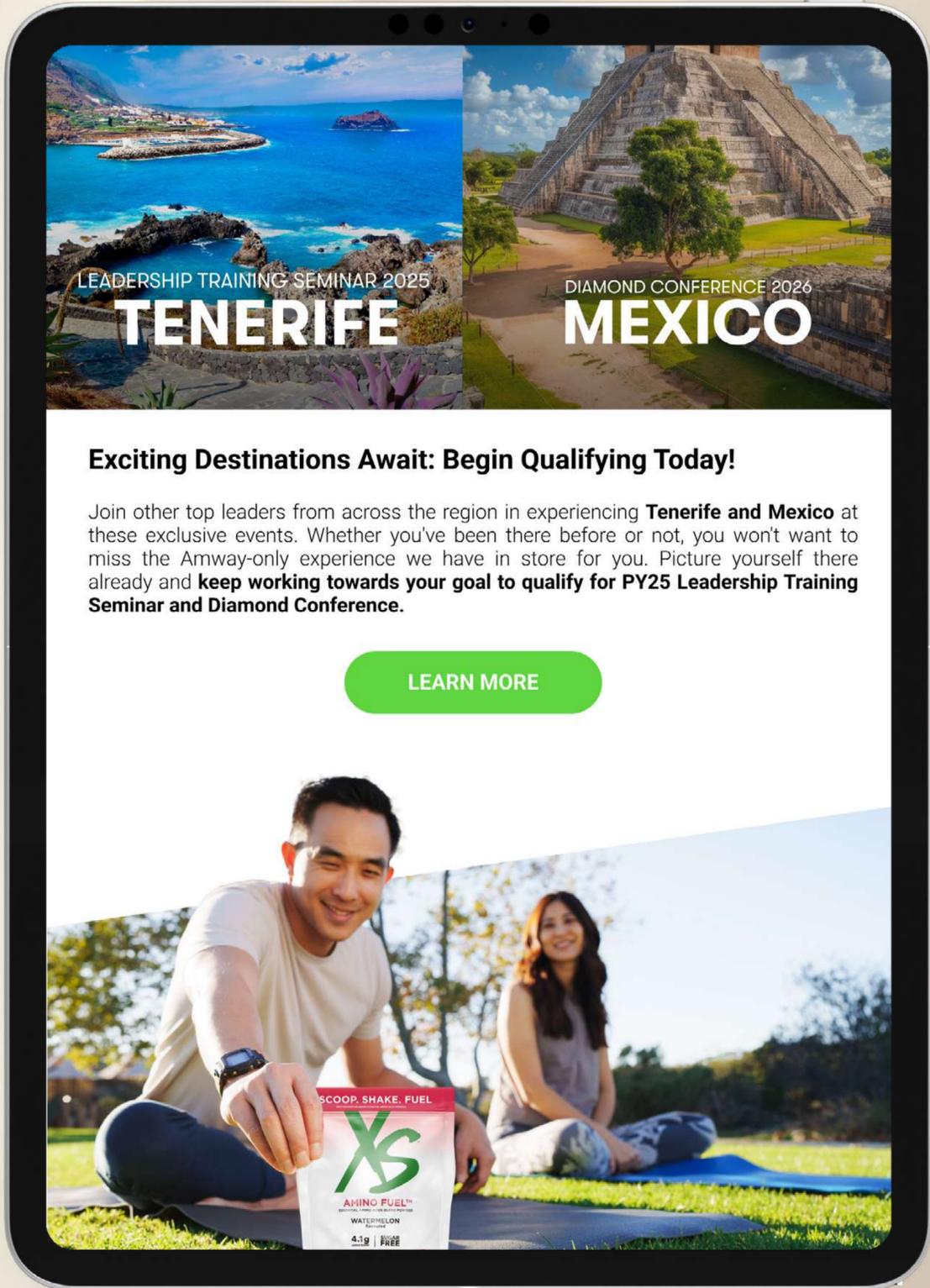


Newsletter Preview

At this level, it's important for you to be "in the know" before everyone else – to be aware of product updates, business initiatives and other Amway news so that you can leverage it to grow your business.

That's why you will receive a sneak peek of Amway's regional monthly newsletter before it is distributed to all ABOs.

Soak up the new information and get ready to leverage it in discussions with downlines, customers and prospects.





SILVER PRODUCER AND ABOVE



Monthly Silver and Above Call

Each month, Amway Account Manager holds an exclusive meeting – and now, you are invited.

Get the latest news and information to prepare for your next month, share ideas with other leaders and ask questions if you like.

Bring the energy and information back to inspire others to reach their monthly goals!





SILVER PRODUCER AND ABOVE



Quarterly Regional Meeting

Don't miss exclusive quarterly online events led by our inspirational Amway team.

Soak up the latest news, hear (and share) motivational testimonials, and participate in the Q&A.

Best of all, when you reach a new level, you will be personally recognized on the call!



Powerful Products

Artistry Beauty Sleep Solution available for your Recurring Orders

From May 2nd, your favourite evening beauty routine will be available in Recurring Order with exclusive discount.

Subscribe and Save!

*excl IT and SA

Amway MONTHLY WINS | MAY 2024



SILVER PRODUCER AND ABOVE



Recognition in Amway ESAN Facilities

Amway offices and warehouses across ESAN feature a dynamic display of recognition videos throughout the day.

At Silver and above, your name will be added.

At Emerald and above, an entire screen will be dedicated to you, showcasing your photo.

Take pride in knowing that so many visitors will see your accomplishments up in lights!





PLATINUM AND ABOVE



Leadership Training Seminar

Take your place in the broader Amway leadership community at this prestigious Amway Business Trip.

Learn important new business information, enjoy special recognition, connect with fellow ABOs, and experience the local culture in an exciting destination.

At the Emerald level and above, join an exclusive celebration to honor your entry into top leadership.

Return home ready to take your business to even greater heights.

**Check the Amway website for additional qualification*





EMERALD AND ABOVE



Personal Recognition Dinner

Distinguished levels of leadership call for an in-person celebration.

At this special dinner, hosted by Amway ESAN senior management, you will savor a gourmet meal alongside one couple of your choosing from each qualified leg.

Then, accept your new pins in a recognition ceremony all your own.





FOUNDERS EMERALD AND ABOVE



Exclusive New-Product Samples

Exclusive New-Product Samples

Your leadership helps people live better, healthier lives – so you deserve to be the first to try out new products.

Select products will be shipped to you before they are available for sale.*

Enjoy the exclusive preview and get others excited for the new product launches!

*New products are distributed at Amway ESAN Management’s discretion.





DIAMOND AND ABOVE



Recognition Box

As you become a top leader at Amway, your Recognition Box will be upscaled to include an engraved plaque – a beautiful award to display in your office.

You will also receive your pin and a congratulations letter from the Amway ESAN Executive Leadership Team in a special ceremony during your Recognition Dinner.





DIAMOND AND ABOVE



Professional Photo Session

A picture says a thousand words.

Your official Amway portrait – snapped by a professional photographer during an exclusive photo session – will capture the beauty, allure and radiance of your unique leadership energy.

Post it on your website and social media, use it in meetings – share it everywhere to promote your business and the Amway lifestyle.





DIAMOND AND ABOVE



Diamond Conference

Experience new heights of luxury at the ultimate Amway Incentive Business Trip.

Celebrate your new role as an elite Amway leader in a beautiful destination.

Connect with, and learn from, Amway's top regional and global leaders during exclusive business meetings.

Indulge in five-star accommodation, savor exquisite cuisine, and experience extraordinary activities.

**Check the Amway website for additional qualification criteria*



DIAMOND CONFERENCE





EXECUTIVE DIAMOND AND ABOVE



Congratulations from the Founding Families

A congratulations card – personally signed by members of the DeVos and Van Andel families – welcomes you to top-tier leadership.

Display this keepsake proudly!





DOUBLE DIAMOND AND ABOVE

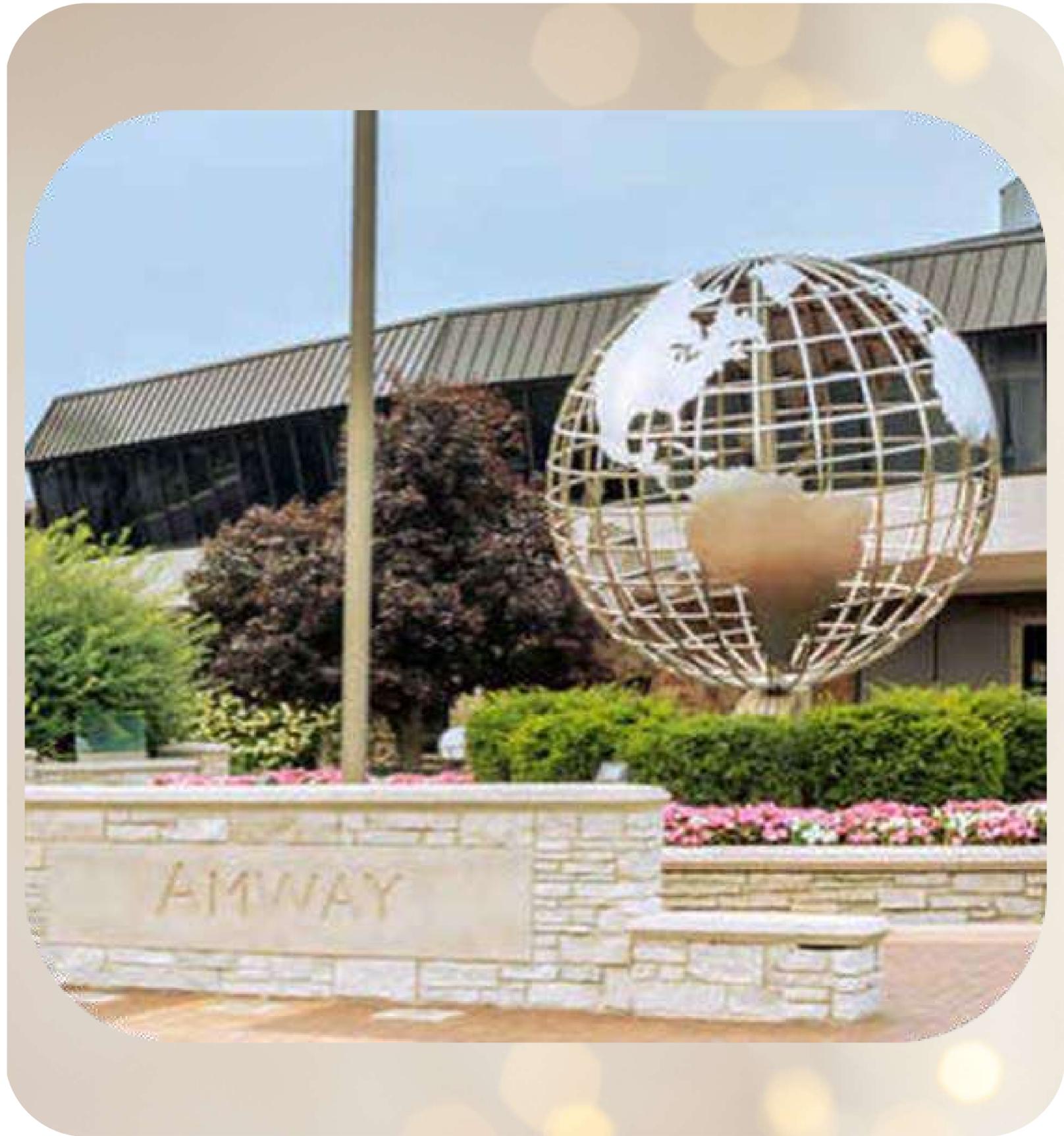


A Meeting with the Global CSO - and a Present.

You've come so far, the Amway Global CSO wants to celebrate you personally!

You have earned a congratulatory virtual private meeting with the Global Chief Sales Officer (CSO) himself – an incredibly exclusive and exciting opportunity!

There's more: we will send you a recommended book with a personal note written inside, just for you.





DOUBLE DIAMOND AND ABOVE



Leadership Gallery Photo display

You are ready for your close-up!

Your professional photo will be added to the Leadership Gallery at Amway World Headquarters in the USA, inspiring countless visitors.

Check yourself out next time you are in Ada!





CROWN AND ABOVE



Global Founders Council Event

Travel to world-class destinations, where you will be celebrated by the Global Leadership Team – and the Founding Families!

Connect with other top-tier leaders during workshops and business sessions. Then enjoy top-tier entertainment and indulge in premiere luxury.

Onstage recognition from the CEO is icing on the cake.





CROWN AND ABOVE



Hall of Achievement Portrait

Your photo is already in the Leadership Gallery – now, you have earned a place in the prestigious Hall of Achievement, Amway World Headquarters in the USA.

A special plaque, featuring an elegant formal portrait of you, will hang among Founders Council portraits.

Be admired by the countless visitors who stroll this awe-inspiring corridor throughout the year.

You are at the top of the Amway world, for everyone to see!





CROWN AND ABOVE



Birthday Bouquet

Happy birthday to you!

Make a wish for birthday flowers.

Watch it come true as a beautiful, fragrant bouquet of premium blossoms is delivered on your special day, compliments of Amway ESAN's Managing Director.





Amway