

buried in the core of his address, not really seen but pulsing in every fiber of the speech. It is a theme that springs from his own humble origins—that ordinary people have great power and you don't have to be famous or incredibly gifted to make this world a better place. “We don't have to do great, newsworthy things to have a great influence on this world. We only need to live a life others can follow. It is impossible to measure the impact that one life can have on thousands of others.”<sup>1</sup>

There is a compelling strength behind these assertions of Frank VanderSloot—and it is the resonance of conviction. He is not preaching; that is not his way. Rather, he is sharing beliefs

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that were fundamental to his own personal formation. Despite his modest claims to the contrary, Frank is an extraordinary person and his tremendous faith in the power of ordinary people adds to this. It's an odd paradox, but all his attempts to

distance himself from the lofty position of “leader” have the opposite effect. “I don't see myself as any guru—I'm not. I accept the responsibility of making hard decisions, ... I accept the responsibility that sometimes I need to say no ... I will be worthy of your trust ... I promise you that I will put my whole heart and soul into this business, and keeping it safe and prosperous for all of you and all of our families,” he says.<sup>2</sup>

Therein lies the power of Melaleuca, the power of Frank VanderSloot, and the power of each one of the Melaleuca Marketing Executives—the knowledge that the average person can have an enormous effect on the lives of others. And no illustration could serve better than the example of Frank VanderSloot's own development.

In order to realize how Frank's lessons in life came to form