

VALUES | ASSOCIATIONS

## The Direct Selling Women's Alliance Values – Service, Trust, Authenticity, Integrity, Respect

*Have you ever wanted to belong to a group of like-minded individuals from all different organizations and backgrounds with the same values?*

by DSWA

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Have you ever wanted to belong to a group of like-minded individuals who support each other in the direct selling industry? To belong to a group made up of people from all different organizations and backgrounds with

the same **values**?

[The Direct Selling Women's Alliance \(DSWA\)](#) has created this unity. Founded in 2001, the DSWA is a global organization dedicated to uniting direct sellers throughout the world who share a common desire of achieving personal and financial success. A fun and welcoming environment, the DSWA is the direct sellers' source for the industry-leading information, resources, networking and support. The DSWA empowers women and men in the direct selling profession, helping them achieve maximum results.

This month, *The Network Marketing Magazine* is focused on **values**. Since the inception of the DSWA, they have stayed true to the upstanding values established over 10 years ago by co-founders Nicki Keohohou and Grace Keohohou.

**With unwavering commitment to their members and professionals in direct selling they stay focused on their guiding principles of**

## ***Service, Trust, Authenticity, Integrity and Respect.***

**Service:** Service is an expression of leadership by contributing to the well-being of others. With the intent to serve, we focus on giving rather than receiving. \* *Self-Coaching Question:* How can I be more service oriented?

**Trust:** Trust is to have faith, confidence and belief in another. It is the basis of meaningful, healthy relationships and must be present to create openness, learning, and growth. \* *Self-Coaching Question:* How can I better assure my clients that I am trust worthy?

**Authenticity:** Authenticity is when we are natural, genuine, and honest with no pretenses to look good or have all the answers. \* *Self-Coaching Question:* How can I attract more authentic people into my business and life?

**Integrity:** Integrity is when our thoughts, words, and actions are the same. We are honest, do what we say we will do, and keep our commitments. \* *Self-Coaching Question:* What can I do to ensure I maintain my integrity?

**Respect:** Respect is treating another human being with dignity and kindness. Giving and receiving respect builds self-esteem and trust. \* *Self-Coaching Question:* How can I show others respect?

The DSWA can help support you to define your needs and guides you to reach your goals. Not only do you benefit from all the online resources that [www.dswa.org](http://www.dswa.org) has to offer, the DSWA often travels to YOUR CITY and offers a series of events. The [Creating Momentum Regional Events](#) are two-day events designed to put your business in motion, create momentum, and fast track you to achieve your desired results. Find out when the DSWA will be in your city by clicking [HERE](#).

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**The DSWA's** mission is to unite all direct sellers around a shared vision of personal and financial success by serving as a fun and welcoming place where members find the latest information, resources, networking and support that empower them to achieve personal and financial success through their direct selling business. <http://www.dswa.org>

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