

# USANA Leadership Levels

USANA has created leadership levels to help direct your short-term goals and establish milestones to help you measure your progress as you work toward your ultimate goal.

Each leadership level is earned as you produce specific volume requirements. These requirements are based on the total base Commission Volume Points generated in all of your Business Centers together, and not from a single Business Center. Advancing to the rank of Gold Director or above will not require you to max out a single Business Center.

The levels of leadership are defined in the chart below. Upon reaching the next level, you will receive a lapel pin. Use the chart and the experience of previous Associates to establish reasonable goals for your business.

 SHARER	50 Commission Volume Points (CVP) for one week. Once you reach the Believer level (left and right volume at 100 points), you will not participate at the Sharer level again.
 BELIEVER	100 CVP for one week
 BUILDER	200 CVP for one week
 ACHIEVER	400 CVP for one week
 DIRECTOR	600 CVP for one week
 BRONZE DIRECTOR	800 CVP for one week
 SILVER DIRECTOR	1,000 CVP for one week

GOLD DIRECTOR



1,000 CVP for four consecutive weeks

RUBY DIRECTOR



2,000 CVP for four consecutive weeks

EMERALD DIRECTOR



3,000 CVP for four consecutive weeks

DIAMOND DIRECTOR



4,000 CVP for four consecutive weeks

1-STAR DIAMOND



5,000 CVP for four consecutive weeks

2-STAR DIAMOND



6,000 CVP for four consecutive weeks

3-STAR DIAMOND



7,000 CVP for four consecutive weeks

4-STAR DIAMOND



8,000 CVP for four consecutive weeks

5-STAR DIAMOND



9,000 CVP for four consecutive weeks

6-STAR DIAMOND



10,000 CVP for four consecutive weeks

7-STAR DIAMOND



11,000 CVP for four consecutive weeks

8-STAR DIAMOND



12,000 CVP for four consecutive weeks

9-STAR DIAMOND



13,000 CVP for four consecutive weeks

10-STAR DIAMOND



14,000 CVP for four consecutive weeks

11-STAR DIAMOND



15,000 CVP for four consecutive weeks

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