



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



Stacey Schieffelin

Founder, ybf (your best friend) beauty

*"Beauty is within every woman's reach with a little help from **your best friend!**"*

Who are you?

I am a female - oh yeah! A daughter, sister, wife, mother, friend, risk taker, list maker, goal setter, developer, guide, believer and a business owner/co-worker who is proud and excited about working hard toward excellence with integrity!

What are you passionate about?

I love connecting with women who embrace the ability to make their own CHOICES...I am passionate about positive CHOICES! Choices made from the heart and soul, driving positive change.

Why are you involved in your business?

To guide and empower women to live the life they dream using their inner and outer beauty. Sixteen years ago, we chose television as the medium to launch our brand, and we have been able to forge highly personal friendships with our girlfriends (consumers) as a result of this choice. We now experience our girlfriends guiding their friends and family on their journeys to self-actualization and fulfillment using the power of beauty as a tool. Ybf (your best friend) beauty is currently the #1 best selling color cosmetic line on HSN (USA), QVC (UK), The Shopping Channel (Canada), and TVSN (Australia).

What are the most important take-aways you've had as a result of participating in Tiara?

When you engage in the Tiara program it's not like anything else that you will ever experience. This may sound selfish, but it's all about YOU and in such a good way.

"My TIARA Take Away Tool": What I experienced in a real-time survey of myself and timeless truths that are fundamental to me thriving!

T-Transparency: to not be afraid to acknowledge & admit weaknesses;

I- Insight: getting to know me...allow myself to attract more;

A-Absorb: keep what is truly useful and let go of what is not, then add in what I want to become and achieve what is uniquely my own;

R-Relaxation: is not a luxury, it's a necessity; and

A-Add: fresh beginnings to my life. Whether it's a new day, a new week, a new month, a new year ... or simply a new attitude, I can make a fresh start and not accept that things are written in stone. I found new ways to renew myself and found an exciting, happy and inspirational new lease on life.



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What are your unique strengths, as a female leader, that help you and your team succeed?

Care, guidance and accountability. I care deeply about the people that I work with, just as deeply as I care about the women we built our business to serve. I know our team does best when we focus on leadership roles and expectations, defining them and impacting our own accountability, effectiveness and productivity.

What are you grateful for?

I am grateful for my life, my supportive husband and our amazing daughters; they are the goodness, the joy and happiness in my life. I have been honored with loving relationships and bountiful opportunities, and I am forever appreciative that I can experience gratitude. It's the key to joy and happiness for me.

What is your strongest calling or strength?

Positive energy is the most powerful strength. Pure positive energy establishes a direct link between brand momentum, creativity and financial earnings. The more positive energy we have and give, the greater awareness, loyalty, trust, pricing power, and brand value we receive. Energy is where the action is. It reflects the consumer's perception of motion and direction and sustains our brand's advantage.

How do your clients benefit from your products/services?

Our brand is more than makeup – it's an aspirational, inspirational and motivational journey that acts as a connector to benefit women on how to bridge their inner and outer *bea-YOU-ty!* We put our girlfriends (customers) at the center of everything we do. They help us to navigate, create and maintain value in what we develop because we are being held accountable to their satisfaction. Our customers help us create real value, defining the brand, service and products we offer.

What are you committed to?

I am committed to extreme excellence and know, in my heart, that my family and business also prioritize this as a value. If I do the work that I love and find fulfilling, the rest will come; our family and team will expand. We share this insight with our daughters: if they let their passion drive their profession and find a way to get paid for doing what they love, then earning a paycheck is just an added bonus.

What would you like to acknowledge yourself for?

I take pride in acknowledging that I finally believe in myself. I believe in hands that work, a brain that thinks, and a heart that loves!