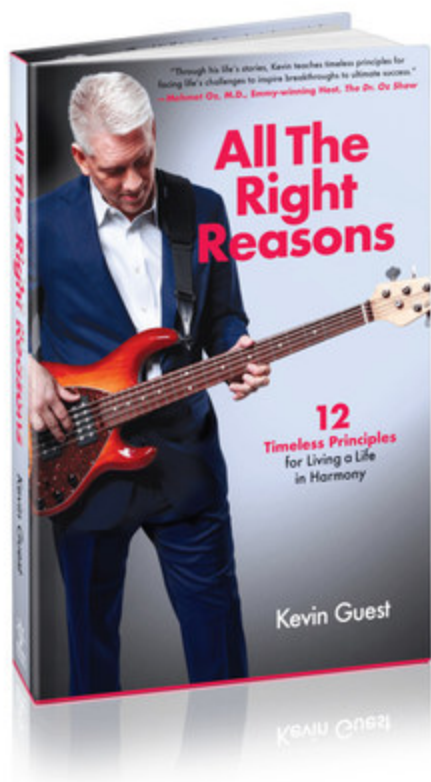


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# USANA Executive Chairman Kevin Guest Celebrates Entrepreneurs in Today's Business World

SALT LAKE CITY, Sept. 3, 2024 /CNW/ -- Entrepreneurs play a critical role in driving innovation, economic growth, and stability, according to Kevin Guest, executive chairman at USANA Health Sciences, a global leader in health and wellness products.



"Entrepreneurs are the lifeblood of today's economy," said Guest. "Their courage to take risks, ability to innovate, and unwavering determination are what drive progress and create opportunities across industries."

In his bestseller, *All the Right Reasons: 12 Timeless Principles for Living a Life in Harmony*, Guest shares qualities that bring harmony and success to entrepreneurs.

"Achieving success is not always an easy road. Years ago, my business partner and I gambled our future on a business pitch in Texas to a major U.S. retailer," he said. "We faced a crushing rejection by their top executives, but that very setback became the springboard for our thriving video production company going forward."

Guest discovered that persistent determination is the hallmark of leaders.

"The winning entrepreneur turns setbacks into stepping stones, using every failure as fuel for success," he said. "They hone their skills and adapt to new challenges. They cultivate resilience and maintain an unwavering focus in the face of rejection."

According to Guest, three key traits of successful entrepreneurs include:

1. **Innovative Thinking:** "Entrepreneurs must think outside the box and constantly seek new ways to solve problems," he said. "This creative approach is essential in developing unique products or services that stand out in a competitive market."
2. **Resilience:** The path of entrepreneurship is fraught with challenges. "Successful entrepreneurs demonstrate resilience by bouncing back from setbacks and learning from failures," Guest said. "By staying determined, that very trait moves you forward to success despite obstacles."
3. **Strong Communication Skills:** Effective communication is crucial for entrepreneurs. It helps them build relationships and gain customer trust. "When you master communications, you can convey your vision to investors and stakeholders. You inspire others," said Guest. "I've learned that clear communication is a trademark of successful business leadership."

Inspiring examples of entrepreneurship and individual success are shared throughout *All the Right Reasons*. All proceeds for *All the Right Reasons* go to feeding hungry children, with each book purchase providing 40 meals. For more information, visit [www.kevinguest.com](http://www.kevinguest.com).

USANA (NYSE: USNA) Health Sciences, a global leader in health and wellness products, has long recognized the importance of social wellness in building a successful business. From its founding in 1992, USANA has focused on clear and concise communication to build trust with its customers and distributors in 25 countries. For more information about USANA Health Sciences and its dedication to promoting health, wellness, and entrepreneurial success, visit [USANA.com](http://USANA.com).

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