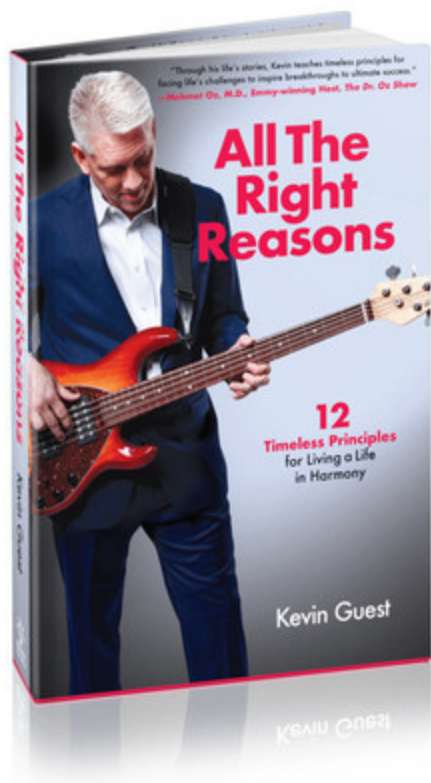


May 1, 2025



Kevin Guest Shares Transformative Success Strategies on Executive Coaching Day, May 1

SALT LAKE CITY, May 1, 2025 /CNW/ -- Kevin Guest, Executive Chairman at USANA Health Sciences (NYSE: USNA) and acclaimed author of *All the Right Reasons*, *12 Timeless Principles for Living a Life in Harmony*, is sharing valuable insights for professionals striving to reach their peak potential. As part of Executive Coaching Day on May 1, Guest is combining decades of leadership experience with principles outlined in his bestselling book to offer actionable steps for success both in the boardroom and in life.



"True success isn't just about achieving your goals; it's about living a life of purpose, harmony, and fulfillment," said Guest. "On Executive Coaching Day, I'm thrilled to share strategies I've learned from successful leaders—insights that have shaped my leadership path and can empower others to thrive."

4 Actionable Tips to Achieve Professional and Personal Success

Four key principles from Guest's book and career that anyone can adopt immediately to enhance their career and personal life include:

1. **A Growth Mindset.** "A growth mindset is the belief that our abilities, talents, and potential are not fixed but can be developed through effort and learning. When you push through the fear of failure and find a solution, that's a growth mindset in action," Guest said.
2. **The Power of Collaboration.** "Our ability to work together toward shared goals sets us apart. Alone, we'll accomplish a lot less than when we bring our combined strengths together. Collaboration amplifies each other's talents. Keep looking around you and think, 'Who can I learn from, and how can I help others succeed?'" he said.
3. **Vision.** "Even when the path is unclear, vision is about knowing where you're headed. That vision guides your decisions, your energy, and your priorities. USANA Founder Dr. Myron Wentz acted on a bold vision of what USANA could be, and today the company thrives globally on those same values," Guest said. "Never underestimate the power of clearly defining what success looks like for you. Once you can see it, every step forward will feel purposeful."
4. **Resilience is Critical.** Resilience keeps us standing when the wind is strong and the odds feel stacked against us. "When setbacks could bring everything to a halt, adapt and rise again, stronger every time," he said. "Reframe the situation and launch into an even greater comeback."

One story in *All the Right Reasons* illustrates the remarkable resilience of Guest's parents, who turned a devastating loss into an opportunity to rebuild stronger.

"When I was a kid, my parents took a huge risk buying a lumber mill, mortgaging their house and life savings. When a fire caused by an employee destroyed the mill, they were devastated," he said. "Yet, my dad, valuing kindness and forgiveness, never blamed the employee, who continued working there for years.

"Instead of dwelling on their loss, my dad and his partner were resilient and rebuilt a bigger, better mill, putting employees back to work. Thanks to my dad's integrity and strong relationships, bankers, customers, and suppliers supported him during this challenging time."

Today, Guest's unique combination of corporate expertise and personal wisdom positions him as a trusted advisor for those seeking success. His approachable storytelling style, coupled with practical advice, has motivated thousands of leaders globally to elevate their strategies.

More inspiring examples of achieving success are shared throughout *All the Right Reasons*, where all proceeds go to feeding hungry children. Each book purchase provides 40 meals. For more information, visit www.kevinguest.com.

USANA 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.

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