

# The 7 elements of salon success

You may be completely familiar with the seven basic concepts shown in the picture but let's check through the list.

I will clarify what I mean by each step so you know what I am driving at.

Each steps is then covered in detail in an individual newsletter.



## Shared vision and goals.

The first requirement of going somewhere as a business is that there should be a vision and some goals. By vision I mean a picture in your head of how things will be. It is detailed, realistic; you can smell it, feel it and touch it in your mind.

Your goals are the journey points along the way – the component parts of the picture, the pieces of the jigsaw that make up the scene.

Do not think of this as a dream of how things *could* be, it must be how things are *going to be* – for certain. Remember a goal is only a goal when the ball is in the back of the net!

I suggest you should go one stage further. If this vision is to happen then share your goals with the whole team. Yes everybody - from the newest junior up. This is what I mean by shared vision and goals. Everyone should know exactly where you are headed.

## A team that is a team

If your goals are going to get you there then the vision and values of the individual team members must be aligned with those of the management. Their goals should be your goals. When everyone is singing to the same hymn sheet then you have a team – a team that is a team. Team like behaviour follows from this and it is team behaviour that gives you enhanced business performance.

*When we talk about team behaviour we mean a group of people with a common purpose who look out for each other.*

*Who train and practice together to get better at what they do.*

*Who have above average achievements because of how they work together.*



## How do you build the team?

- First, you need to listen to your people and understand what they think their goals are.
- Then you share your own vision with them once more
- Then you coach them towards alignment.

This means increasing their awareness of where they are and where they need to be whilst giving them the responsibility for change.

Developing a coaching leadership style as part of your repertoire is critically important. (The full story of leadership styles is in *Choosing your Leadership Style* and for more on team building see *Team Building in Pictures*.)

A more complete solution for a larger salon involves using the technique of *Appreciative Inquiry*. This special approach involves the whole team in a project to truly co-create the vision and values that underpin change. It ensures a highly motivated and aligned team that is self directed towards continuous improvement. This way to effectively change an organization has been adopted by well known international blue chip companies such as British Airways, Avon and Syntegra (a BT subsidiary in the Netherlands).

## Brilliant FOH

How important do you think your front of house staff is?

- Do you recruit bright, charming, persuasive and adaptable individuals and pay them well?
- Do you recognize their essential contribution to the team, publicly?
- Are you optimising their value to the business by filling their time, profitably?
- Do you use them to support management with specific day by day delegated tasks?

*Perhaps your front desk people are collecting performance data; keeping you up to date with what is happening in your staff's lives, tracking stock, ringing no shows; pampering new clients and finding out all about them, keeping client data up to date and watering the flowers, checking the loo... you get the picture.*

*If so you have definitely got the message.*

If you want to do better still ... ask yourself this.

Who is responsible for ensuring that every client feels completely looked after for every minute that they are in the building?

## A brand & identity

When people come regularly to your salon they don't come for a haircut or a colour they come to be nurtured. They want to go away feeling better than when they came in.

Why do they choose you? They do this by reference to how they see your brand?



Even if you haven't thought this through, you have one – safe blue rinse zone, cheap and cheerful, up to the minute fashion and styles, the smartest premises in town, or even just cleanest loo.

So what is yours?

## A business strategy

This is self explanatory. You have some idea of:

- where you are now
- where you are going
- how you will achieve this.

## Very active training

You are enthusiastic about where you are taking your business and what it delivers. There are technical standards to maintain, new styles to develop and sell, new products to learn about, juniors to train and most importantly your main business – making the service you offer the best there is.

You can only do this with great communication between the team members, by learning together and working on how to make things better (more team playing...).

## Performance monitoring (& continuous improvement, of course)

Making things better is like training for a marathon you only improve when you measure how fast you are going - or how long it takes.

When you and your team have agreed complex and individual goals you need to keep track of these. You hope to see each individual growing their business and profitability. They all need to see how it is going so there is feedback on their efforts.

Performance Dashboards are one way of doing this (see separate article), but please do something to visually represent success.



## Conclusion

This simple checklist of 7 steps lets you look at the basic elements of your business and pick what to work on next. Coaching is *the* way to ensure that real change happens, the results hit the bottom line and the improvement is permanent.