

Outstanding Leadership

for the

BEAUTY BUSINESS
PROFESSIONAL[©]

Establish your mission and your company vision to create a **team culture** and generate the **ultimate client experience** in your spa.



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Your company culture is a pattern of accepted behaviors. It is the beliefs and values that you, as an owner, promote and reinforce.

Belief in the Company Mission

A bond is formed when potential clients and team members resonate and believe in your company mission. This is your foundation. Your mission statement should be your team's mantra. The mission statement is memorized and understood by all who work for your organization. When team members are trained properly, they understand the company's mission and values. So there is no "that's not my job". Instead, the team should be groomed that it's everyone's job to do the right thing. All team members have the same end-goal in mind.

Upon hiring - team members should have a clear understanding of what your spa stands for and the core values you operate from.

If a stranger asked any team member what the company mission is - all would answer the same.

Team Hiring

All new hires will undergo a 6-12 month onboarding which includes thorough training and socialization in your spa's culture. This will minimize costly mistakes as well as enhance the new team member's confidence.

Team Inspiration

When your team hears stories of excellence, it inspires your team to be and do their best. The most successful spa owners provide a constant stream of inspiration. Inspired employees are far more productive and, in turn, inspire those around them to strive for greater heights.

Recognize and Demonstrate Appreciation for Greatness

Recognition and appreciation are two of the most powerful human motivators. Sharing stories of team members doing great things addresses

both human needs. Most employees leave the workplace for not feeling valued or appreciated. It's not about the money.

Communicate your Behavioral Vision in a Clear and Compelling Way

Your Behavioral Vision consists of the team member's behaviors that make your Vision, your Mission, your 'brand promise', and your business goals possible. When you share stories of excellent customer service in action, you reinforce your vision of what great customer service looks like. When you share stories of team members engaging in behaviors that make your Vision, Mission, Brand Promise, and business goals possible, you create a clear "Line of Sight" between their actions and performance and your business goals. This helps each team member understand exactly how they can contribute the most effectively to your Spa's success.

"People need reminders more than they need instruction."

- Maxine Drake

Have a Clear Leadership Philosophy

As a spa owner, when you have a clear leadership philosophy your team will be more engaged. You want to establish clear expectations during the interview process.

Examples:

Here are things you can expect from me as the owner:_____

Here are the things I expect from you as an employee.

_____ are the things I expect from on treating other team members, and _____ is what I expect from you on how you treat clients and other team members.

Care About Your Team

Your new employees are giving up moments of their life to help bring your vision to life. They can never get that time back. Your team needs to know you care. That you are in the business of growing people and they will become a better person, beauty therapist having worked for you. Be interested in their life.

Grant Autonomy

When an employee comes to you with an idea to help grow your spa be open to hearing suggestions. If all team members understand the company goals - there are several ways to reach those goals.

If a team member has a suggestion on how to grow the spa business, don't be quick to shut it down. Or reactive to say, we've tried that before and it didn't work. Listen. Say thank you. Ask employees to tell you more about this idea. Be sure to thank your employee for caring enough about the company to offer ideas.

Be Likable Without Having the Need to be Liked

The most successful spa owners are likable - their employees know they care about them and appreciate them. They don't have a need to be liked so that they can make tough decisions when necessary for the greater good of the business. Keep in mind, that employees are motivated for "their own reasons."

"Great companies don't hire skilled people and motivate them, they hire already motivated people and inspire them."

- Simon Sinek

Create a Culture of Responsibility

It's important to empower your team members to take responsibility. Reward exceptional behavior. If work is satisfactory or below satisfactory, privately help correct mistakes and show where they could have done better. Never reprimand in front of peers.

Impeccable Communication Skills

Master all forms of communication. The best leaders have developed the most important soft skill: Listening. To win the hearts and minds of your clients and team members, master the art of listening. When you listen to the wants and needs of your team members, you understand what motivates them. You have the ability to offer the right support to help them succeed in their position.

Understanding the DiSC tool and your communication style will help you understand how a team member prefers to receive communication.

Greatness Will be Repeated

Because what gets noticed and appreciated gets repeated, sharing Wow Stories increases the odds that other team members will engage in such behaviors.

Foster Pride

Team members want to be proud of where they work. Sharing "Wow" stories help remind your employees they are part of a great team. These could be stories of team members doing an excellent job or a happy client experience.

"If I cannot do great things, I can do small things in a great way."

- Martin Luther King

Keep Team Members Connected to a Sense of Meaning and Purpose

By sharing stories of team members doing great things and the impact of what they do, it helps them infuse their daily work with a sense of meaning and purpose. This is HUGE both in terms of team member engagement and in team member resilience. Team members are far more resilient, they have a far greater capacity to deal with stress and challenges when they feel like what they do makes a difference in the world.

Team member Focus

Daily reminders of company goals. Establish a team huddle each morning that focuses on the goals for that day. What promotions need exposure? Service goals? Retail goals? Foster enthusiasm in this quick 15-minute daily huddle that emphasizes daily objectives.

Monthly one-on-one Coaching

Establish a time each month to review each team member's performance. Be vested in your employee. Review goals. Review reports. Coach, mentor where needed. Invest in a coach yourself, as a spa owner.

Monthly Team Meetings

These meetings should be filled with enthusiasm, inspiration, and celebration of key performers. Keep moral heightened instead of focusing on company complaints. Any concerns are reserved for one-on-one coaching.