

SALON
ADVANTAGE™
business for creative minds

BEAUTY
ADVANTAGE™
business for beauty

NEWSLETTER



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National Master Coach

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BUSINESS EDUCATION 2010

**MASTERS CLASS is on
again on the 23rd to 26th
April**

**For more information go to
our website and see what last
years attendee's had to say or
call Gita on 1300 735 408**

QUEENSLAND

22nd February – Beenleigh
1st March – Mt Ommaney
10th May – Toowoomba
10th May - Cleveland
23rd August – Warwick
23rd August – West End
8th November – Ipswich

**For more information on
Queensland workshops call
Catherine Hendry on 0412 071
151 Or Vicky Beths on 0433
388 284 TODAY**

VICTORIA

23rd February – Setting up and
Running a Systematic Business
16th March – Business Breakfast
13th April – Recruitment, Selection
and Induction of staff
25th May – Marketing Your
Business
13th July – Refining your analysis
of key areas
24th August – Empowering your
Team with Goal Setting
14th September – Business
Breakfast
5th October – Junior Team Member
Education
9th November – Business Breakfast

**For more information on
Victorian workshops call Kim
Doughty on 0412 685 336
TODAY**

Driving Motivation

What drives you as a salon owners starts with what drives you personally. Our values and beliefs determine what is most important to us. So when you look at 2010 take the time to really reflect on what drives you personally and the rest will certainly follow. To really ignite excitement and drive back into yourself and your business it really is worthwhile looking at your WHY.

To give you an example, your basic values and principles are shaped at an early age based on your perceptions of the experiences you have. As a child I loved my horses, (still do really) and competed in events from the age of 4 years of age. The night before the show I would be excited to the point of barely being able to sleep. My Dad would come in and tell me to close my eyes and picture myself on my pony all saddled up dressed and ready to go. He would then go through all 7 events that I would be doing the next day in detail. Everything from Riders Class, how I was to sit up straight keep my chin up, hands down, when you do the figure of 8 workout - make it a fat round circle, smile at the judge and come back to the other ponies in the line up. He would be so specific as to tell me to take my stirrup leathers up two holes, because that is what you do in eventing, and then to start with the figure of 8 stick race, the bending race, the flag race, the barrel race, the keyhole race, the show jumping, and each event he would go through in detail as if I were riding my pony through each event. He would then say, ok it's time to take your saddle off, hose your pony down and tie her up, give her a bucket of water and some hay. Now you've gone through what you'll be doing tomorrow, it is time to go to sleep.

It wasn't luck I don't believe that the next day I would go out and win 6 first and a 2nd place, because my Dad had taught me one of the most valuable lessons in visualising your goal, and as the owner of an international coaching franchise today, I still use the skill of visualisation to set my goals to achieve more. I honestly believe if you can see it in your mind's eye, you can achieve it, whatever the obstacles that are put before you. The values that were taught to me at that same point in my life, was to play fair, congratulate the person that wins, not meaning that you didn't try harder next time, but it is those values that I relate to, and use in business today.

I could go on, however not wanting to bore you all this is simply an example of how your basic values and principles are shaped from a very early age and when you take the time to reflect personally on your upbringing and past experiences you will start to connect with the values that mean the most to you.

So it makes sense to get in touch with what you hold dear to your heart, build on your values, shape the goal and visualise the outcome.

Momentum Marketing System

“The System of marketing more effectively, consistently and using what works for you in your business”

FACT: You will lose 10 to 15% of your clients each year. What plan do you have in place to replace those lost clients?

We featured this tool in the Hair Biz Magazine over Christmas and we are extending the offer to all clients that have signed up to get this newsletter to **PURCHASE this tool for just \$299 including a one hour FREE coaching session** to help you implement it into your business.

Call 1300 735 408 TODAY for more information about this ground breaking system of marketing.

Lynda Millerd from Scissor Trix in Sydney gaining 40 to 60 new clients every week, last week included. So don't wait you need this tool, she has unlocked the power of using the momentum marketing system and is making more money TODAY!

Over the past year I have taken on many new clients from smaller suburban salons right through to Australia's elite hairdressing franchise Toni&Guy, and no matter the size of your business, or what you are trying to achieve, your success all boils back to what your driving motivation is personally. The effort you put in each day stems from what you want to achieve. Success does mean different things to each one of us, so isn't it time you worked out what success means to you and your individual team members.

The young staff that are coming through today may or may not have been enlightened or taught what goal setting is all about. By this I don't mean you must do \$2,500 a week and you will be paid \$700 a week in the hand. I believe as salon owners and responsible business people we need to invest the time in our young staff, and even some of our older ones to find out what their values and beliefs are personally, and I do believe that they will perform at a much higher level on a more consistent basis once you've addressing this with them.

Some of you may be questioning how do I address this when most of them won't understand what I am trying to say. Well, I believe it's about sharing your own personal experience with a professional flick to show and teach anyone you are working with that to work as a team we do need to have some common values and principles. We don't all need to have the same goals; however, I believe the successful teams that I have worked with have had these values in common:

Honesty - whether they get in trouble for speaking the truth or not.
Integrity - doing what they know is right.
Truly caring about people - be it other team members as well as their clients.

Respect for themselves as well as their fellow team mates and respect for their clients, who after all pay their wage.

There are many more values I could list here, however these are the key values to cultivate and build on to develop or tap into in your team. Without true values and beliefs in your salon that fit with yours, you will find it difficult to achieve consistency.

You may or may not have heard of the value of one-on-one talks with your staff the first week of each month, so I am going to assume that you haven't heard my version. One-on-one talks are more than just another task on your time management sheet of things you need to do. They are one of the most important actions you can take to build respect, maintain and build motivation in your team, simply by setting out a format of how you want your one-on-ones to go.

The reason I am bringing one on ones into this article of "Driving Motivation" is that in order to enrol your team on a deeper level you need to really share something of yourself, your past experiences, your values, your perceptions and your expectations, and that you make an effort to work through what your staff's are in return.

The process of one-on-one talks starts with setting up a system of follow through to save time and avoid overlooking important points you may cover in these one-on-one's with your team.

Start with a four ring binder with dividers for each team member, clear sleeves to keep any notes on what you have gone through with them. This folder is especially good to ensure you follow through on what you have previously discussed with them. You need to believe in one-on-one talks in order for them to be successful. I have often talked about the 80/20 rule and how 20% of your actions get 80% of your results. This action sits high on the list of the 20% actions that get your 80% results. I usually start the one-on-one talks with team members, telling them my story about wanting to be the best that I could be, and asking each one if they feel they are there yet.

Asking the questions:

(A) What motivates you to come to work?

(B) What motivates you when you are at work?

(C) What makes you go that extra mile?

The reason I ask those questions is to get a snapshot of what their driving motivation really is so I can better understand their driving motivation.

If you don't understand the true driving motivation of each person it is difficult to tap into working with them to be truly consistent.

I ask them if they love hairdressing and what it is they really enjoy about it. I also ask them how they can use that excitement (because they should all be excited right) to bring more passion to how we do things in the salon. Get them really excited about what they do, rather than constantly criticising however constructive it may be, it's time to really tap into the driving motivation of your individual team members.

I would then ask them what the next level is for them personally. You know I put this question to a senior stylist that had been in the industry for many years just the other day and she said, "I've never been asked these questions yet in being asked them, it has made me stop and think more about what it is that really does drive me.

TIP: Everyone needs a constant source of inspiration to go to the next level. Once they have identified where it is they are heading. Give each person the opportunity to tell you how they feel about being where they are at or where they want to be. Keep asking until they become specific (some may not have ever done this before and will need examples from you personally). Bring accountability to what they have just told you, that is what you can measure you can manage, follow up on what they have said they are going to commit to and praise their success, ask them to give you a deadline. When they have a win get them to anchor their success as to how they felt when they achieved this. Anchoring is what you see sports people do when they score a try; they will make a fist and forcefully say "YES" with gusto. It is then about drilling down with each person about successes they've had and ask them what they did differently or consistently to achieve this. If they can recall what they did or how they did it, they can do it again.

Involve each person by asking what is working in the salon that works well for them. Keep them focussed on the top 5 things they are doing daily to achieve more and give better service to your clients. To ensure consistency we need to strive for a fun and professional work environment, this is great for the stylists and clients and really is a place clients will want to return.

Listed above would be the process I would go through for my first one-on-one talk with any team member ongoingly it gives you something to tap into throughout the month to connect with each one of your team members. If you think about when you have left a previous place of employment it is usually because you didn't feel connected with anyone in the team or the decision maker, so it makes sense that the decision maker makes the first attempt at getting connected and staying connected with their team.

To do these one on one's it means you need to know what your own driving motivation is, that you understand why you come to work each day, why you go the extra mile when you come to work. Without that clarified in your own life how can you expect it from your team?

I have only shared a snapshot of how to truly identify not just your driving motivation, yet your teams driving motivation, I believe to really tap into what means most to you and find out what means most to your team is an ongoing process.

This coming year I am committing to delivering a more in-depth Personal Development Arm to what we do at Salon Advantage, because over the past 10 years on reflection, the key areas that we have helped salons get ahead, make more money and get more from their business, has been understanding the systems and strategies of running a successfully business, but more importantly teaching people how to tap into the true grit each one of us possesses and understanding what their driving motivation is.

For more information about more in-depth personal development courses, provided by Gita 1300 735 408 or email gita@salonadvantage.com.

Gita has led teams of over 50 stylists to true success, not just financially, but in personal endeavours and is available for inspirational motivational speaking appearance.

Go to our website: www.salonadvantage.com and read more about how we can help you move to the next level personally and professionally. We are always looking for industry experienced forward thinking people to join our coaching team nationally and would love to hear from you.

Have a great start to 2010

Gita McKenna

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