

Leadership Tips for Salon Owners & Managers

- Never discuss or make negative comments about one of your employees to another employee. These types of remarks will only damage your credibility with your other staff members and contribute to salon gossip and pettiness. Employees will band together.
- As leader of your team it is your responsibility to create an environment of trust and respect towards your staff.
- As leader of your team it is your responsibility to create a positive and professional salon environment for your staff, yourself as owner of your business, and your customers.
- As leader of your team it is your responsibility to make each member of your staff feel special as a very valuable member of your team. A pat on the back or a note saying "you're doing a great job" can do wonders. Recognition and praise can be a driving force in building and growing your championship team. Always work very hard at building the self esteem and confidence of each and every member of your team.
- Always strive to create an atmosphere of trust with your staff members, not fear. Work hard to always preserve their dignity. This will be a key management skill in building a team spirit and getting your team to share your goals and vision as well as improving staff performance and productivity.
- Each member of your team must have insight into the role he or she plays in the successful operation and success of your business. Clearly define your expectations and how these expectations will be measured. How can you expect your staff to perform to peak levels of performance if they don't know what is expected? This should be included in your employee handbook. For more information about writing your own employee hand book, refer to my book *Creating Your Salon*.
- When selecting and building your team, it is imperative that you begin the training process with your employee handbook, detailing all your employment requirements. Your employee handbook, detailing all your training guidelines and quality control standards, should be required reading during salon orientation. Your employee handbook should serve as a foundation to training and educating your staff.



by **Jon Gonzales**

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Jon Gonzales is president and founder of Hairdresser Career Development Systems, which is dedicated to educating and guiding hairdressers and salon owners on their journey to success. Jon travels extensively throughout the United States and Canada, conducting his popular business management seminars for salon owners and his personal-growth seminars for hairdressers. He's the author of *The Hairdresser's Guide to Success: Personal, Professional, and Financial* as well as multiple books, DVDs, and videos on the topics of success, management, and personal growth. An outstanding industry leader, Jon draws from his decades of in-the-trenches experience as a working salon owner and his fiery passion to improve the careers and lives of hairdressers and salon owners.

To learn how Hairdresser Career Development Systems can help you move to the next level in your journey—personally, professionally, and financially—visit:

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