



How to coach and mentor three very different levels of your salon team

By Business Guru, David Drew



Junior Level

Lots of young people think they have great goals- what they really have are great dreams! We need to coach these young people on the difference to recognise and understand what a goal really is and how to focus consistently on that goal.

'A goal is a dream with a deadline' (In today's fast moving world, to be truly successful and compete at the highest level, we all need to constantly have and achieve specific goals).

If you don't put a specific deadline to a dream, chances are, it will take far longer than necessary to achieve, or worst still it will never be achieved!

"What the human mind can conceive, it can achieve". By helping younger members of the team understand the importance of goals and visualising achieving them, we can then coach them to further develop their passion for what they do. If they don't have the passion for what they do, they will never really succeed!

Mid Level

To coach people to constantly question themselves about the what's, the whys and the hows of what they do and say at work / in the salon everyday.

Coach them to become and be more proactive and take responsibility, which in turn teaches them the ability to choose their response!

Coach them to understand how they see and view the world, events, and the way they see their role in the salon / work place and their role in life.

Coach them to understand that it isn't what happens to them that affect their behaviour, it's their interpretation of what happens to them that's important! Once they understand that, and can visualise they are responsible for their own happiness and effectiveness, they will quickly learn not to focus themselves on their past but to focus themselves on their future potential, which will become their secret weapon for a more successful life.

Manager

Most managers know what they want from their team and business. Few know how to get it! The solution is to become you as the manager and not the manager as you!

There's no longer any need to struggle by and attempt to re-invent the wheel. With assistance from your accredited business coach you will discover the secrets, principals and techniques of building a highly successful team & business, while creating enormous bottom line returns and release the wealthy life-style that others only dream about.

A good accredited business coach doesn't sell you fresh air, he'll give you oxygen to breathe the air and stay alive! Just like a sports coach, your coach will make you focus on the game. He will motivate you to achieve optimum performance by teaching strategies that the competition does not anticipate, designed to boost your business profits, generating more clients / guests, increasing clients / guests individual sales, repeat sales and increased clients / guest's loyalty.

Coach the salon team to operate more efficiently, maximizing the business margins & profitability, reducing business overheads and staff hassles, showing the manager how to systemise the business so that he can choose to work rather than have to work.

Profile

David Drew has been in the hairdressing industry for the last 34 years, a former trainee at Vidal Sassoon, he successfully opened and built up an amazing, award winning (and profitable!) salon. His interest in the business side of hairdressing lead him to train as an accredited business coach. In 2005, after 23 years, he sold his salon as a going concern in order to concentrate fully on his career – setting up IBC (Impact Business Coach) - helping others build their businesses so that they could enjoy as much success as David himself.

David is currently running courses with L'Oreal and offers a private consultancy service for salons in the hair and beauty industry.

For more information on the services that David offers visit www.impactbusinesscoach.co.uk or call 01753 863095, email david@impactbusinesscoach.co.uk

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