



# Take the *lead*

According to Margaret Walsh, every team is a self-portrait of the person who leads it. Here's a snapshot of her experience and advice on leadership.

*“Every team is a self-portrait of the person who leads”*

Hairdressing and beauty therapy salon leaders typically have industry experience and knowledge. The best leaders have the additional skill of being able to apply this knowledge to predict future trends. This allows them to ensure the salon will be organised to make change and growth happen. As leaders they know that ‘to make it happen, you need some action’. Salon leaders know what it will take to affect change in the business in terms of organisation, people, process and the financial

input required to get a successful result. In our current market the leader knows that resources are finite so to affect change, priorities have to be listed and acted upon. Changes may often be adamantly opposed at the time yet when the leader leads from the front and makes sacrifices, this is evidence to staff and clients that they are ‘walking the talk’ and that’s when others follow! **Model your own leadership development on the following 4 Successful Strategies.**

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• **Learn to be aware.**

Develop the need to read and become more aware of the culture in your salon. Take the time to be the receptionist a half day a week as staff and clients enjoy the presence of a good leader. Attend the Business Network Groups locally, talk and learn from your accountant and avoid just filing that data. Understand the ‘figures’ so you can test and measure all that moves in your salon - clients, retail, services, stock turn-over, staff, in-coming phone calls and yourself! Test and measure yourself with a business coach, mentor or product supplier even if it is only three times a year. This will hone your leadership skills as you personally learn to be accountable for your salon’s culture of success.

• **Always be an example.**

Be visible, be conspicuous, be present at staff meetings - you are the salon leader and what you do, the business will do. This role is more demanding and, at times, tiring during challenging economic times yet remains crucial to your success. You set the behaviour of the business in your salon. Lift your professionalism and join, you and your entire team, with H.I.T.O – your Industry Association and the New Zealand Association of Registered Beauty Therapists for your beauty therapy staff members. Wear your logo/badges every day as part of your uniforms. This is a truly visible, professional difference that you can do to set an example for your team that your clientele and your suppliers can see.

• **Know Yourself.**

The leader must know themselves as a person. Be the person that you truly are. Be grounded, be compassionate, be understanding and live your values. Ask for and accept only the best on the day and be respected for having standards and make your decisions focussed on honesty, integrity and dignity.

• **Execute to make a difference.**

A leader must focus on the major business themes - the important issues in the salon - and have the day to day operational processes managed by another team member.

**Inspiring leadership must ensure that you keep your entire team informed and let them know they are appreciated.**

• The leader must engage all of the team and be aware and accepting of different personalities in the group, acknowledging that the team members are all different. Spend time with each individual and establish what their motivational drivers are. Is it performance based rewards? Work-life balance? Opportunity to learn and grow in the hairdressing and beauty therapy industry? Collaborative and positive team relationships? Or the purpose that your salon embraces as it works towards making a real difference in the community?

• These ‘leadership in action’ skills will allow you to grow into a strong leader in your salon. To execute and make a difference you must acquire this good will. Acquire it by embracing the above strategic steps and in doing so you are helping and enabling your staff and colleagues, customers, suppliers and business neighbours to be successful.

And as you begin, or continue, on your leadership journey please embrace Jim Rohn’s statement:

*“Don’t wish it was easier; wish you were better. Don’t wish for less problems; wish for more skills. Don’t wish for less challenges; wish for more wisdom.”*

“Margaret has been a leader in new advances in the beauty industry for a number of years, and highly recommends the **Observe 520** system.”

“I have been using the **Observe 520** in my skin therapy clinic for almost two years and can no longer remember what our skin consultations were like before this. It has become an invaluable tool in educating our clients about their skin. Not only does it give us, as therapists, an insight into underlying skin conditions it gives a better understanding of our clients skin. Detailed and well-recorded before and after images help to keep an account of change and make sure we are delivering a high level of skin care.”

**OBSERVE OUT & ABOUT will be at BEAUTY TECH Sunday 10th & Monday 11th July and Brisbane Hair & Beauty Expo Sunday 17th & Monday 18th July.**

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