



SALON/STYLIST GOALS

Goal: _____
Why: _____
How: _____

Measures: _____

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How: _____

Measures: _____

RESOLUTION IDEAS



CLIENT EXPERIENCE

- Create new [reception protocols](#)
- Refresh the salon ambiance (decor, paint, etc.)
- Engage more with/[reward loyal clientele](#)
- Implement seasonal add-on services (i.e. braid bar)



RETAIL

- Switch up your [feature tables and/or displays](#) every 6-8 weeks
- Highlight a “stylist’s favorite” product or collection each month
- Create short and sweet sales incentives for staff
- Commit to maintaining high and low-season inventory levels



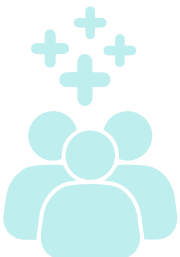
EDUCATION

- [Put your education into practice](#) by using new techniques on clients
- Start a salon mentoring program to educate team members continuously
- Focus on educating clients with DIY tips in-salon and online



MARKETING

- Identify a specific [target demographic](#)
- [Update your website](#) every quarter
- Create a monthly email newsletter
- Increase brand exposure on [social media](#)



CULTURE

- Host [meaningful team meetings](#) once per month
- Regularly [reward staff](#) for surpassing expectations
- Promote your brand values to staff and clients