

## TEAM DEVELOPMENT - AN EXPENSE OR AN INVESTMENT

Ongoing team development is integral to attracting and retaining the right people for your salon. This has a total effect on the individual's self-development and on the salon business's performance and profitability.

Ask yourself these questions –

- Do all my team understand the salon culture?
- Do all my team identify with our salon brand?
- Do they all fully understand the salon's policy and procedure manual?
- Do I have an induction process in place for new team members?
- How often do I review and assess all my team performance?
- Do I have low team retention?
- Do I have a toxic team member?
- Do I have training plans in place for the entire team as well as each individual?

It is also vital to share with your team the salon vision/ mission/ brand and objectives so that they can understand what you want to achieve. How can your team contribute to your success if they are unsure what you are striving for?

If you do not involve everyone in your salon you can never have your team believe in your vision.

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### What type of team would you rather have?

The team that works their set hours and do nothing beyond what is expected of them or the team where everyone buys into your salon's vision?

When you have the second type of team, that is when you get incredible results.

**The implementation** and ongoing reference to, your Policies and Procedures

Manual is one of the most important tasks to undertake to have consistently high standards that are understood and carried out by all team members.

**Strong induction** training is paramount to making any new member feel welcome

and a valued member of your team. Do you remember your first day on the job?

How did you feel? Nervous, excited, terrified. Your new team member is feeling all these emotions if not more. Day one is so important to get right.

**Structured induction** training involves planning; remember this is the beginning of a new relationship so plan for this to be a great success. Give your new employee the best possible opportunity of making a success of this job and give your business the best chance of having a high performing team member by conducting a thorough induction. Have a system and check list for this.

Be sure to communicate with your team.

It is important to discuss and determine each individual team member's training needs and put into place a plan to develop any weaknesses.

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You can achieve this by doing performance appraisals with your team. They are an integral part of the development program for all team members and a framework for providing appropriate recognition.

A performance appraisal should consist of four parts-

1. Reviewing the achievements of the past
2. Planning – developing plans for the future.
3. Feedback on performance
4. Action or training required.

### Recognition

It is important to provide positive feedback and recognition to your team members when it is deserved. Understanding the foundation of what people need to be successful can help you support and develop your team to be the best. Remember to look for opportunities to say “well done” for the little steps of improvement as well as the big ones.

Remember it is never too late to start developing your team. “Don’t look back unless you want to go there.”

And finally – your team is such a valuable asset of your business – enjoy them, develop them, and treat them how you would like to be treated yourself!

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