

## ARE YOUR TEAM MEETINGS WORTH TURNING UP FOR!

Let's face it we have all been to a boring meeting and what we tend to say to ourselves is "I don't want to waste my time going to another one of those."

So how do we make it interesting as well as a fun learning environment?

Not every salon owner or manager is a good public speaker so there is a great saying that you can apply "Preparation compensates for a lack of talent or ability."

**Yes, you need to prepare...**

1. What you are going to say
2. How you are going to say it.

To get results from your team and build great people around you. Your team meetings are an excellent way to do this.

### Two Way Communication Is Essential

The secret to gaining the commitment of your team members is encouraging their involvement. They need to feel like their opinions are valued. You cannot be the only person who does the talking at a team meeting.

### Options for Meetings

It can be a challenge to get everyone in the salon at the same time for a face-to-face meeting, so using Zoom, Facebook live, or other meeting programs is a great option. You can record your meeting and allocate time in salon for those who did not attend in person and follow up to see if there are any questions for focus points.

***This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.***

## Why Have Meetings?

Your meetings are the ideal time to discuss...

- New services/treatments/equipment
- New products
- Refocus on a client service area, such as how to offer the service of re-booking.
- Use your policies and procedure manual to refocus standards and procedure.
- Share marketing activities.
- Discuss current salon focus points.
- Give feedback and recognition.
- Ask for team input and ideas.
- Share relevant stories.

To make sure your meetings are productive and positive, exciting and fun for your team, you need to consider the following points:

### Commit to the dates.

These meetings are a priority. Put them into your appointment schedule. I suggest that you put them in for the year and don't change them.

In the same way if you had a specialist doctors' appointment that you made 3 months ago you would not dream of changing that because your most demanding client wanted to come and have her facial done early, so she can look good for her lunch date with the girls. Don't change your meeting times either.

***This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.***

Your meetings can be held weekly, fortnightly or monthly. You decide what works best for you and your team.

Suggestion is that if you are holding weekly meetings 30 mins is just right for timing. If fortnightly or monthly, you may need to extend to 45 minutes or an hour.

If you allow an hour you will take an hour and that is a long time for anyone to sit and listen unless you are a very good speaker. Keep it tight for timing and to the point and your meetings will be much more effective.

### Take time to prepare.

- You need to ensure your meetings have structure and are organised so you will need to put some time into planning.
- Keep a reminder list and during the time between meetings write a list of the points you want to cover.

### Suggestion:

- Choose the 1 or 2 most important points and allocate the bulk of the time to these, say 10-15 minutes discussion. The rest will be on your 'ticks and flicks' list, which are things requiring less discussion and which you can resolve more quickly.
- Write your notes under each heading so you don't miss anything, and you can even display the subjects for your team members to read a few days before and invite their input.
- It needs to be a safe environment for everyone to speak without fear of 'getting into trouble' or feeling silly, as long as they discuss their issues appropriately and respectfully.

***This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.***

If during a team meeting someone raises a subject that you don't feel is appropriate to discuss at a team meeting simply say

"Susie after the meeting can you and I take some time to discuss one on one?"

This issue is important to you and I would like to work with you to resolve it but it would be best if you and I do it together."

### Make it interesting for everyone!

Therapists are generally not accustomed to sitting around in meetings and may 'switch off' or get bored, so you need to make sure your sessions are entertaining, different and interesting.

Make sure you don't do all the talking and that the meeting isn't all about you spruiking figures. In fact, I suggest that figures or results are not discussed in any detail other than in a positive way.

Figures and results should be done in your one on one-performance meetings with each individual, which should be held weekly.

The figures type things you would talk about in a team meeting might be:

- Salon was \$600 above target last week - thank you to everyone.
- Saturday was the best Saturday we have had in 4 months -you all worked well as a team.

Telling them what they have done wrong or dictating what they must do is a recipe for disaster and before you know it, you'll have team members not turning up, arriving late or complaining about having to attend!

***This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.***

Involve your team in the discussion, know what you want to get out of it, but ask them for their ideas and input. What would they do if this were their business? You might just get some ideas you never even considered before.

Tell stories, read them interesting industry blogs or online articles, replay an online workshop, and even ask them to take part of the meeting.

Something that I believe should always be included is to make sure that you bring a copy of your policy manual to each meeting. Choose one subject to go over and re-focus with the team. Two things are achieved. You are constantly reinforcing standards and procedures, and you are also using one of the most valuable educational tools you have in the salon.

#### Follow up from previous meetings.

Make a note of anything that you need to check on from the previous meeting, remember to “Inspect what you expect.”

Also, between meetings, you need to be looking for evidence that each team member is doing what was discussed at the meeting and be giving constant feedback and follow up.

#### So, the question to ask is:

Are your team meetings worth turning up for and what are some of the things you need to change to make sure each and every staff member really enjoys attending?

***This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.***