



**Business Coaching & Training  
for Salons, Spas & Medspas**







**EXPECT**

**RESULTS**

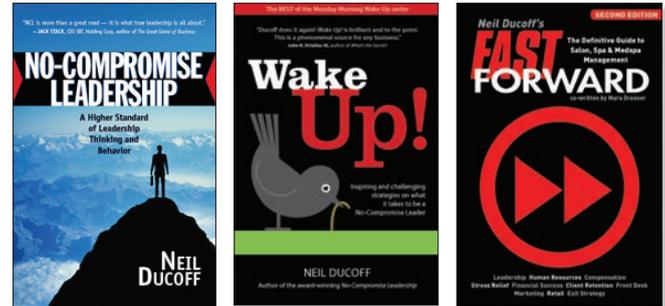
# Trust Strategies for success

There are many interpretations and opinions of the meaning of success. It's such a simple little word — success — yet it can represent the entirety of one's life-long quest to achieve it. It's like a thirst that cannot be quenched and a hunger that can rarely, if ever, be satisfied. Only you can decide where and how high to set your bar for success ... and how committed you are to achieving it.

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For over 20 years, Strategies' seminars, on-site training and coaching services have helped thousands of salon, spa and medspa owners realize their own visions of success by helping them achieve extraordinary levels of productivity, profitability and efficiency. Whether you're looking to attract more clients, increase sales, motivate staff or be a better leader, Strategies can help.

[strategies.com/about-us](http://strategies.com/about-us)



Business management and leadership books  
by Neil DuCoff



# How we help you grow

## **Productivity**

Maximize the efforts of your team by using objective measurements

## **Profitability**

Learn how to grow profitably — and get your team on board in the process

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## **Staff Retention**

Grow an engaged, enthusiastic staff

## **Customer Loyalty**

Offer an extraordinary customer experience, every time, in every way

## **Financial Literacy**

Understand and utilize your financial reports — it's a non-negotiable

## **Compensation**

Learn Team-Based Pay — from the experts that invented it

## **Teamwork**

Accomplish great things by coaching employees to work together

## **Information Flow**

Master and implement essential communication skills

## **No-Compromise Leadership**

If it needs to get done, get it done — every time



# Coaches & Staff

The Strategies Corporate Staff is led by Founder, CEO, and award-winning author, Neil Ducoff. Our Certified Strategies Coaches (CSCs) are a team of passionate, and dedicated salon/spa owners (or former owners) who have first-hand experience both teaching and implementing Strategies' systems. Each CSC undergoes extensive on-going training, during which they must demonstrate their command of Strategies' business principles and systems. More importantly, they have walked in your shoes, and overcome the same challenges you now face.

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[strategies.com/staff](http://strategies.com/staff)

## Corporate Staff



**Neil Ducoff**  
CEO & Founder



**Bruce Hourigan**  
President



**Eric Ducoff**  
Vice President



**Joanne Davies**  
Vice President  
of Administration



**Cameron Taylor**  
Graphic Designer

## Certified Strategies Coaches



Rachel Aidan



Kim DeLisa



Mary Fischer



Robin Gribbin



Daryl Jenkins



Melanie Loboda



Chris Murphy



Brett Pierce



Kristin Stutz



Steven Swanson



John Villamil



Mary Walker



Michael Yost

# Strategies Membership Program

The Strategies Membership Program provides access to the industry's most intensive business menu of Coaching, Seminars, Webinars and On-Site Training — all for one modest monthly price.

Each of the three Membership Program pricing levels includes personalized coaching with a Certified Strategies Coach, admission to two or more Strategies events (including the members-only Salon/Spa Leadership Mastermind Group), unlimited email support, use of Strategies Command Center (our proprietary cloud-based coaching system) and Strategies' monthly Webinars. Want to include On-site Training and additional seminar events? Our Membership Program offers those options as well.

Visit the link below to determine which Strategies Membership level is right for you.



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[strategies.com/memberships](https://strategies.com/memberships)



# Coaching

Achieving extraordinary is one thing — but maintaining it is where the real work of leadership, accountability, systems, culture building, and refinement are put to the test. Strategies one-on-one Coaching Services provide the expert guidance you need to achieve and sustain extraordinary success in your salon, spa or medspa.

## **Strategies Coaching Services can help you:**

- Improve payroll management
- Uncover hidden profit areas within your business
- Enhance your ability to be a better leader
- Empower staff to take responsibility for growth
- Develop a structured pay scale and pay-review system
- Strengthen time-management and delegation skills
- Increase your confidence in your ability to grow the business
- Implement communication tools to keep your team focused
- Start tracking, evaluating and increasing customer loyalty
- Learn how to manage a cash-flow plan
- Streamline guest-care procedures for maximum efficiency, profit and customer service

**[strategies.com/coachingconsulting](https://strategies.com/coachingconsulting)**



# Game Plan

- Productivity
- Profitability
- Time Management
- Culture
- Innovation
- Accountability

# On-Site Training

When it's time for change, there's no better way to re-ignite the energy in your business than by bringing Strategies on-site. Using your business as the template, each session is designed exclusively for your company. This means faster implementation of new systems and behaviors, versus "decoding" concepts learned in a traditional off-site seminar format. Additionally, with Strategies On-site Training, your entire team hears the same message at the same time. Discussion is focused, and your whole staff benefits.

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## Topics include:

- Team-Based Pay Conversion
- On-site Incubator
- Front Desk/Guest Services Training
- No-Compromise Leadership Retreat
- Salon/Spa Manager Training
- Financial Relief Intensive
- Recharge Staff Retreat
- Reaching the Elusive Next Level
- Benchmarks and Performance Analysis
- Customized On-site

[strategies.com/onsite-training](https://strategies.com/onsite-training)



## Sales

Where are the areas  
for growth?

What are the key  
growth drivers?

# Seminars

Far too many salon/spa education events promise the secrets to busier chairs and increased sales — usually by putting a twist on the same old antiquated industry practices. Unfortunately, most of these events offer little to no insight on how to convert those newfound dollars into bottom-line profit. At Strategies, every event in our catalog is developed to teach attendees how to identify and eliminate the inefficiencies that continually drain salon/spa profits. These programs aren't about quick fixes — they are about learning the necessary skills, procedures and philosophies for long-term sustained growth.

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## **Titles include:**

- Strategies Incubator Seminar
- Incubator Graduate Seminar
- Salon/Spa Game-Planning Retreat
- Front Desk/Guest Services
- The Salon/Spa Manager Course
- Team-Based Pay Conference
- Communicating with Staff
- Salon/Spa Leadership Mastermind Group  
*(Members only)*

**[strategies.com/seminar-schedule](https://strategies.com/seminar-schedule)**



# Webinars

While there's no substitute for an in-depth, multi-day class or one-on-one coaching, Strategies' monthly Webinars offer salons and spas the ability to learn from the best business minds in the industry — all from the convenience of your desktop.

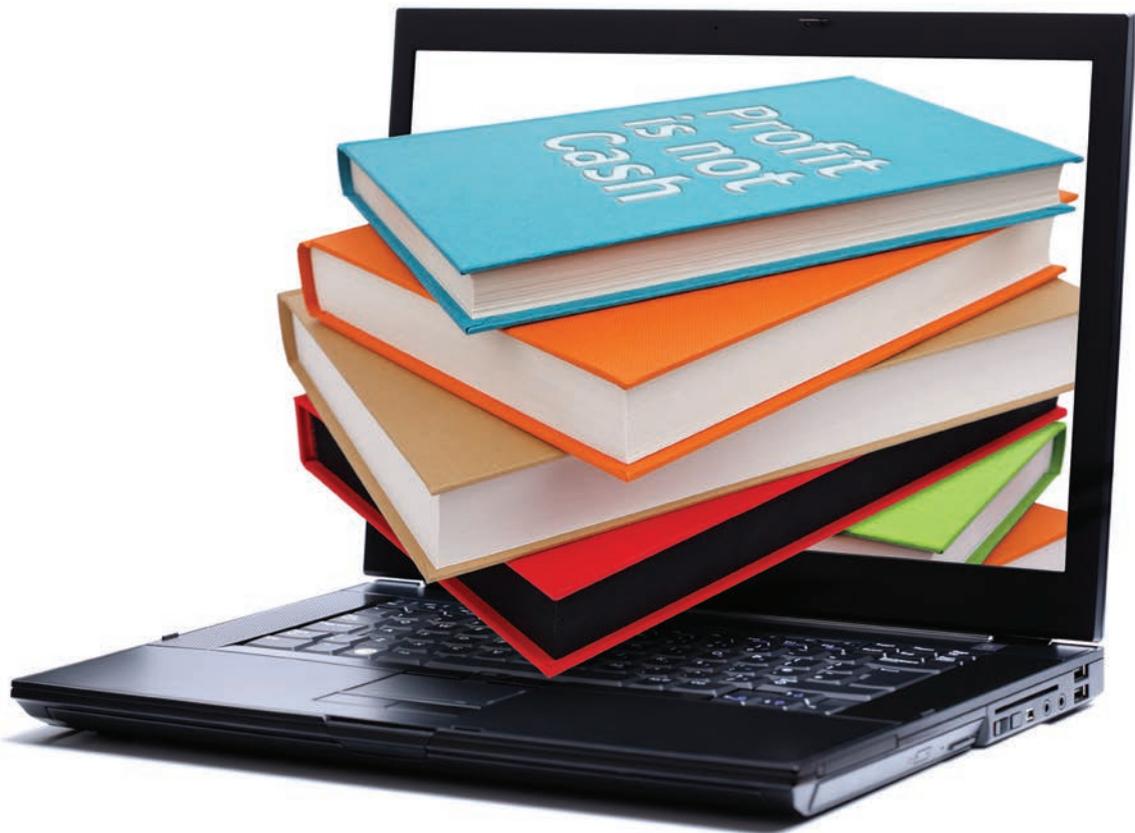
In addition to Strategies' on-going monthly Webinar menu, Strategies' MasterLink Webinar Series offers in-depth online training exclusively for Incubator Seminar graduates and those enrolled in the Strategies Membership Program.

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## **Each Strategies Webinar registration also includes:**

- Sixty minutes of fast-moving content, including a Q & A section
- A downloadable recording of the session that you can share with your team and management team
- Webinar slide workbook

[strategies.com/webinar-schedule](https://strategies.com/webinar-schedule)



# Keynote Speaker Neil Ducoff

**Ready for an energizing, witty, insightful, no-punches-pulled speaker?**

Make Neil Ducoff your choice for your next conference, sales meeting, corporate retreat or annual meeting.

Since 1975, he has coached thousands of businesses, including such corporate giants as Aveda, Gillette, Proctor & Gamble, and L’Oreal, on how to be a “no-compromise leader” to achieve the highest levels of success and profitability, while creating a positive, rewarding workplace. He has led seminars throughout North America as well as England, France, China, Taiwan and Spain, and served as a presenter at major healthcare, computer, manufacturing and franchise conferences.

Neil will rally the troops and get everyone — at every level — on board the no-compromise bandwagon.

[strategies.com/neil-ducoff-business-keynote-speaker](https://strategies.com/neil-ducoff-business-keynote-speaker)

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# Strategies Command Center

Designed and built by Strategies, the Strategies Command Center is our proprietary cloud-based coaching system. It delivers secure access to an unrivaled array of Strategies' coaching tools, project management and planning templates.

## **Here are just some of the features of the Strategies Command Center:**

- Complete project management: Including milestone deadlines, task lists, completion status, file uploads, reminder notices and calendar syncing to your devices.
- Coach communications: Email communication with your coach is done in the Command Center. Every email thread is stored for later reference.
- Templates and planning spreadsheets galore: Every Strategies spreadsheet used in coaching now resides on the Command Center. No more managing and fixing Excel files.
- Dashboard & progress stats: Enter your critical numbers in the Dashboard and use our Stats tool to monitor your progress.
- Password Secure: Only you and your Strategies Coach can view your data.

For a live demo, email [bruce@strategies.com](mailto:bruce@strategies.com).

*The Strategies Command Center is only available to active coaching clients.*

## STRATEGIES COMMAND CENTER





Jennifer Smith  
**Jenny's Salon and Spa**  
Jonesville, DE  
Member Since: 07/01/2014



Your Certified Strategies Coach  
**Neil Ducoff**

CRITICAL NUMBER DASHBOARD
SPREAD SHEETS
PROJECTS AND TASKS
STAT COMPARISONS

### Critical Numbers Dashboard

This report was generated on: August 19 Print Print All

	July	August	September	October	November	December
<b>Service Sales \$</b>	78340	68930	72593	73640	75982	82563
<b>% to Service Goal</b>	82	78	84	98	104	108
<b>Service Payroll % of Total Revenue</b>	47	45	46	42	42	40
<b>Retail Sales \$</b>	8655	9455	10287	12987	11867	16765
<b>Retail % of Total Sales</b>	9	11	12	14	13	16
<b>% to Retail Goal</b>	72	75	86	92	94	87
<b>Net Profit %</b>	-7	-5	2	6	8	9

CRITICAL NUMBER DASHBOARD
SPREAD SHEETS
PROJECTS AND TASKS
STAT COMPARISONS

Sales Projections
Cash Flow Plan Projections
CFP Actual vs. Budget
Scoreboard

## SALES PROJECTIONS

This report was generated on: August 19

Enter Your Service Dept. Name Below:	July	August	September
Jenny 1 Hair			
Monthly hours for sale	1175	1175	1175
Productivity Rate	76	94	78
Average Service Sale Per hour	85	85	85
<b>Department Projected Monthly Sales</b>	<b>\$75,905</b>	<b>\$93,883</b>	<b>\$77,903</b>
jenny 2 SPA			
Monthly hours for sale	685	685	685

CRITICAL NUMBER DASHBOARD
SPREAD SHEETS
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## Project Command Center

Jennifers Project at Super Salon My Project ▼

Overview
Milestones
Tasks
Messages
Files

Dashboard Jennifers Project at Super Salon Overview

### Overview

Add message ▼ 5 ▼

#### Milestones

Late milestones / Today's milestones

- ▶ jenny: Complete sales projections (Tuesday, August 19 - 2 days late)

Upcoming milestones (in the next 30 days)

- ▶ jenny: Jenny's first Milestone (Monday, August 25 - 4 days left)
- ▶ jenny: Stuff (Wednesday, August 27 - 6 days left)

CRITICAL NUMBER DASHBOARD
SPREAD SHEETS
PROJECTS AND TASKS
STAT COMPARISONS

Sales Projections
Cash Flow Plan Projections
CFP Actual vs. Budget
Scoreboard

## CASH FLOW PLAN PROJECTIONS

This report was generated on: August 19

	July	August	September	October
**Only input data into light green cells				
SALES & REVENUES				
Jenny 1 Hair	\$75,905	\$93,883	\$77,903	\$77,903
jenny 2 SPA	\$42,299	\$42,299	\$42,299	\$45,555
jenny 3	\$0	\$0	\$0	\$0
Jenny 4	\$0	\$0	\$0	\$0
Jenny 5	\$0	\$0	\$0	\$0
Jenny 6	\$0	\$0	\$0	\$0
Retail Sales	\$25,947	\$34,045	\$30,050	\$30,866
<b>TOTAL SALES</b>	<b>\$144,151</b>	<b>\$170,227</b>	<b>\$150,252</b>	<b>\$154,311</b>



"I've worked with and recommended Neil and the Strategies team for 15 years because of their knowledge of the industry, unique approach to creating no-compromise leaders, and proven methods to improve cash flow and revenue."

**John Harms**

President & CEO

Millennium Systems International  
Parsippany, New Jersey

"After 23 years in business, the Incubator blew me away. We immediately embarked on a total reengineering of our business that was exhilarating and profitable. I am thrilled to say we broke \$2 million in sales in our 25th year. More importantly, profit is up 26%, and growing much faster than sales each year. Turnover has been less than 5% per year, payroll percentage is down, cash is available and predictable and running the business is fun again. Thank you Strategies for making me look forward to another 25 years."

**Mark Luikart**

Mark's Place  
New Philadelphia, Ohio





“The Incubator helped us create the foundation and framework to build our business.”

**Angie Katsanevas & Shawn Trujillo**  
Lunatic Fringe  
Salt Lake City, Utah

Winners of the 2010 NAHA  
Salon Master of Business Award  
and the 2012 & 2013 NAHA  
Salon Team of the Year Awards



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40 Main St., Suite 7 • Centerbrook, CT 06409  
800.417.4848 • [strategies.com](http://strategies.com)