

2017 COURSE CATALOG

STRATEGIES BUSINESS SEMINARS

Advanced Business
Management for
Owners, Managers
and Staff

strategies.com

SALON

MEDSPA

SPA



Strategies Membership

DISCOVER THE BENEFITS

As a Strategies member, you will have exclusive access to these powerful resources for one low monthly fee:

Personalized Coaching

Meeting after meeting, you will be guided to self-discovery, improved systems and measurable results. Expect to gain confidence in your leadership and decision-making skills as you learn how to propel your business to greatness and achieve your goals. Unlimited e-mail between meetings will help ensure you are on track.

Strategies Command Center

The Command Center is our very own cloud-based coaching platform that all of our coaching clients use to plan, monitor and interact with their Strategies coach.

Business Seminars

Advanced management and financial courses taught by our Certified Strategies Coaches.

Webinars

Free access to Strategies Webinars for all membership levels.

Members-only Mastermind

These two members-only courses target advanced leadership skills and disciplines.

On-Site Training

There is no better way for Strategies to help reignite the fire in your business than by bringing us on-site for a customized training session.

TAKE THE FIRST STEP: Choosing when, where and how to make your first step toward implementing Strategies Membership Program is critical. That's why Strategies offers a range of membership levels – All Access, Comprehensive, Foundation – that are designed to help you plan the most straight-forward and efficient way to maximize the operation of your business and minimize the associated costs and risks.

To learn more visit strategies.com/memberships or email Stan Bialecki, Strategies Director of Business Development, at stan@strategies.com or call him at 800.417.4848 x205.

Results tell the story.

MANGO SALON
Richmond, VA

35%
Service Payroll

ENRIGHT & CO.
Brattleboro, VT

78%
Productivity

RITUALS SALON
Midlothian, VA

150
New Clients
Per Month

SALON 01
Carmel, IN

7.7x
Frequency
of Visits

URBAN SALON
Burlington, VT

65%
New Client
Retention

Numbers don't lie.

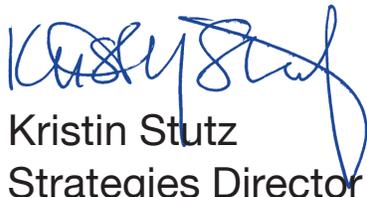
Why choose Strategies for your business education?

For nearly 25 years Strategies has been bringing impactful education to countless salons, spas and medical spas, and has paved the way for change in the industry. We push the envelope ... delivering the hard hitting information that both leaders and staff need to know now to create the change in their work and lives they so badly want to achieve. The information is powerful and, most importantly, Strategies has the unique ability to deliver it in a manner that is relatable ... even fun ... for all levels of learners.

Everyone at Strategies has one mission: empowering our clients to be their most successful by teaching best practices that result in tangible improvements in each of the Four Business Outcomes: profitability, productivity, staff retention and customer loyalty.

This is your year ... it's your time to hold the throttle down and propel your business forward. Strategies is here to help you get there.

Buckle your seat belt, it's going to be a great ride!



Kristin Stutz
Strategies Director of Education

The Strategies Incubator

Incubator is built entirely around the Strategies blueprint of systems to create consistency, predictability and measurable growth in all of the essential growth indicators and benchmarks.

Incubator's four days begin with a heavy dose of no-compromise leadership and dives right into creating balance across the Four Business Outcomes. From demystifying your company's numeric "vital signs," busting the myths of Team-Based Pay and how it works, to culture building, client retention and power growth systems, the dynamic business model you've been searching for will be presented to you in detail. That's why Incubator has a 20-year track record of changing lives and companies.

Beginning the day after Incubator, you'll be able to make positive changes in your business to start building a rock-solid foundation.

The focus in Incubator is on systems. Whether you don't have systems, your systems aren't effective or you just haven't figured out how to turn the switch on to fire them up, Incubator will get all your systems on GO. Your results will include increased client retention, improved pre-booking and retail sales, productivity that will blow you away and more money on the bottom line. You'll leave Incubator with a "must do" list and a commitment to make a positive change within your business.

FOUR BUSINESS OUTCOMES

PRODUCTIVITY

PROFITABILITY

STAFF RETENTION

CUSTOMER LOYALTY



~ WHAT YOU'LL LEARN ~

- A **growth plan** that's customized to your business.
- Why building a **no-compromise company begins with the leader** – and tips to ensure your leadership style is contributing to growth.
- **How to drive the Four Business Outcomes.** Learn where your business is in each area and how to ensure peak performance.
- How to read, understand and control your company's **numeric "vital signs."** You can't be financially strong if you don't know what your numbers mean and what you need to do to improve your cash-flow reality.
- **Why your compensation system matters** and how Team-Based Pay changes everything in your business, including performance, payroll costs, growth and culture.
- **How to set revenue goals** with deadly accuracy – and communicate those goals to your team.
- **Information-flow systems,** including how to conduct powerful huddles and create impactful scoreboards that get your team excited about achieving company goals.

"When you change the way you look at things, the things you look at change."

Dr. Wayne Dyer - philosopher, self-help author and motivational speaker



“Management is
doing things right;
**leadership is
doing the right things.**”

Peter Drucker
management consultant
educator and author

Salon/Spa Manager Course

Today's salon/spa manager must have the same knowledge and commitment as the owner to growing the business.

Given the daily challenges of most managers, this is no small task. Hours must be monitored and filled. Interviews must be conducted. The goals of the company must be communicated to staff. The list of expectations and responsibilities goes on and on – but how prepared is your manager to meet them?

This three-day course will develop the business skills your manager needs in order to achieve their personal and professional goals of becoming a respected and caring leader. They will gain new insights and innovative tools to build efficient teams, monitor and increase your cash flow, motivate staff, increase their effectiveness as leaders and more.

This course is a critical step towards preparing your manager – or anyone you're grooming for management – to lead your business to sustained levels of efficiency, productivity and customer service.

~ WHAT YOU'LL LEARN ~

- **Cash-flow planning** and working with budgets.
- Owner/manager **communication systems** and reporting.
- Developing your manager's natural **leadership ability** to spark passion in employees.
- **How to interview**, hire and train new staff.
- How to lead successful, **meaningful meetings**.
- **Designing systems** for quality and consistency.
- **Increasing revenues** through client retention
- Conducting fair and constructive **performance evaluations**.
- Develop **coaching skills** that help employees reach their full potential.



“The customer’s perception is your reality.”

Kate Zabriskie - corporate culture consultant

Front Desk/Guest Services

Turn your front desk into a profit center

You only get one chance to make a first impression! Your front-desk team is your company’s life-blood. They are the first and last contact with every client. They are the first to field complaints from unhappy customers. They up-sell and close retail sales. They generate lucrative gift certificate sales. They are responsible for selling the salon/spa’s most valuable asset – time on the appointment book. And yet, these staff members are the most under-trained in the industry. Isn’t it time you give your front-desk team the skills they need to supercharge their performance?

Plus, your front desk will brain storm with others who share their challenges – and bring back ideas that work, all to the benefit of your business!

Optional 3rd Day Workshop – Scripting:

- How to further develop and use scripts to ensure results.
- The right words for every situation – creating the desired outcome through scripting.
- Understanding that it’s not just what you say, but how you say it.
- Hands-on scripting exercises with Strategies educators.
- Bring home scripts created and crafted for your individual company to be immediately implemented.

~ WHAT YOU’LL LEARN ~

- Dealing with **difficult customers** and situations.
- **Upselling** and converting customer needs into booked appointments.
- **Improving communication** with colleagues and customers.
- Efficiently selling **service hours**.
- Understanding how the front-desk team impacts overall **company growth**.
- Developing **scripts** to ensure results.

Game-Planning Retreat

Quick, what are your top three goals for 2018? More importantly, what are you doing right now to make sure you'll achieve them?

Get your **step-by-step plan in place** to achieve your business goals at the 2017 Game-Planning Retreat. If you want to achieve measurable business success in 2018, you need to get your plan on paper now.

This is a rare opportunity to step back from the day-to-day challenges and focus on the big picture of your business, from what's slipping through the cracks to how to make your company's dreams come true in the new year. Be sure to bring a few staff members to maximize brainstorming ... you'll have key players on board before you head back to your business.

Everything you do will be designed specifically for your salon or spa. You'll go home with a month-by-month guide to take you where you want to go in 2018 so you can start ... and finish the year achieving all the goals you laid out in your plan.

~ WHAT YOU'LL LEARN ~

- **Reviewing what worked** – and what didn't – in the current year.
- **Define the results** you're looking for next year and create the plan to achieve them.
- Projecting the **Four Business Outcomes** – productivity, profitability, staff retention and customer loyalty – and create a plan for quarterly progress assessment.
- Determine and plan for your desired **profit margin** for 2018.
- Establish the proper **cost-per-hour** for 2018.
- Building your **marketing plan** into a 2018 salon/spa event calendar.
- Explore **staff recruiting** strategies.
- Define your **2018 education** and skill certification game plan.
- **Information flow:** One-on-ones, performance reviews, wage reviews, etc.
- **Putting the puzzle together:** Combining sales goals, critical numbers and marketing to drive sales and utilize your cash-flow plan to grow profit.
- Creating your **implementation** game plan.



"This one step -
**CHOOSING A GOAL
AND STICKING TO IT**
- changes everything."

Scott Reed - author

Communicating Your Culture

There's one thing that makes your salon/spa unique. It's your culture.

Culture is what your customers buy and your employees buy into. Here's where most salon/spa leaders fail: They don't effectively communicate with employees about their roles and how they shape and influence culture.

As a salon/spa leader you must guide multi-generational teams, communicate for results, prevent communication breakdowns and negotiate difficult situations. This is not an easy list of tasks!

This dynamic two-day training will strengthen your ability and confidence in effective communication skills you can use with employees, customers and strategic partners to strengthen your culture.

The true purpose of communication is to develop relationships, create actions and instill accountability. By elevating your communication skills you will generate win-win solutions so you can improve staff retention and client loyalty, increase productivity and profitability, and improve the quality of work-life in your organization.

CULTURE
VISION
MISSION
VALUES
EFFECTIVE COMMUNICATION

Your "dream culture" doesn't have to be something that only exists in your head. You'll leave this class with the power of communication to create effective change so your "dream culture" becomes your company reality.

~ WHAT YOU'LL LEARN ~

- Building and communicating **company values**.
- **Culture reflects leadership** – refine yours.
- Savvy communication skills to create **absolute clarity** around expectations.
- How to create **breakthroughs** impacting change in actions and behaviors.
- **Skills to coach multi-generations** – discover their strengths, differences and values.
- How to deal with **difficult employees** and situations ... and find strength for "critical" conversations.
- Tools to provide **effective feedback** with clear expectations to every employee.
- Create a communication **accountability** plan to facilitate in your company.

"It's your culture ... that lifts and draws your company to its VISION."

Neil Ducoff - Strategies CEO & founder



“If you want to go quickly, go alone.
If you want to go far, **go together.**”

African Proverb



For Businesses On TBP Only

Leading a Team-Based Company

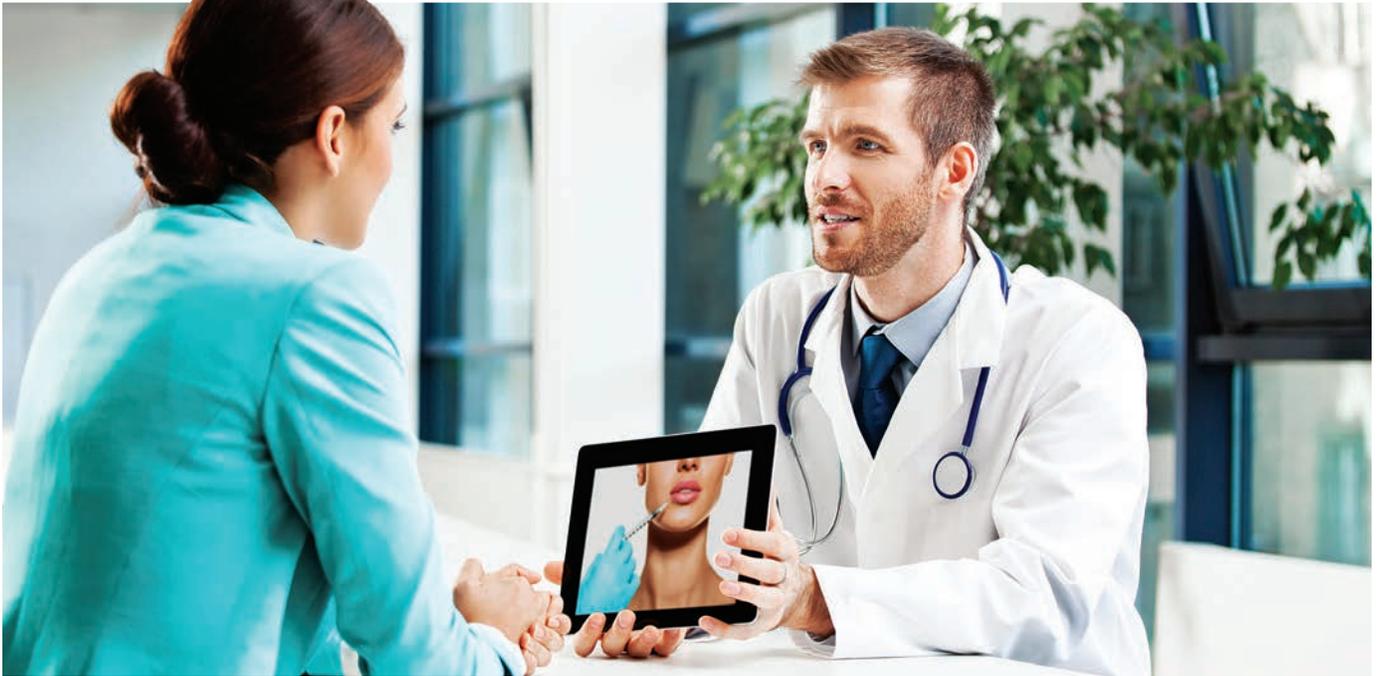
Implementing Team-Based Pay in your company doesn't automatically transform the culture ... it takes a shift in thinking and behavior that begins with leadership.

The process and work of shifting the culture of an entire company is almost always grossly underestimated by leaders. That's why most culture shifts crash and burn within the first 120 days and the “I/me/mine” commission mentality resurfaces as strong as ever. While some leaders simply get tired in the process of shifting the culture, more frequently the unconscious behaviors that are tied to commission thinking either quietly creep back in or never fully left. It is these quiet and inconspicuous thoughts and behaviors that leave leadership frustrated by slow change or less than stellar results.

This two-day salon/spa leadership course will give you a step-by-step approach to finally destroy all the old commission thinking and behaviors so you can finally create and maintain an authentic and impressive team-based culture.

~ WHAT YOU'LL LEARN ~

- How to change your **thinking and behavior** first.
- How to **relentlessly communicate** your team-based culture vision.
- How a team-based culture **retains employees** and attracts the best talent.
- How to **measure and reward** team-based performance.
- **Why words matter** and how to change your company language to team-based pay language.
- Identifying, and shifting **I/Me/Mine** in yourself and your team.
- Coaching tools to banish **commission thinking**.



For Medspa Owners Only

Maximizing Medspa Growth

While most medical spa's mission for patients is to help them achieve their goals in a relaxing, stress free environment ... the experience for many medical spa owners and managers is often drastically different.

The business reality can be an enormous workload and financial burden carried on the backs of a few causing high stress and not nearly the financial gain one would expect for providing high dollar, exclusive services. This class digs deep into the medical spa world providing solutions for issues medical spa owners and managers face – from the most common to the highly complex.

If you believe your spa has untapped potential this class is designed for you, giving you all the tools so you can move from frustrated and burned out to engaged and excited about the growth of your company ... all while helping you put more money in your pocket.

~ WHAT YOU'LL LEARN ~

- Strategies to improve **conversion rates** that explode revenue growth.
- Discovering and driving **untapped revenue sources**.
- How to increase **patient and staff loyalty** to the company.
- Understanding medical spa **benchmarking**.
- Tips for dealing with **employee performance** issues.
- Strategies to create **blow-the-doors off growth** that can be implemented now.
- Pricing structure and **inventory management** for stronger profit.

“There are no secrets to success. It is the result of preparation, hard work and learning from failure.”

Colin Powell - American statesman and retired four-star general



Profit IQ

Numbers, numbers, numbers ... so often that is what is spinning in owner's and manager's heads.

While numbers are necessary, they are only useful when utilized to make correct analyses of business performance. One misstep and the story the numbers tell can be a whole different chapter.

Company financials can be like reading a foreign language to some and an engaging novel to others. Wherever you are on this spectrum this class is designed to give you the tools to better understand not only what the numbers are really telling you ... but to understand what your power and responsibility is to change them. Numbers are their most powerful when the analysis moves into decision and action – this is where results happen ... and results mean money. This class gives you the tools to create results that drive profit and shape your financial future.

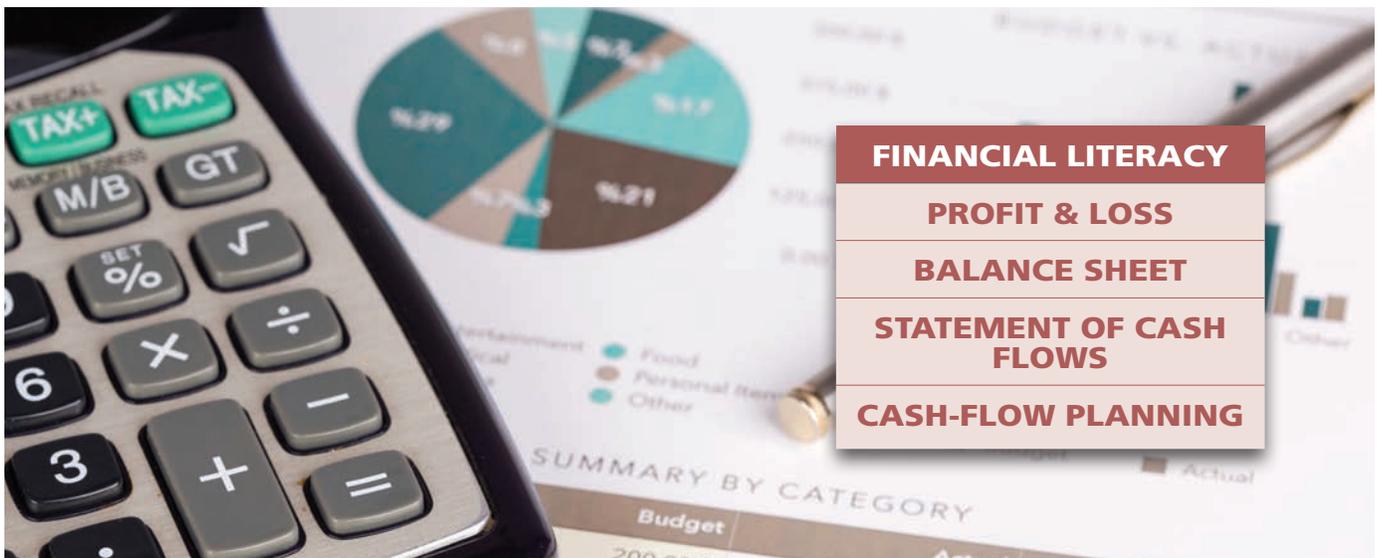
Correct analysis, impactful decisions plus action can equal money in the bank or down the drain. If you are looking to add money in the bank ... or for future opportunity ... this class will give you the tools to get to the results you desire!

~ WHAT YOU'LL LEARN ~

- How to assess and manage **key drivers** as they relate to company finances.
- Learn to understand, interpret ... and improve **financial reports**.
- How to work more efficiently and effectively with **your accountant**.
- Promote **financial literacy** within your team to improve the business and their lives.
- How to use financial information to make **strategic decisions** impacting the future of your company.
- Create your **financial plan** to achieve results like: going from red to black, increasing employee benefits and compensation, remodel or expansion ... or maybe increase your wage!

“Financial freedom is available to those who learn about it and work for it.”

Robert Kiyosaki
finance and business educator





Breaking the Barriers of Team Service

As the beauty industry shifts to more independent service-provider business models, the importance of a truly synergistic team also grows.

Team service in the world today is a unique point of difference. A company that is truly engaged in team service just feels different ... to the customers, the staff and the leadership. If you are telling yourself, “wait, we are a team” ... take a look at the results of your business practices. Are they telling you a story of team service that delivers incredible customer retention and balanced productivity? “Team” is one of the most overused, under practiced words in business. Why? While it is not difficult to put together a “team,” creating true teamwork in an industry where individuality is celebrated and rewarded can be an enormous struggle.

“Alone we can do so little,
together we can do so much.”

Helen Keller

first deaf-blind person to earn
a bachelor of arts degree

Because true team service is uncommon, the steps necessary to get your company there may seem elusive or daunting. This class teaches you how to get that unique “something special” that creates raving fans and a loyal, motivated workforce.

With these tools properly applied you can grow a strong team whose energy is focused on serving the customers and taking care of the company so you can reap the financial rewards and personal fulfillment that being part of a true team can bring.

Optional 3rd Day Workshop – Skill Certification:
Create or further develop Skill Certification and your team-service training program.



~ WHAT YOU'LL LEARN ~

- “But I thought we were a team”—deciphering **what true team means**, what’s missing in your company and steps necessary to get to true team.
- Why leading a team is different and how to change **your leadership style** from “you” to “us”.
- **Systems and scripts** to create team service.
- Why **Skill Certification** and training is a must in team service ... including “how to’s”.
- How to improve **marketing**, customer retention, staff recruitment and retention with a focus on team service.
- The **financial impact** of team service to both the top and bottom lines.

MASTERMIND (for members only)

Performance-Based Leadership

This **Mastermind** course digs deep into the performance leadership skills you need to create a dynamic team-based company. This course is about getting things done, locking in systems, getting everyone on the same page, hitting goal ... and creating profit and cash reserves.

~ KEY TOPICS ~

- Identify the gaps between **reality and potential**.
- How to communicate with **absolute clarity**.
- Prepare for the **crucial conversations** you've been avoiding with effective communication tools.
- How to create **team ownership** in the Four Business Outcomes.
- How to overcome **leadership blockages**.
- Become a Master at utilizing the **Broadband** for behavior-based leadership.
- Leave empowered with a **plan of action** to lead at a new level and get results.



“The next best thing to **being wise** oneself is to live in a circle of those who are.”

C.S. Lewis - author of *The Chronicle of Narnia* series

Advanced Best TBP Practices

Prepare to launch your company into the future as we dive deep into some of the best TBP practices in use today. You will learn how to implement them, lead them and get them to stick.

Next, we kick it up a few notches and help you develop your own best practices. We'll help you target your company's key leadership, operational and customer service processes that will benefit most from new Best TBP Practices.

**STRATEGIES ... COACHING & TRAINING
FOR EMPLOYEE-BASED SALONS & SPAS**

~ KEY TOPICS ~

- 2017 Best Business & TBP Practices: a collection of **best practices** used by Strategies Coaches and customers.
- Information to refine your **company systems** and practices.
- Tips to **eliminate pushback** and engage your team in the initiatives.
- Best practice **implementation plans** and tools.
- How to become a **Next Practice Thinker**: one who innovates outside the norms and creates the next best practices.

2017 Strategies Seminar Schedule & Tuition

To register, visit strategies.com/seminar-schedule or contact **Shannon Gates**, membership coordinator, at 1.800.417.4848 x201 or email sgates@strategies.com.

Salon/Spa Manager Course ▶ \$795 per attendee	January 29-31 May 7-9	Centerbrook, CT Redwood City, CA
Incubator ▶ One attendee: \$1,595 Two attendees: \$2,195 Each additional attendee: \$695	February 19-22 February 26 - March 1 April 23-26 June 25-28 September 10-13	Redwood City, CA Centerbrook, CT Centerbrook, CT Centerbrook, CT Centerbrook, CT
Leading a Team-Based Company ▶ \$595 per attendee	June 11-12	Centerbrook, CT
NEW Profit IQ ▶ \$595 per attendee	March 26-27 September 24-25	Centerbrook, CT Centerbrook, CT
Communicating Your Culture ▶ \$595 per attendee	April 2-3 July 30-31	Centerbrook, CT Centerbrook, CT
NEW Breaking the Barriers of Team Service ▶ \$595 per attendee * \$75 – Optional 3rd Day Workshop: Skill Certification	May 21-22, 23* August 27-28, 29*	Centerbrook, CT Centerbrook, CT
NEW Maximizing Medspa Growth ▶ \$595 per attendee (<i>medspa owners only</i>)	June 4-5	Centerbrook, CT
Front Desk/Guest Services ▶ \$595 per attendee * \$75 – Optional 3rd Day Workshop: Scripting	July 16-17, 18* October 1-2, 3*	Redwood City, CA Centerbrook, CT
4th Team-Based Pay Conference ▶ Register early for best pricing!	October 15-16	San Antonio, TX
Game-Planning Retreat ▶ \$895 first attendee \$595 each additional attendee	November 5-7	Centerbrook, CT
Mastermind (For Members Only) Performance-Based Leadership Advanced Best TBP Practices	February 5-7 August 13-15	Centerbrook, CT Centerbrook, CT

Dates and instructors subject to change without notice. Check strategies.com for latest schedule.



TBP17

• STRATEGIES 4TH ANNUAL •

TEAM-BASED PAY CONFERENCE in San Antonio, Texas at the Hyatt Hill Country Resort & Spa

October 15 - 16, 2017

**The must-attend event
for employee-based salons,
spas & medspas**

Your pay program is the lifeblood of your salon, spa or medspa. No other beauty industry event dares to pull the curtain back on the critical pay systems and concepts needed to grow an employee-based salon, spa or medspa like TBP17.

New for 2017: Breakout sessions for staff members currently on TBP! And for owners and managers, two full days of new content customized for your TBP skill level.

Register now...beat the price increases...and join the Strategies experts for the largest gathering of TBP salons, spas and experts ever assembled!

**Super Early-Bird Special
\$520 per person**

(50% off reg. price)

\$495 { Each additional attendee }
for Members only }

Ticket price increases the closer we get to the event in October. Don't end up paying more.

More details coming soon at teambasedpayconference.com.



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SALON • SPA • MEDSPA

Strategies Business Seminars

2017 COURSE CATALOG Advanced Business Management for Owners, Managers & Staff

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