

‘Grow your own Therapist’ just add ‘The Coach Approach’

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Wouldn't it be great if your therapists:

loved reaching targets & goals?
sold more services & retail?
were motivated & consistent?
wanted more training?
were more accountable?
stayed longer in your business?

Wouldn't it be great if you:

were able to delegate more responsibility?
had happier, more productive employees?
had more energy?
had a better work/life balance?
Could increase the bottom line?

By making the shift from Manager to Coach you will benefit personally & professionally!

By choosing to wear the Coach title you are in fact stepping into the mentor's shoes to support, challenge, lead & grow individuals to achieve success. 'The Coach Approach' is beneficial because it changes your application of management from a 'doing' process to an 'involving' process. If we are involving our therapist's to learn rather than doing it for them we are growing them to be more accountable & to be better able to support you in the salon. When we Coach we offer maximum learning, a clear path for success & the ability to delegate responsibility.

The 'Coach Approach' is a new method of management & an effective style of leadership - a simple way to explain this is best likened to the success of growing 'flowers'. First you carefully choose the seeds that you desire to grow, you ensure you have healthy soil, choose a sunny or shaded position, water the seeds often, in time the first sign of life appears through the soil & you are pleased with your progress. But once the stems grow & the 'flowers' bloom you are really pleased with your achievement & what you have created. You stand from afar & proudly gaze at the 'flowers' in full bloom & remember that originally they began as nothing but a 'seed' & now with a little nourishment & care they have grown to be quite 'spectacular'.

1. Choosing your 'seeds'.

Employing the 'seeds' that will best grow in your business environment is essential & the first step to your business success. Writing a professional job advertisement that entices high end applicants to apply for your position is essential & be sure to talk about the benefits of working in your business to capture the largest pool of applicants. What makes you an 'Employer of Choice' - why would they want to work with you? Do you offer - flexibility, incentives, career progression plans, time off, training, rotating week ends, loyalty plans?

Upon receiving a job application always respond immediately & send a link to your business website & or additional information that states why they should consider working with you. If they call you by telephone be sure to create a 'movie' experience in their mind, they can't see you or the business so sell the picture that best reflects your business culture & vision. We have all experienced the prospective employee who makes a time for an interview but fails to show - because they have been snapped up by another business who has created a better 'movie', communicated more effectively, captured their attention first & got them onboard.

2. Ensuring you have 'healthy' soil

Take the time to understand & get to know your employee's, it really works wonders – just add a little sunshine & watch your 'flowers' flourish. Everyone wants to be successful however they need to be shown how & the induction process plays an important role in the success of your employee's. Remember when we are born we have limited skills - it is when we start to watch & learn from those around us is when we start to develop & grow new skills. We are not able to assume due to age or experience that our therapist's have been trained in everything, be sure to check their level of understanding to help them take the next step. The induction process is vital – use a checklist to ensure all areas are covered & invest your time heavily in the 'involving' process. Be sure to include your hourly expectations & you are off to a good start.

3. Watering the 'seeds'

Providing ongoing support through monitoring, analysis & training will keep your 'flowers' on their way to full bloom! Here's an overview of what's necessary for success:

Allocate 15 minutes every week to have a one on one 'focus' chat with each individual – this helps them to forward plan a successful week. The secret is to ask, not tell & be supportive to help them find their own answers. Remember involving vs. doing creates accountability!

Use these 5 key questions for creating focus:

1. What is your target for the week?
2. What is your hourly productivity?
3. How will you maximise your client's experience?
4. How many clients' will you aim to rebook this week?
5. What is your goal for promotional sales?

Plan in advance monthly performance reviews to offer regular reviews to individuals so they know where they are & where they need to go next. To reach to our full potential we need to be shown how – a good Coach will pave the way to success for those around them. Look at hourly productivity, retail & service sales & rebooking and be sure they are heading upwards for business & personal achievement. Set specific goals with each individual as part of the assessment to be sure they are growing towards total bloom, this show's you care & will support their ongoing development. Recognition for improvement plays an integral part in therapist happiness & this has a no cost factor just the ability to notice effort – it is the number one incentive for most employees.

How we see our self makes a difference so instilling positive 'Expert' beliefs is fundamental for the success of the therapist. Build a culture of experts in your business, offer praise, recognition & care to lift self esteem – lead them to expertise, offer personal development & provide a workplace that cares for the wellbeing of their staff. What a wonderful reward for the Coach to have turned dreams into reality supporting people to strive to their full potential.

Be aware of your effective communication methods & establish well structured communication channels in your salon:

1. Be an advocate for recognition
2. Include everyone in brainstorming sessions
3. Involve the team in the forward planning phase
4. Encourage input for upcoming promotions
5. Educate the value of using a communication book

6. Be modern & communicate with text messages & emails where appropriate
7. Train the importance of positive body language awareness
8. Celebrate team & individual success
9. Keep updated treatment training manuals accessible
10. Provide a policy & procedure manual

4. The first signs of life

This is the special moment when you see your therapist starting to grow & it's a moment where you are humbled, the process is working & the full reward for being a great Coach is in the near distance. The results are visible – the hourly productivity, treatment & retail sales are falling into line & the rebooking percentage is growing. The customers are happy & are asking to return to the same therapist, your team is motivated & they are committed to the success of the business.

To maintain & move forward a well developed training structure is the underlying tool for progress to the next stage – the ultimate steps towards the creation of spectacular 'flowers'. Identifying the training needs & putting together a well structured training calendar to meet the needs of the group will be a certainty to ensure the excellence of your team.

The 7 steps to identifying training needs:

1. Write a list of all services & procedures that require training in your business.
2. Create an employee self assessment sheet to assess each individual's level of understanding in every area of your business
3. Meet & discuss specific areas of internal & external training
4. Look for training that offers certificates for attendance
5. Agree on time frames for training & lock in dates
6. Check the proficiency & implementation of the new skills
7. Recognise and reward improvement

5. The flowers in 'full bloom'.

The proudest moment is when the therapist is truly performing & is smiling to the tune of success – it is extraordinary! To sustain the energy of high achiever's be sure to nurture your 'flowers' with care, kindness & opportunity to keep them growing. To be fully self sustaining & offer the gift of sharing all your knowledge – that's the true essence of the Coach Approach. Providing an environment where individuality is encouraged & the team have a common goal to strive to achieve will keep the 'flowers' life force. The Coach who has vision clearly has a skill to look below the layers & see each person's talent & taps into the essence of their ability.

Proudly the Coach stands from afar and watches the flowers in complete admiration because their own personal success is built on theirs. They don't need the recognition of what they have done to be satisfied with the gift of achievement but what happens is the individuals can clearly see the efforts of the true Coach, can feel the determination & sincerity to turn the 'seeds' into 'flowers'. The team will realise your efforts & will acknowledge them with some special words of thanks - "we couldn't have done it without you".

The Coach Approach to leadership is a skill in how you view your business & is the modern way to maximising business results. Learn how to effectively Coach your team by refocusing your energy into how to develop your therapists, teach them to move forward & grow with them. The rewards are endless for the devoted Coach but remember the Coach Approach is a new way of leading employees & therefore requires skilled training for you to make the essential changes - make the shift today.



Call **Sharyn Raiti** at **Mentor Management** today to inquire about '**BeACoach**' workshops to discover how to make the shift from Manager to Coach. **Sharyn Raiti** is the director & creator of **Mentor Management** & offers business services that communicate specifically to the beauty industry. **Mentor Management** offers industry exclusive workshops, business coaching, corporate coaching, in-salon training, consultancy & professional guest speaking. Sharyn has formal qualifications in Training, Coaching & Beauty Therapy with over 20 years experience. **Contact Sharyn on 0410 691 910** or sharyn@mentormanagement.com.au or visit www.mentormanagement.com.au,