



'Great leaders generate great results'

says Julie Eldrett

July and August can be a slightly quieter time of year as customers and staff will be off on holiday. This can be a good time to reflect on the salon's performance and how well your team is working. In the June issue I spoke about the importance of a good team and now I am going to take it to the next level and to cover the idea of the art of being a great leader.

I know I talk a lot about us being 'in the business of people' but I firmly believe the success of a business does depend on the performance of the people and how they interact with the customer.

Each team member in the business has the opportunity to create a positive and successful experience for the customer so they leave feeling great and also valued. However, this just doesn't happen; team members need help, training and guidance from their leaders.

So what makes a great leader?

The leader of a team needs to be able to set an example for their team to follow as it is no longer the old school saying of 'do what I say, not what I do'. A great leader also creates good relationships with the team and takes time to

really get to know them, their likes, dislikes, strengths and weaknesses along with goals and aspirations.

A great leader will spark excitement and enthusiasm in the team by communicating well and by being creative.

Having a good attitude and staying in character is probably the hardest technique (while having to juggle so many other parts of a business at the same time) BUT when LEADERS do it, it creates a positive impact. Every leader is telling a story about what he/she values and what their goals/visions are. The way that the leader communicates that story to the team will determine how well the team will believe, value and want to work with that leader.

The team is made up of very important people within the salon and how they look after and interact with the customer has direct effect on the bottom line.

"It is not the magic that makes it work, it's the way we work that makes the magic."

Lee Cockerell, Former Executive Vice President, Operations, Walt Disney World Resort.

A great leader is anyone who influences change. They DEFINE the vision then

communicate clearly and creatively the change they want to make. A great leader needs to ORGANISE change to ensure increased customer satisfaction 100% of the time to 100% of the customers by 100% of the team. It is no good to just make changes and expect them to happen – a great leader needs to ENGAGE the team by giving, and them taking responsibility for their performance.

The next step is to stay COMMITTED and focus on the goal or vision while giving support and guidance to the team. Effective COMMUNICATION is KEY to progress towards your goal and vision.

Setting goals and standards and looking for the good in the team's performance and giving recognition will all help towards the team staying focused and wanting to follow and work WITH their great leader to achieve the goals/visions.

Remember to be FIRM, FAIR but keep it FUN. Great leaders generate great results.

Catch me on www.scissorboy.com in the business section and look under 'Filmed in England'.