

2019

SPEAKING TOPICS

Helping Salon Owners achieve the
BUSINESS (*and life!*) of their
DREAMS

www.kymkrey.com.au

Kym Krey is a Specialist
Salon Business Mentor and Speaker
with the runs on the board to get
REAL results... *FAST!*

The Salon
MENTOR

5 Stages of business growth

Moving From Overwhelm to Mastery

1. Stop the leaks!

- Why you're working harder and still struggling to pay expenses
- Where you're probably losing money
- Gaining control of your costs & minimizing waste for maximum profit

2. What do I measure?

- Areas that directly impact on turnover & how to maximise them!
- Tracking & measuring e-v-e-r-y-t-h-i-n-g!
- The key staff behaviours you must manage closely

3. Time to grow

- Your salon is now profitable & running smoothly; *let's grow!*
- How do I attract more 'A'clients?
- Getting 'out' & getting known: simple marketing strategies for growth
- Getting your marketing message crystal clear

4. Building leaders around you

- Keeping the momentum & standards going when you're not there
- Taking the pressure & workload off your shoulders
- Delegate: growing your best people in your values

5. DOMINATE!

- Now, let's have some fun with your business!
- Create your dream lifestyle: *making it happen*
- Living your brand personality: *finding your tribe*
- Dominate your area & leave competitors for dust!

Growing Your Superstar Team

The Key To Growing Your Business

Covering:

- What should I expect from my staff?
- What do they want & need from me?
- How do I communicate my expectations?
- How do I build a culture of performance & talk targets positively?
- How do I keep my team motivated and on track?
- Dealing with unacceptable behaviour or poor performance
- Managing your 'Vibe': Keeping the energy up

Profitable Service Systems

Turning Service Excellence Into Profitable Results

Covering:

- What IS great service to a client? *(It's way beyond courtesy & smiles!)*
- Anticipating guests' needs, delivering in a thorough and profitable way
- The Art of Education (and why you **never** need to 'sell')
 - *Our commitment as professionals*
 - *It was never about the money!*
- Professional Problem Solving: *finding problems; delivering solutions*
- The scoreboard- *how we track our progress*

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Inspirational Leadership

Leading So Others WANT To Follow

Covering:

- Who do I want to BE as a leader?
- Be, Do, Have- *becoming inspirational (and effective!)*
- What *is* an inspirational leader?
- What do great staff look for in your leadership?
- How do we push our staff away?
- Getting clear on values and expectations
- Setting boundaries with mutual respect
- Building belief: *when **you** see their potential before **they** do*
- Creating your inspirational vision- *leading so others **want** to follow*

Finding the Balance

You've Got The Income; Now Let's Create Your Life!

Covering:

- Getting grounded
- Knowing what's important to you
- Priority **YOU**
- Making it happen: Finding your **BIG ROCKS**
- Dealing with distractions and interruptions
- Creating structure: *the key to getting results through others*
- Developing leaders around you
- Mentoring; guidance; accountability
- Delegating effectively: *and what to do when it's not done right!*

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