

Business Tips for Salon Owners & Managers

- **Protect Your Client Lists.** Make sure you collect all client information such as phone numbers and addresses. You should also include a salon policy that states that all confidential information given to your business by customers is the intellectual property of your salon. Make sure you have a confidentiality agreement in your employee handbook. For a complete guide to use in your Terms of Employment, refer to my book, *Creating Your Salon*, under the chapter Employee Handbook
- **Develop your Own Employee Training & Development Program.** See my other articles on this topic.
- **Work Agreements:** Many salon owners are reluctant to educate and train new hairdressers for fear of losing them and clientele to another salon once they gain experience and build a clientele. To insure staff stability and protect your business interests—and investment of time, money, and educating your staff—many salon owners are implementing work agreements. They are enforceable. A good labor law attorney will help you in this area. You owe it to your staff, your family, yourself and our profession to keep growing your business. You must maintain staff and business stability if you are to grow your business and protect the livelihoods of the people who work for you. Once again, refer to my book *Creating Your Salon*.
- **Your Employee Handbook:** To get through the labor law jungle and protect your rights as an employer and the rights of your employees, an employee handbook should serve as a foundation to your employee training program. An employee handbook will be one of the wisest investments you ever make. How can you expect your staff to perform if they do not know what is expected of them and how those expectations will be measured. If your rules, regulations, orientation procedures, salon policies, performance standards, quality control standards, and educational guidelines are not in writing and equally applicable to every member of your staff, you may be exposing yourself and your salon to possible liability and discrimination claims.

You may unknowingly find yourself infringing on the rights of your employees. Having a clear, comprehensive statement of your salon's policies and educational guidelines will help you avoid potential legal, labor, and management problems as your



by Jon Gonzales

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Jon Gonzales is president and founder of Hairdresser Career Development Systems, which is dedicated to educating and guiding hairdressers and salon owners on their journey to success. Jon travels extensively throughout the United States and Canada, conducting his popular business management seminars for salon owners and his personal-growth seminars for hairdressers. He's the author of *The Hairdresser's Guide to Success: Personal, Professional, and Financial* as well as multiple books, DVDs, and videos on the topics of success, management, and personal growth. An outstanding industry leader, Jon draws from his decades of in-the-trenches experience as a working salon owner and his fiery passion to improve the careers and lives of hairdressers and salon owners.

To learn how Hairdresser Career Development Systems can help you move to the next level in your journey—personally, professionally, and financially—visit

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business grows. Your employee handbook will also improve employee performance and productivity, combat staff turnover, thus helping you ease the heavy duties and responsibilities of salon ownership.

New labor laws and recent court rulings make it essential that you develop an across-the-board policy for dealing with employees equitably. Without a uniformly applicable set of rules and guidelines spelled out in a carefully drafted employee handbook, a court may find there is an implied contract between you and your employee based on some perceived oral agreement or a past practice.

Your employee handbook should have three main provisions:

1. Your employment is at will. This means that your employee can quit at any time, and that you have the discretion of terminating their employment at any time.
2. State that their employment is not a contract for employment.
3. You reserve the right to make changes in your employee handbook as well as your educational guidelines. Please refer to the section employee handbook in my book *Creating Your Salon*.

In the "Terms for Employment" section of your Employee Handbook, make sure your Hairdresser is willing to follow your salon's training and quality control standards. Set your own high quality control standards. Good is not enough anymore in today's changing and competitive job market.

The bottom line is that an employee handbook should be an integral part of your salon's training program. For more information on this critical topic, please refer to my book, *Creating Your Salon*. I also urge you to have a labor law attorney review your employee handbook as well. ●