

Why Self-Care is Good Business

**The emotional
load of a
hairstresser is 65%
higher than other
workers**

STAMI, The National
Institute of Occupational
Health, Norway

**In Q1 2024, 11% of all
work absences in the
USA were due to mental
health. Female workers
accounted for 71% of
those absences.**

ComPsych, 2024



**the
resilient
hairstresser**

**This isn't just
nice to have, it's
smart business**





“Burnout comes when the emotional demands of the job and the ability to regulate emotions are unequal”

Arlie Hochschild.

“ —

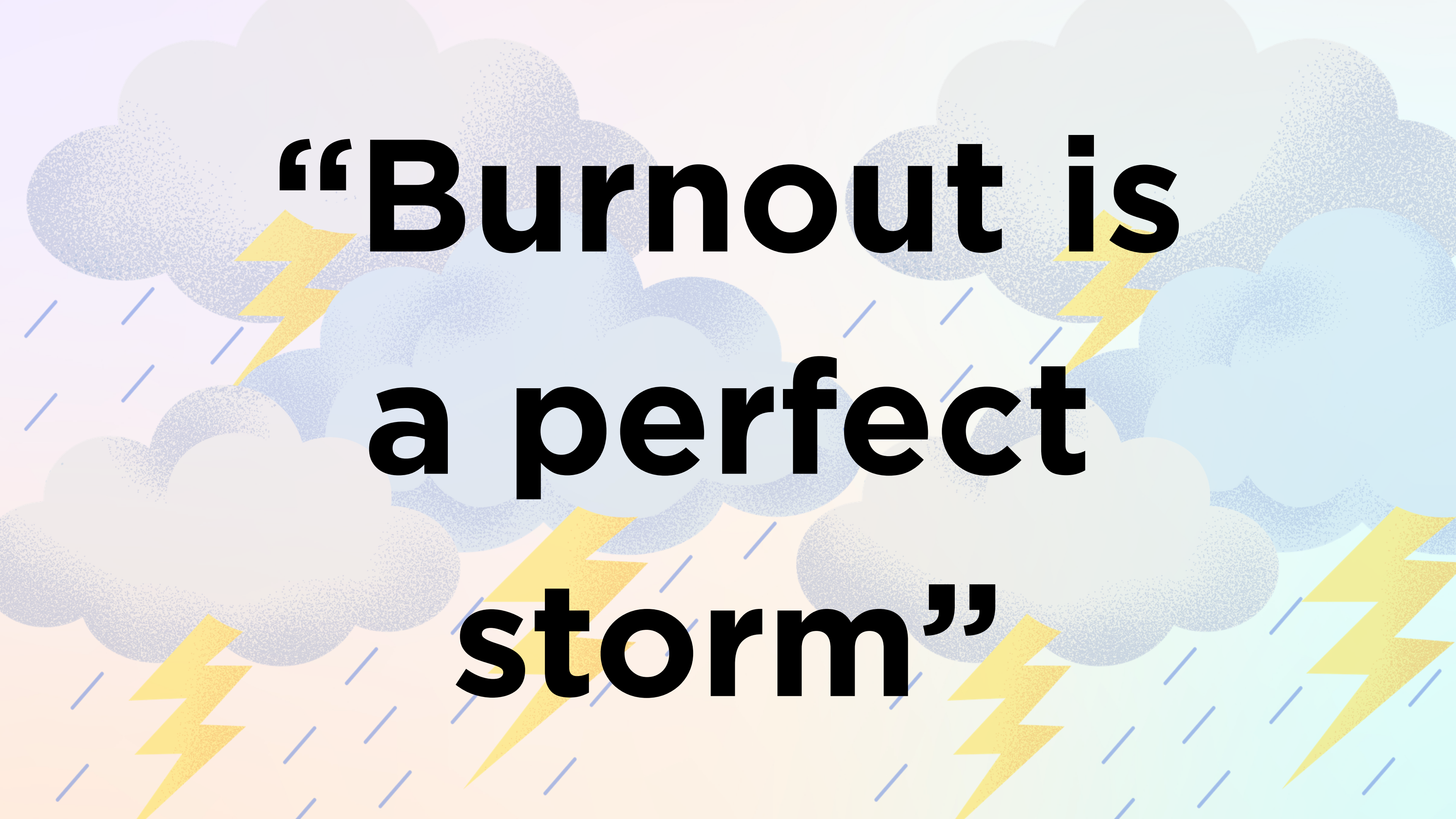
As a salon owner, the full responsibility for your team's mental well-being isn't yours alone. However, I do believe it's your responsibility to create an environment where they can prioritize this for themselves.

— ”

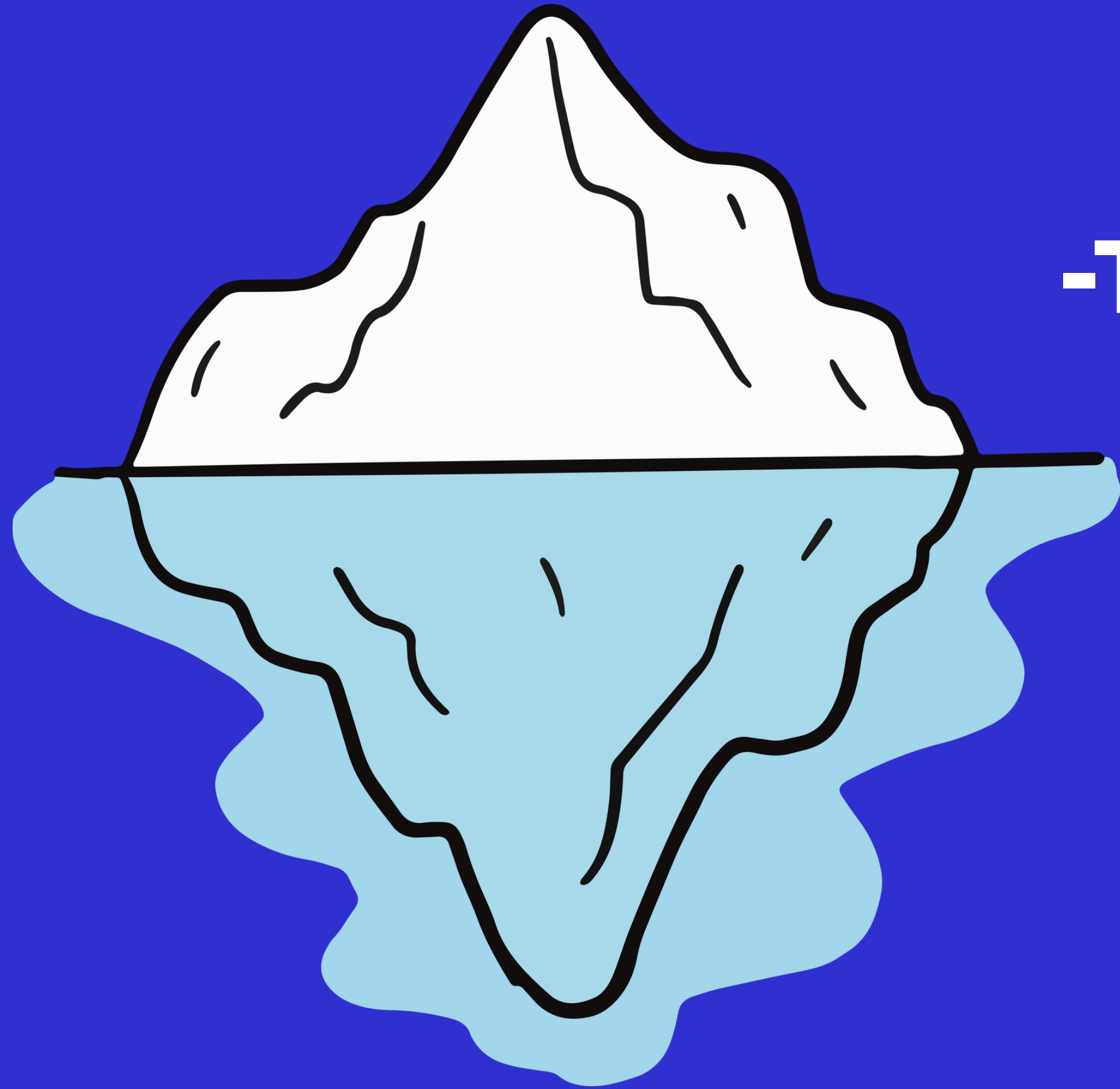
RELATIONSHIPS

SECURITY

BODY/MIND



**“Burnout is
a perfect
storm”**

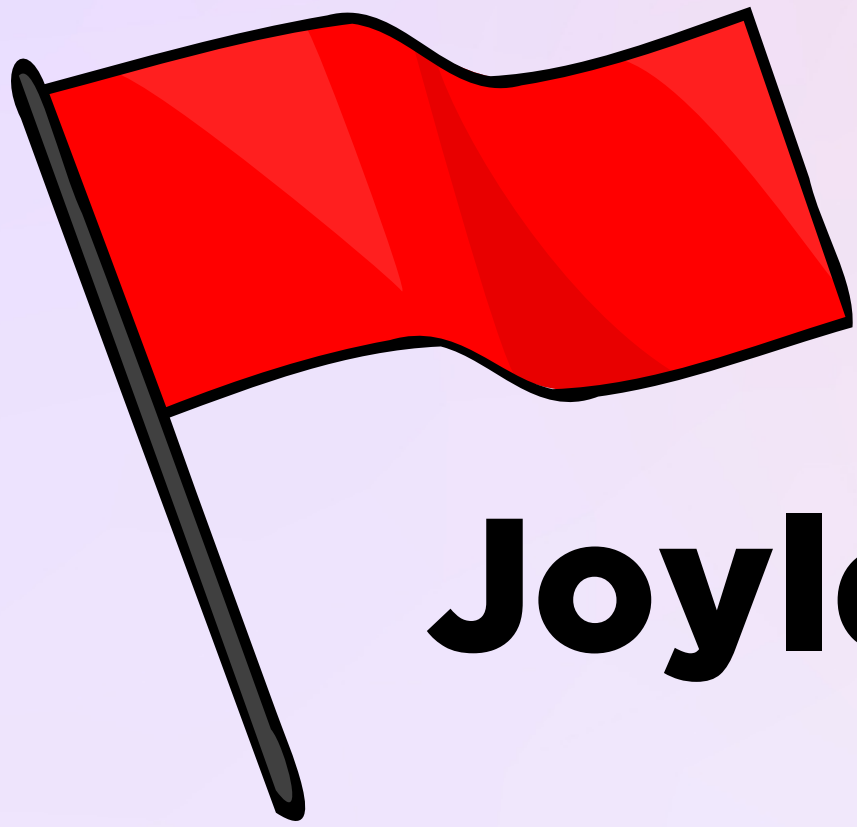


Outside

-The environment

Inside

**-How you make
them feel**



Joylessness



Resentful



Overwhelmed



Often sick

**7 WAYS
TO
BURNOUT**

**Physical
Emotional
Mental
Social
Sensory
Creative
Spiritual**

**7 WAYS
TO
RECOVER**

7 Types of Burnout

- **Physical exhaustion** — Managing physical pain & sleep
- **Mental load**— Responsibilities at home and work (balance)
- **Emotionally depleted** — Clients offloading + how they feel at work + life
- **Socially exhausted** — Talked out or potentially bored 😬 (introverts/extroverts)

7 Types of Burnout

- **Sensory overwhelm** — Noise, smells, lights...
- **Creative exhaustion** — “I can’t think of anything” 🤪
- **Spiritually exhausted** — “What’s the point?”

**PHYSICAL
&
SENSORY**

Environmental changes

It's a lot!

- Ergonomics**
- Info for local physios etc**
- Consider music levels**
- Recommend Loops Engage**

- Lights low in some areas**
- No perfume policy**
- Quiet hairdryers**
- Quiet spaces in salon**

EMOTIONAL & SOCIAL

Relational changes

- Provide more client entertainment**
- Silent appointments**
- Bio's with interests**
- Nice to see you!**
- E-Book 'Build your Energy Shield'**

**Reminder you are not
responsible soley for
your team-signpost**

**Is there is any way I
can make things
easier right now?**



MENTAL

Problem Solving

- Problem solve with them
 - Give them permission to delegate
 - Develop systems with people
 - Create support system
 - Assistant?
 - Ask what they need...see if it's possible?
- Remember it's not always about work**



**Can I take
anything off
your plate for a
while?**

CREATIVE & SPIRITUAL

Normalise

**Happens to the
best of us!**

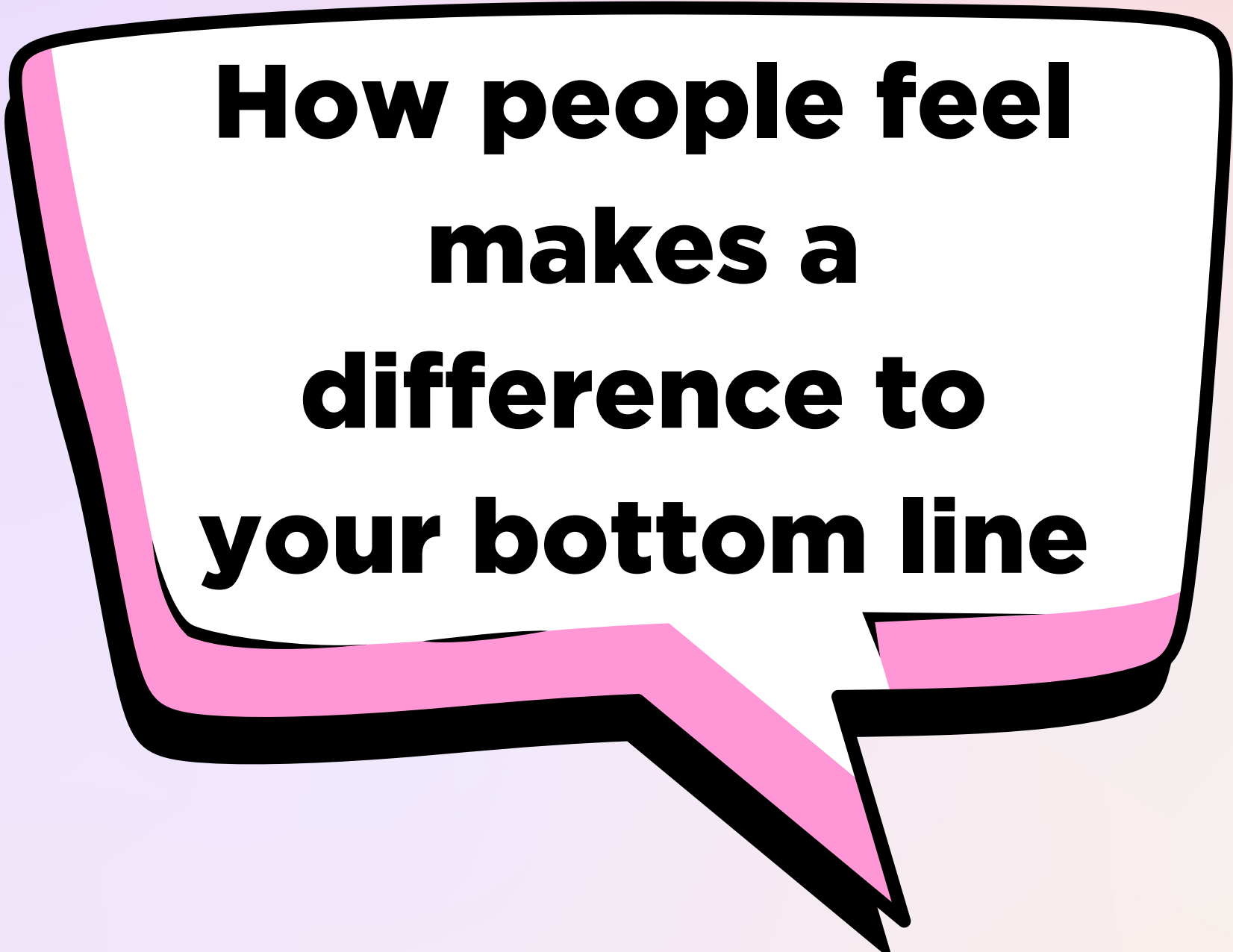
- Run creativity sessions, model trying and failing**
- Encourage creativity outside hair**
- Do creative things as a team that aren't hair**
- Ask what they need; see if it's possible 😊**
- Do they need a break?**

Signpost



“Leaders must either invest a reasonable amount of time attending to fears and feelings, or squander an unreasonable amount of time trying to manage ineffective and unproductive behavior.”

Brene Brown

A pink speech bubble with a black outline and a black drop shadow, pointing towards the bottom center.

**How people feel
makes a
difference to
your bottom line**

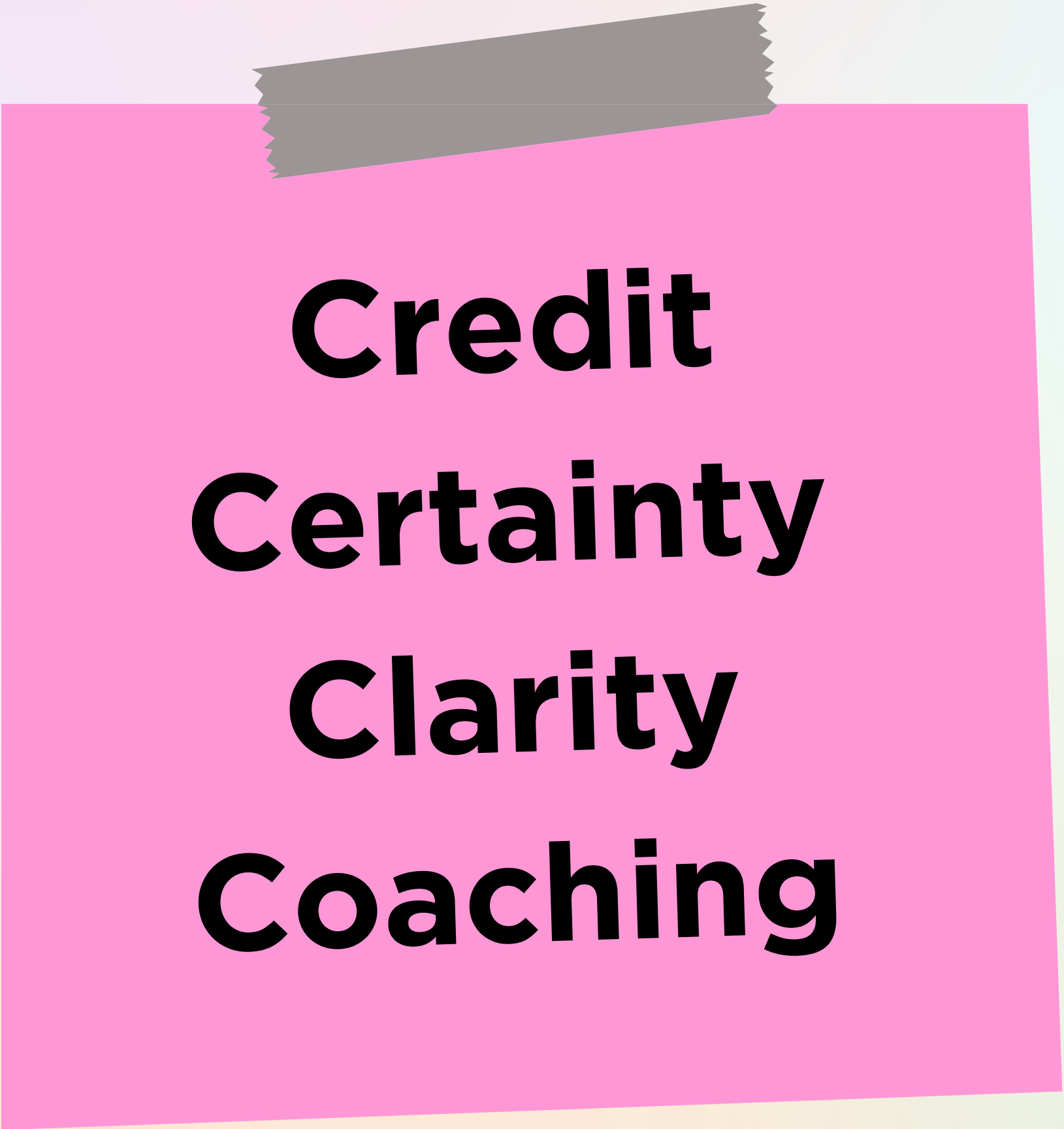
A teal speech bubble with a black outline and a black drop shadow, pointing towards the bottom center.

**Seen
Heard
Understood**

When people actually feel seen, heard, understood and supported they are measurably more engaged — and that engagement shows up in higher productivity, profit, wellbeing, and retention.

Gallup Q12 Engagement study

THE 4 C'S



Credit
Certainty
Clarity
Coaching



**Feel seen,
heard and
understood**



CREDIT

Recognition is motivating

Lack of recognition =

Apathy=Quitting

Create systems of recognition

Rewards/Awards

Say Thanks

Showcase

Shout out's

Create mentors

**Let people lean
into their skills**



CERTAINTY

**Safety is necessary for
creativity**

Job security

**Find support outside of the
salon to talk about your fears**

**Create career
paths**

Be consistent



“Clear is kind, unclear is unkind”

Brene Brown

**When people are
unsure they do nothing**

**Be very clear about your
expectations of people**

Set people up to win
Job/task descriptions

Laminated checklists
Check they understand

Leadership style for creatives

**Tough love doesn't work
on Gen Z**

COACHING

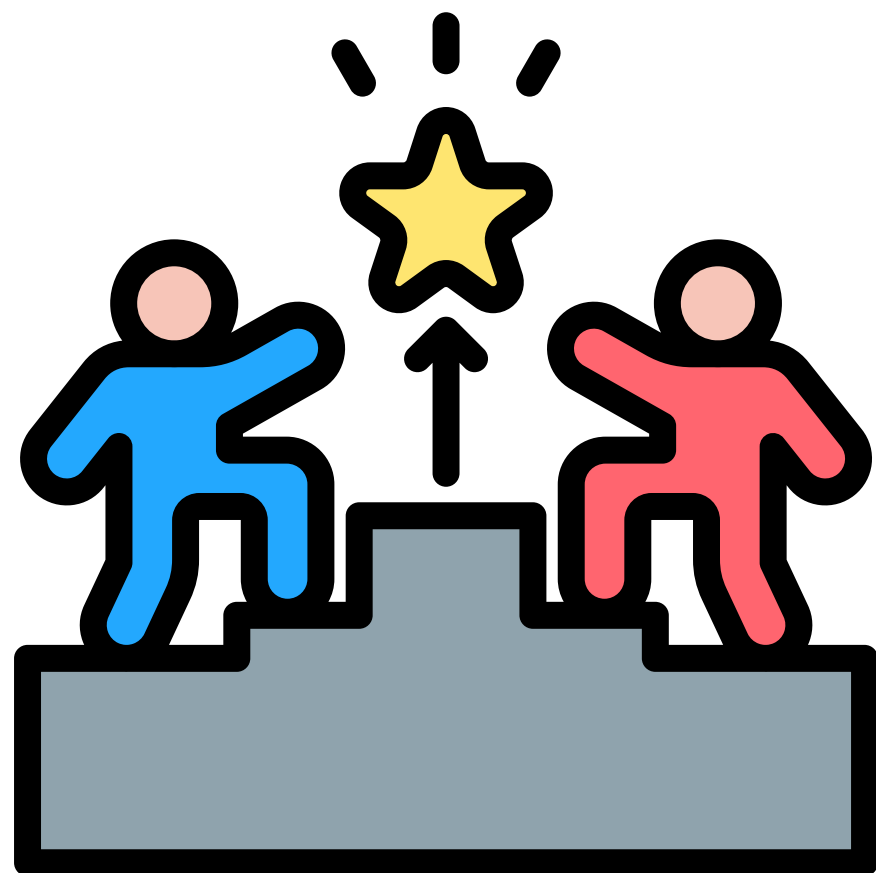
**Set goals, support people,
reflect, problem solve, repeat**

Salon 1-1 Coaching Blueprint

Be a cheerleader

Coaching style is long term gratification

COMPETITION



**Paying attention to how your
team feel every day will make
a real difference to your
business.**

**Think about
your own
self-care too**

Resources



- Salon 1-1 Coaching
Blueprint**
- E Book**
- Slides**
- Virtual salon
workshops**
- Ways to work with
me**
- Lead from the
Heart Mastermind**