

EMPLOYABILITY SKILLS: High-Performing Jr. Stylist

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STYLIST/BARBER EMPLOYER COUNCIL

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Owner/Franchisee
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Metro Male Barbering

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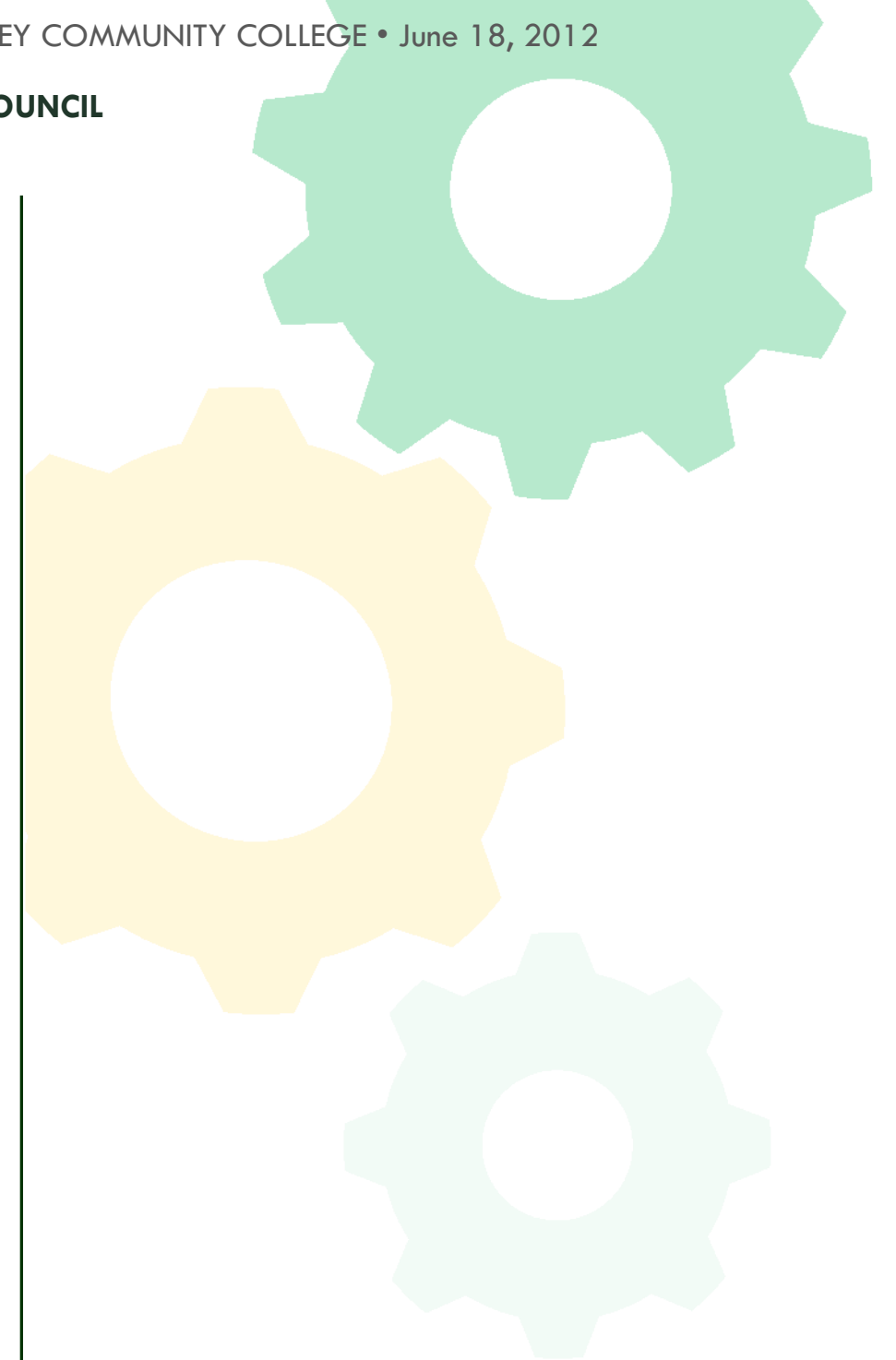
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Raritan Valley Community College wishes to extend a special "thank you" to all of the businesses that donated their expertise to the development of this employability profile for Jr. Stylists and to all of the salon owners, and managers who served on this employer panel. Our program will be better because of your direction and guidance.



This employability skills profile is based upon the *Chart of Employability Skills for High-Performing (well-rounded) Stylist* conducted by Maricopa Skill Center, 2010. RVCC's Cosmetology Program has been funded under a United States Department of Labor TAACCCT Grant whose purpose is to facilitate greater employment by improving education. For more information visit <http://bit.ly/rvccdolgrant>.



Employability Skills for Jr. Stylist

High Performing

Duties

Demonstrate Personal Integrity	A1 Protect client's confidentiality 1	A2 Protect company assets	A3 Accept responsibility for task completed 1	A4 Comply with company policy 2	A5 Respect the salon as if you owned it 4 2	A6
Exhibit Work Dedication	B1 Show enthusiasm at work 6 1	B2 Continue Cosmetology Education 1 2	B3 Stay on top of appointment book	B4 Be an informed employee 4 1	B5 Participate in OJT	B6 Demonstrate willingness to learn 4 1
Demonstrate Adaptability	C1 Adapt to customer needs 1 1	C2 Embrace workplace changes 1 1	C3 Respond sensitively to differences in culture, values and personal traits	C4 Respond to feedback or suggestion without demonstrating being angry or upset 4 2	C5	C6
Demonstrate Punctuality	D1 Demonstrate ability to plan ahead 1 1	D2 Respect other people's time 1 1	D3 Meet work schedules 4 4	D4	D5	D6
Demonstrate Responsibility/ Dependability	E1 Follow through with tasks	E2 Take accountability for choices 1 1	E3 Complete all tasks with consistent high quality 4 3	E4 Initiate work tasks 4	E5 Complete tasks with supervision 3	E6
Demonstrate Basic Education Skills	F1 Perform basic math skills	F2 Perform basic written communication skills	F3 Demonstrate ability to follow directions/ instructions	F4 Perform basic reading communication skills	F5 Perform basic technology skills	F6 Perform basic oral communication skills 2
Demonstrate Entry Level Skills	G1 Provide earned certifications	G2 Meet salon-specific requirements	G3 Prepare for day's work 6	G4 Consult with client regarding services needed 1 2	G5 Perform hair services 1 3	G6 Perform nail services
Demonstrate People Skills	H1 Respect personal space	H2 Work well with others 3 1	H3 Work with others in mind 1 1	H4 Respect opinions of others 1	H5 Demonstrate willingness to negotiate 1	H6 Participate in team building 1
Demonstrate Problem Solving/ Analyzing Skills	I1 Address problems respectfully 1 2	I2 Identify workplace problems	I3 Help brainstorm solutions	I4 Evaluate solutions to client's needs	I5 See big picture 3 2	I6 Know who to ask for what
Exhibit Presentable Personal Appearance	J1 Practice good hygiene 1	J2 Wear (don) job appropriate attire 1 4	J3 Exhibit professional appearance 4 3	J4 Project positive persona 2	J5	J6
Demonstrate Workplace Safety	K1 Follow safety procedures	K2 Be mentally alert	K3 Able to think ahead	K4 Aware of surroundings	K5 Demonstrate knowledge of equipment	K6 Maintain work equipment

Worker Behaviors/Traits

- Accountable
 - ◇ Takes responsibility for own actions
- Approachable
- Coachable
- Come with a smile
- Confident - customer needs to feel comfortable
- Cooperative
- Display proper work etiquette and dress
- Eager to learn
- Easy to work with
- Friendly
- Extrovert - "shy people don't belong in this business"
- Good fit
- Good listener
- Humble
- Interactive
- Learns by watching
- Love hair
- Love people
- Market yourself constantly (bring cards everywhere)
- Maturity with good energy
- Motivated - need to know where they are going personally and professionally
- Multi-task
- Passionate
- Positive Mental Attitude (PMA)
- Problem Solver (not a problem maker)
- Professional
- Provide service without tip in mind
- Respectful
 - ◇ No stereotyping
- Self-directed
- Takes initiative
- Takes pride in work
- Take ownership of career - self-promotion
- Teamwork with salon owner
- Trustworthy
- Value mentors
- Want to be more
- Work as team

Attendance

- Must adhere to daily work schedule
- Must be ready to work at start time.

Workplace Expectations

- Continuing education is an expectation upon employment. Paid by the employer, training includes customer service, current trends & techniques/technical skills.
- Employers only want to send the stylists to training that will make the training useful.
- Pay structure can vary. Some have matrix of hourly + commission, some offer pay hourly or commission whichever is greater. The more you produce, the more you make.
- All companies represented offer commission on retail sales.
- Some companies offer benefits, some do not
- Some companies offer bonuses, some do not. For those that offer bonuses, they are earned through team effort - meeting store goals.
- Expected to clean the salon during down-time.
- Competitiveness: It takes drive, self motivation, personality, and staying current with skills to compete in the industry. A successful stylist can't be content to stay good - must always want to get better.
- Must be accountable, maintain good attitude, and be professional in order to maintain employment. (see quote re: replaceable)
- Stylists should be prepared to work without breaks
- Need to come to work ready to work, don't do hair and makeup at work, and don't roll into shop looking disheveled.
- Demonstrate respect for client, salon, industry, and yourself.
- You will hear things that you don't agree with. Be respectful and tolerant.
- You must work way up ("you have to pay your dues"). It typically takes 2-3 years of work experience to become a good stylist.
- Everyone works their way up. Be prepared to assist for two years or more.
- Cosmetology is a real profession. Other than the medical profession, Cosmetology is the only profession where workers are expected and allowed to be in others personal space.
- Workers are not entitled to a job (again see quote re: replaceable)
- Expect to have to do everything
- New employees (graduates) need to have desire to get better, do what needs to be done including sweeping floors, etc.
- Expected to get to work/interview on time. No excuses for transportation.
- Can't build a successful business if you don't show up for work.
- Expected to stay until customers are finished.
- Need to know appropriate conversation for each client. Leave personal stuff out.
- Use appropriate language - don't go around "f-bombing" the whole day.
- Be the doctor of what you do but know that you don't know everything.
- Fashion is constantly changing - if you get stuck in a decade you risk losing your market.
- Expectation of building client base - need to build relationships in order to build clients. Some salons require new stylists to bring in at least 3 models a month. Need to start talking to friends and begin treating them as clients.
- If you do a haircut, you must take responsibility for it.
- Be aware that not all clients want to get in and out fast.
- Responsible for both owning and caring for your own tools.
- Be aware of social media for appointments
- Go on YouTube for on-demand learning

Issues Employers Have with Training Programs

Employers expressed concern with several areas they see lacking in students/recent graduates in general from many of the available training programs. Following is a list of their suggestions and concerns:

- Provide more outside mentors during training
- Many programs do not prepare graduates for real-world work
- Need more time spent on nail training (acrylic and gel)
- Many programs do not teach current needs for barbering - need to focus more on men's styling
- Employers do not have time to train, and clients do not want to allow a new graduate to do the work - incorporate apprenticeship and job shadowing as a possible solution
- Need more emphasis on consultation
- Need more men to practice on
- Need to be taught what commitment is, what a career path is
- Inadequate preparation in beauty schools about the value of customer satisfaction
- Students not being trained properly for men's haircuts.
- Not doing pin curls, and finger waves (in salons) anymore.
- Students need to be taught how to stop a bad haircut/or fix one before the client leaves (while the client is still in the chair).
- Teach personality - must build book
- Graduates lack ability to do a great basic hair cut
- Graduates not understanding why they are doing what they are doing (shampooing to finishing and everything in between)
- Students should show up for classes on-time (employers want to see this, translates to job performance)

Hiring Requirements

- Must complete a customer service consultation
- Must complete 1-2 hair cuts on mannequins or bring model
- Have Board of Cosmetology license or permit
- Must impress that you do not just want a job - impart passion for this career
- Some employers require additional 40-hour certification completion (i.e. Supercuts)
- Hair and make-up done
- Show up on time
- Own clippers/scissors
- Research the business (helpful)

Hiring Barriers

- Inappropriate voice mails, ringtone, answering the phone sleepy when called for an interview
- Texting during interview*
- Bringing food/drink or chewing gum at interview
- Smoking before interview
- Job hopping from salon to salon (not a good idea)
- Messy appearance "don't look like you just rolled out of bed"

*Texting while working was also noted as a reason for termination for some employers

Noteworthy Quotes

Replaceable: "If you are rocking the boat of stink at being a team-player, it doesn't matter how awesome you are at cutting hair. Real-life clients don't know the difference between an amazing hair cut and a good hair cut, and there are 10 people behind you ready to take your job. Moe out of the way!"

Advisory Council Self Description: "I lead the life I lead through the generosity of others."

"There are always things to clean up"

"Communication/consultation is the whole job"

"We are in the feel good business, not the hair business. We make people feel great."

"Over and over again - market yourself!"

"Meetings are important - everybody makes the family"

"[Continuing] education is very important"

Regarding initiating change: "Everything as to work together - we have to work with the Board of Cosmetology."

"We as the owner have to train them to develop clientele."

Concerns/Lacking in New Hires

- Need to be more professional/committed
- Social skills lacking
- Attitude of new cosmetologists (ethics) lack of customer service orientation
- Candidates don't understand what "professionalism" is
- New operators (students/graduates) pick and choose what they will and will not do - attitude: "I am here to learn, not to be a housekeeper." They must be willing to clean.
- Not owning up to responsibility: they would rather blame the chemical than take responsibility for the bad color.
- New operators lack self-esteem (issue)
- Don't do perms because they don't like to, don't clean up because they don't like to, they need to want to learn.
- New hires and recent graduates are looking for instant gratification
- New stylists want to charge additional money for blow dries and criticism on hair cut
- Need to understand how to treat different hair types i.e. ability to blow dry very thick, course hair.

Tasks →

A7	A8	A9	A10	A11	A12	A13
B7 Treat all customers graciously # 3	B8	B9	B10	B11	B12	B13
C7	C8	C9	C10	C11	C12	C13
D7	D8	D9	D10	D11	D12	D13
E7	E8	E9	E10	E11	E12	E13
F7 Communicate with others effectively and respectfully # 2 2	F8	F9	F10	F11	F12	F13
G7 Perform skin care services # 7 1	G8 Market yourself constantly # 1 2	G9 Maintain clean and sanitized work environment # 1 2	G10 Perform customer record keeping	G11 Track earnings/tips	G12	G13
H7 Commit to help others # 1	H8 Use appropriate eye contact	H9 Use appropriate body language	H10 Accept constructive feedback	H11 Demonstrate appropriate greeting skills	H12 Avoid inappropriate conversation and behavior # 1	H13 Build the relationship the client wants # 1
I7	I8	I9	I10	I11	<p>Legend</p> <p>#Critical Task</p> <p>#Training Most Needed by New Workers</p> <p>Note: Numbers represent total votes from panel of 9. Not all votes were expended in all categories.</p>	
J7	J8	J9	J10	J11		
K7 Report safety problems	K8	K9	K10	K11		

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Concerns & Future Trends

- Mismatch in expectation for new grads with what they expect upon graduation (new grads need apprenticeship/mentorship and on-the-job training)
- Negative connotation for the profession where others think you are in the business because you couldn't make it somewhere else
- More focus on men's styling
- Barbering license come back (currently under Cosmetology license in State of NJ, but change is coming)
- Lack of passion/interest from new employees - some seem not to understand or respect those giving training/demos
- Rebooking - retention is huge, knowing they are going to walk back in
- Retail - selling
- Social media impacting field
- Shortage of qualified people to meet current needs of employment
- Work ethic is awful
- High turn-over
- Many people don't realize this is a career/profession
- Tips are part of income—need to track and not spend immediately
- 50%-80% drop-out rate in the industry
- Computerized cross training emerging - email
- Cosmetology branching into new fields (med spas, car dealerships, day cares, dr offices)
- Entitlement!!!
- Environmental concern: waste disposal (for some)
- Introducing and applying computer technology in salons
- Ergonomically correct tools and utensils: protect against occupational hazards (trend)
- Hard time with perception of assisting other stylists after graduation
- Training takes time
- Mobile appointments emerging
- Social lives seem to be more important than work
- Cheating - trying to do it fast for the money
- Need people to work weekends (many only want Monday-Friday, 9-5)
- Employers need to better understand how to engage young workers

Dedication

Employers expressed the need for workers to be dedicated to the profession, and to take the job seriously. When seeking new employees, employers want to see this evidenced by:

- During interview: professional presentation and eye contact
- Drive/determination, how they sell themselves in the interview
- Desire for a career, not just a job
- Desire to be in the profession for 20-30 years
- Arrives on time
- Dresses for work
- Must have flexible schedule, especially weekends (must know this before signing up for program)

Differences Barbers/Stylists

- Clipper work - lack of knowledge for clipper use/old world
- Understanding need of male client
- Female workers dress and comportment
- Men's hair - designs in the head, clipper cuts, straight razor, fades
- Knowledge of straight razor (neckshaves/face shaves)
- Conversations are different with male/female clients, need to be able to get the right conversation going
 - ◊ Knowledge of current events male/female
 - ◊ Knowledge of sporting events
 - ◊ Women don't want to hear what men say and vice versa; different approach to conversation
 - ◊ Men don't want to talk about dates (date night)
- Haircutting times
- Sometimes male hair is more intricate
- Lots of detail in a man's haircut
- Need to know even more how to approach the cut with men - comb hair and see how it reacts and lays
- Everybody's head is shaped differently - students not taking head shape into consideration (for barbers and stylists)
- New employees not discerning/perception of good cut; how men's haircut grows/fade
- Old world scissor work, scissor over comb different between male/female
- Used to be trained by barbers
- Blow drying times different male/female
- Sometimes takes same time male/female
- Need to know how to make the shape look sexy
- Perception: "Men don't count" - but they count so much -
 - ◊ Men get hair cuts more frequently; once a month/6 weeks cuts for men
 - ◊ Most men walk in and build their book
- "Most men treated like second class citizens" They don't want to have anyone talk to them (that's the perception)
- Men looking more towards old fashioned (barber) haircutting

General Knowledge & Skills

Computer Skills

- Database instead of cards (keep backup printed)
- Email blasts (to build book)
- Social media: Linked In/Foursquare/Facebook/Twitter

Math Skills

- Make change
- Tell (money)
- Formulate color
- Add/subtract
- Fractions
- Calculate time

Reading/Writing Skills

- Spelling
- Penmanship (color cards)
- Product education/hair, training manuals
- Personal notes
- Schedules

Communication Skills

- Negotiate (without being defensive)
- Understand what the client wants
- Speaking - proper English, no cursing, no talking about other clients "never know who knows who"
- Conversation skills - talk nicely and appropriately to client, hold a conversation

Customer Service Skills

- Engage the client
- Good listening, speaking, and body language

Hair Cutting/Styling Skills

- Chemistry of hair
- Chemistry of hair color and permanent waving
- Rinsing color
- Sectioning

Legal

- Cosmetology state law
- Sanitation laws

General Skills

- Ability to identify nail and scalp diseases and allergies
- Assessment skills (service clients)
- Basic anatomy
- Basic cosmetology equipment and repair
- Bookkeeping skills
- Child handling skills (helpful)
- Color theory
- Continuous education
- Culture of salon
- Find right salon to work at (good fit)
- Goal setting
- Interview well
- Know how (and be able) to run front desk/books
- Mechanical skills (manual dexterity)
- Multi-tasking skills - be busy during down-time
- Ohm's Law (electricity)
- Organizational Skills
- People skills
- Phone etiquette skills
- Problem solving skills
- Stress management skills
- Sweeping floors
- Time management skills: appointment book, personal life conflicts, and timeframe to provide services
- Understand how medication affects hair
- Understand why policies and procedures are in place (how it helps individuals build their own clientele & business)

Sales Skills (extremely important)

- Marketing
 - ◊ Growing a clientele is very important (collect names/email) the earlier we can get a jump the better
 - ◊ Always have a business card ready
- Know how to "educate" client about product rather than "sell it to them"
- Know how to sell with out being pushy, be sincere and knowledgeable
- Upsell
 - ◊ Should upsell face shaves, foil, color, glossifiers
- Sell services

Certifications

Mandatory:

- State Board Cosmetology License - required for some but not for all at time of hire. Must be working on getting their license.
- 40 hour training certification course required for hire for some employers (i.e. Supercuts)

Helpful/Useful:

- N/A

Appearance

- For interview, no flip flops, jeans, food/drink, or gum
- Brush teeth
- Professional appearance means no 3 B's (boob, butt, belly) showing
- Black clothing is always a safe choice
- Nails manicured, no chipped polish
- Don't look disheveled
- Work clothing - no shirt/t-shirt
- Tattoo okay, piercing okay with discretion, nothing extreme