

THE BEAUTY BIZ AGENCY

SPOTTING THE CULTURE KILLERS



The Beauty Biz Agency

WHERE BEAUTY MEETS BUSINESS BRILLIANCE





ABOUT US

At The Beauty Biz Agency, we're not just another coaching program—we're your partner in building a business that matches your ambition and vision. We help commission salon and spa owners break free from the overwhelm of daily grind, skyrocket profitability, and lead with confidence.

We know what it feels like to pour your heart into your business, only to feel stuck—juggling everything, not paying yourself what you're worth, and wondering why there's never enough time. That's why we've created a coaching experience like no other.

Our approach is hands-on, real, and results-driven. We believe in personalized strategies tailored to your business—not cookie-cutter solutions. We focus on what matters most: helping you take actionable steps to create a thriving business with a team that's motivated, a culture that reflects your values, and a structure that supports your long-term goals.

In this guide you will learn some actionable steps to build a great culture and spot the ones who are bringing your culture down.



CULTURE KILLERS

One of the biggest keys to having a successful salon or spa is to build an amazing team culture.

As the owner, it's crucial to define and cultivate the kind of environment you want for your business. If you don't, your team will inadvertently shape the culture themselves, which can lead to a toxic and dysfunctional workplace.



Defining your Team

Building a positive culture starts with you.

First, define your ideal atmosphere.

- What values are most important?
Teamwork?
Growth?
Exceptional customer service?
A family-like environment?
- What kind of energy do you want to cultivate?
Upbeat and supportive?
Calm and relaxing?



Take Action-Define your Culture Below

Once you have a clear vision, it's time to find your tribe!



Recruiting for Cultural Fit

- Shout it from the rooftops! Make sure any job ads clearly define the type of person you're looking for.
- Ask the right questions. During interviews, delve into candidates' personalities and work styles to ensure they're a good fit.

Take Action-Create a job Post that Defines your Ideal Fit

Look for employees who align with your ideal culture and are excited to be part of your vision.

Don't Let Culture Killers Sneak In

Even with careful hiring, sometimes people who don't align with your culture slip through the cracks. Be vigilant! It only takes one "culture killer" to infect your team and undo all your hard work.

Red Flags to Watch Out For:

- Combative attitude: Do they constantly challenge rules or resist direction?
- Gossip monger: Do they spread negativity or try to sway others' opinions?
- Lone wolf: Do they avoid participating in team activities or helping colleagues?
- Negative Nancy: Do they complain frequently or bring down the mood?



Taking Action to Protect Your Culture

If you spot a culture killer, address the issue immediately.

- Have a conversation: Explain clearly how their behavior is impacting the team and doesn't align with your values.
- Give a warning (if appropriate): If you believe they have potential, offer a chance to improve. But don't let it slide – continued bad behavior needs to have consequences.
- Be prepared to let go: Sometimes, to maintain team morale, you have to say goodbye to someone who isn't a good fit.

Take Action-Evaluate your Current Team
Write Down any Issues you Spot Below

LISTEN UP

LISTEN TO YOUR
TEAM



When you have a strong culture, your loyal employees will be your eyes and ears. They'll likely notice problematic behavior before you do. Listen to their concerns and take them seriously. Have one on one meetings with team members letting them know it's a safe space and just talk to them about how things are going in the salon or spa and see how they open up do not be judgemental just listen with an open mind.



BUILD YOUR DREAM TEAM

Building a thriving salon or spa requires a thriving team. By defining your culture, hiring carefully, and addressing issues promptly, you can create a positive and supportive environment where everyone can flourish.



THANK YOU

If you find yourself struggling to build your dream team and would like more insight on improving your leadership and ways to help you reach your business goals we can help.

Reach out to us and book a free strategy call we can dive into your current situation and help you build your dream team and your dream business!

Let's get started today!

www.thebeautybizagency.com

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