



A Place for Passionate + Purpose Driven Salon Owners
to Create an Awesome Biz + Brand + Life

Aligning Your Team + Brand

Overview

Brand 101

Alignment + Brand- The Leaders Role

Alignment Tools + Processes

Alignment Checklists

Employee Agreements

Resources + Next Steps



Brand 101



What is a brand?

A brand is the entire experience, how I feel when engaging with you, and the actions I take because of that feeling and the degree of loyalty I have to you. Click, call, book, tell my friends.

Consistent word of mouth + referrals + retention + recall.



Why does brand clarity matter?

Being clear on your brand helps you:

Make good decisions.

Create a culture aligned with your purpose + values.

Hire. Fire.

Become a more effective marketer, online and off.

Find YOUR people.

Retention of team and clients.

Create systems, agreements, policies.

Set healthy boundaries.

Become a more effective, awesome leader + storyteller.



How do you begin to build your brand story?

Define:

Brand Purpose

What problem you are solving?

Brand Promise

How you are solving it?

Brand People

Who you are solving it for?

Brand Products/Services

What products/services/solutions do you offer.

How do you begin to build your brand story?



5 STEPS
TO BEGIN
CREATING YOUR
AWESOME BRAND

Digital Course

Alignment + Brand





brand (our compass)
what problem we are solving,
how we are solving it, who we
are solving it for

why we exist, how we exist and
who we exist for



culture (our commitment)
what we believe, our values and
how we do things



the leaders role is:

- to provide a clear vision of brand + culture**
- to create a safe space to nourish and grow people**
- to understand what the team values are, what matters to them**
- to encourage and facilitate healthy communication**
- to hold themselves and the team accountable to the brand purpose, promise, people, culture**



Provide

If you are clear on your brand purpose, promise and people, you will be able to clearly communicate that with others.



Create

If you create space to nurture and grow people along with clear guidelines on what that looks like, you will have deeper connection.





Understand

When you understand what others value, you not only affirm their presence and importance, you can coach, guide and lead more purposefully + receive more engagement.





Encourage

When you have done your own inside work, your healthy boundary work, are able to communicate that with others and are grounded, you can model, lead and coach with a healthy communication style.





Hold

In order to hold others accountable, we must first ensure we are holding ourselves accountable with the promises we made. With clarity of brand + culture, and our own integrity, we then can coach, mentor and lead with accountability.



This is how + this is what it looks like

This is how we communicate.

This is how we support one another.

This is how we care for our clients.

This is how we serve our community.

This is who we service.

This is how we create value.

This is how we show we care.

This is how we listen.

This is how we disagree.



This is how + this is what it looks like

Communication looks like...

Support looks like...

Caring for clients looks like...

Serve our community looks like...

Create value looks like...

Showing we care looks like...

Listening looks like...

Disagreements look like...



This is how + this is what it looks like

This is how we share ideas.

This is how we train, learn and grow.

This is how we build relationships.

This is our energy and vibe.

This is how we keep our promises.

This is how we deliver our experience.

This is what our experience looks and feels like.

This is why our experience matters.

This is why it all matters, including YOU.



This is how + this is what it looks like

Sharing ideas looks like...

Training, learning and growing looks like...

Building relationships looks like...

Our energy and vibe looks like...

Keeping our promises looks like...

Our experience looks like...



Alignment Tools + Processes

Provide

- ➔ **Clear brand purpose, promise, people**
- ➔ **Hiring/Interview questions**
- ➔ **Firing/Exit interview questions**
- ➔ **Salon Agreements/Contract/Manual**
- ➔ **Training**



Alignment Tools + Processes

Provide

-➤ **Creating Your Awesome Brand course**
(Is you brand purpose, promise, people in writing?)
-➤ **Do you have a documented interview process?**
-➤ **Do you have written salon agreements, contracts and a manual**
-➤ **Do you have a written training program?**



Alignment Tools + Processes

Create



**Clear + consistent training
process/program**



**Clear + consistent career path
process/program**



Salon Agreements/Contract/Manual



**Your ability + availability to coach, mentor
and train**



Alignment Tools + Processes

Create

- **How much time do you commit to training, coaching and mentoring?**
- **How often do you do one on one check in's and team meetings?**
(Presentation Skills Workshop)

Alignment Tools + Processes

Understand



**Company vision vs. individual vision
(Dare To Lead work)**



Empathy, curiosity and caring is necessary for this.



Consistent one on one check in's with team



Your ability + availability to coach, mentor and train + managing both yours and your teams expectations



Alignment Tools + Processes

Understand



**Company vision vs. individual vision
(Dare To Lead work)**



**Have you done the Dare To Lead Values exercise
with your team?
(Dare To Lead Workshops)**

Alignment Tools + Processes

Encourage

- **Healthy boundaries, clear expectations + clear agreements create trust**
- **Trust is KEY to honest, healthy communication**
- **Clear is kind, unclear is unkind. Brene Brown**

Alignment Tools + Processes

Encourage

- **Have you done your own boundary work?**
- **Is clear, healthy communication one of your brand promises + agreements with your team?**
- **Have you been clear on what that looks like?**

Alignment Tools + Processes

Hold

- **Holding people accountable to agreements made builds connection + trust**
- **You must first hold yourself accountable for your promises**
- **Either you create the culture or the culture is created for you- Keri Davis**

Alignment Tools + Processes

Hold

- **What is your process for holding yourself and your team accountable?**
- **Do you have written agreements and a process for coaching/checking in/accountability?**

Alignment Checklists



TEAM ALIGNMENT CHECKLIST



HIRING PROCESS

[illegible]

PASSION SQUARED INTERVIEW QUESTION EXAMPLES



- ☐ **What does passion + purpose mean to you?**
- ☐ **What do you love most about serving others?**
- ☐ **How do you resolve conflict?**
- ☐ **What is the best experience you had with a business + why?**
- ☐ **What is the worst experience you had with a business + why?**
- ☐ **How do you feel when you make a mistake?**
- ☐ **Why did you choose our brand to align with?**
- ☐ **What are your career goals?**
- ☐ **How important is feedback to you and when you receive it, how do you feel when it's not aligned with your reality?**

TEAM ALIGNMENT CHECKLIST



FIRING PROCESS

[illegible]

PASSION SQUARED EXIT INTERVIEW QUESTIONS



- ☐ What is the reason you have decided to leave?
- ☐ Why do you feel we are no longer a fit?
- ☐ What did you love most about being part of our team?
- ☐ What could we have done to make your experience more awesome?

TEAM ALIGNMENT CHECKLIST



TRAINING PROCESS

[illegible]

TEAM ALIGNMENT CHECKLIST



COACHING/COMMUNICATION PROCESS

[illegible]

TEAM ALIGNMENT CHECKLIST



BRAND STORY + VALUES

[illegible]

TEAM ALIGNMENT CHECKLIST



SALON AGREEMENTS

[illegible]

[illegible]

Salon/Employee Handbook Template



PASSION SQUARED EMPLOYEE HANDBOOK



empowering people, passions and purpose.

THE PASSION SQUARED BRAND

They say follow your heart to live your passion + purpose. But where are “they” when you are overwhelmed, over budget + over it? Life can be chaotic + beautiful, just like creative small businesses and the passionate humans like you that lead them. At Passion Squared, we go straight to the heart of the matter to help you find clarity. We help eliminate the confusion and chaos around how to create, build and grow your creative small business.

Purpose- empower the people we love by helping them make good decisions for their brand while eliminating confusion + overwhelm.

Promise- you will feel seen, heard, understood and loved. We will always be honest, kind, practice healthy boundaries and create a culture of trust.

People- we serve creative small business owners who are passionate about their insides as much as their outsides.

**"CLEAR IS KIND,
UNCLEAR IS
UNKIND"
BRENE BROWN**

PASSION SQUARED EMPLOYEE HANDBOOK



empowering people, passions and purpose.

PASSION SQUARED BRAND VALUES

Trust- We are committed to cultivating a culture of trust. When we trust each other, we can honor and celebrate the awesome stuff and navigate the tough stuff in a healthy, loving way.

Communication- Almost everything can be solved with healthy communication. At Passion Squared, we believe that strong communication begins with trust and is practiced through healthy boundaries.

Relationships- Without the relationships we have with each other and our clients, there is no business. We care deeply about you and our clients, and we work very hard to build trust and practice healthy communication as they are the foundations of strong relationships.

**"TRUST IS BUILT ON
PROMISES KEPT."**

PASSION SQUARED EMPLOYEE HANDBOOK



empowering people, passions and purpose.

THE HISTORY OF PASSION SQUARED

I could not go another day seeing creative small business owners suffer. I could not go another day witnessing short-term motivation, which almost always ended up in more confusion, chaos, and self-sabotaging. Let's be honest. Creative entrepreneurs typically do not have a strong business background; actually, most times you have NO business background. This, coupled with the real struggle of self worth, self-care and self esteem makes for a not so awesome journey. I've been there, I understand, and I have fought and gratefully won many of these battles you face. The answer was simple. With decades of business and life experience, I decided to create a safe space to empower the people I love, that's YOU! You have a gift and it's time for you to use it to create your own kind of awesome. This is my calling. This is my purpose. Passion Squared is here because I finally said YES to walk in my purpose and live an authentically awesome life and now I can help empower you to do the same. Love- Nina

**“THE PURPOSE OF
LIFE IS NOT TO BE
HAPPY. IT IS TO BE
USEFUL, TO BE
HONORABLE, TO BE
COMPASSIONATE,
TO HAVE IT MAKE
SOME DIFFERENCE
THAT YOU HAVE
LIVED AND LIVED
WELL.”— RALPH
WALDO EMERSON**

PASSION SQUARED EMPLOYEE HANDBOOK



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THE PASSION SQUARED EXPERIENCE

Our experience looks and feels like LOVE.

We are committed to creating an environment that feels good, safe and comforting.

This can be seen and felt by the way we communicate, the eye contact we use, our dialogue, our presence for our clients and each other.

We hug with consent. We listen, really listen, and listen with curiosity. We walk people to where they need to be. We answer questions promptly. We respond to messages, calls, emails, texts promptly.

We make it super easy to engage with us, online and off.

We are generous with our energy, and want you and our clients to feel how loved you are.

**"I'VE LEARNED THAT
PEOPLE WILL
FORGET WHAT YOU
SAID, PEOPLE WILL
FORGET WHAT YOU
DID, BUT PEOPLE
WILL NEVER
FORGET HOW YOU
MADE THEM FEEL."
MAYA ANGELOU**

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THE PASSION SQUARED AGREEMENTS

We are committed to working on our insides
as much as our outsides.

We practice healthy boundaries in all
communications and situations.

We give each other permission to be human,
and support each other in both the awesome
times and tough times.

We believe that kindness and compassion is
the foundation of connection.

We show up for each other no matter how we
are feeling. We practice forgiveness and seek
first to understand.

We know that trust is built on promises kept so
we keep our promises and when we don't, we
take responsibility and make adjustments.

We respect each others experiences +
identities and understand that while they are
different than ours, that does not mean they
are not valid.

**"WHEN WE FAIL TO
SET BOUNDARIES
AND HOLD PEOPLE
ACCOUNTABLE, WE
FEEL USED AND
MISTREATED. THIS
IS WHY WE
SOMETIMES
ATTACK WHO THEY
ARE, WHICH IS FAR
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A BEHAVIOR OR A
CHOICE."— BRENE
BROWN**

PASSION SQUARED EMPLOYEE HANDBOOK



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THE PASSION SQUARED AGREEMENTS

What our agreements look like in action.

Showing up on time.

Taking care of our own energy, and when we need help, we ask for it.

Not gossiping or being unkind.

Being honest and open with communication.

Handing issues when they appear.

Being open to coaching, redirection, adjustments including our required reading.

Gender affirming spaces, language, services + pricing.

Taking personal responsibility and not taking anything personally.

Holding each other accountable, with kindness.

"WHEN WE FAIL TO SET BOUNDARIES AND HOLD PEOPLE ACCOUNTABLE, WE FEEL USED AND MISTREATED. THIS IS WHY WE SOMETIMES ATTACK WHO THEY ARE, WHICH IS FAR MORE HURTFUL THAN ADDRESSING A BEHAVIOR OR A CHOICE." BRENE BROWN

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THE PASSION SQUARED AGREEMENTS

Non Negotiables

We both create and capture experiences in order to build and deepen relationships to help us all grow. One way we do that is by creating and sharing content online.

We do not tolerate gossip.

We do not tolerate racism, homophobia, transphobia, misgendering, misogyny or gaslighting.

We do not tolerate being high at work.

We do not tolerate disrespectful behavior towards clients or each other.

We do not tolerate theft of any kind.

We do not tolerate broken boundaries, both internal and external.

"WHEN WE FAIL TO SET BOUNDARIES AND HOLD PEOPLE ACCOUNTABLE, WE FEEL USED AND MISTREATED. THIS IS WHY WE SOMETIMES ATTACK WHO THEY ARE, WHICH IS FAR MORE HURTFUL THAN ADDRESSING A BEHAVIOR OR A CHOICE." BRENE BROWN

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THE PASSION SQUARED AGREEMENTS

Required Reading

- The Four Agreements
- My AwesomeAF Boundary Book
- Start With Why
- The Gifts of Imperfection

Additional Resources

- The Dress Code Project
- Human Rights Campaign
- TEDTalk Coming To Terms With Racism's Inertia by Rachel Cargle

**"WHEN WE FAIL TO
SET BOUNDARIES
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THE PASSION SQUARED AGREEMENTS

Our Promise To You

We will practice what we preach.

We will be open to your feedback without retaliation.

We will practice healthy boundaries and non violent communication with you.

We will create a safe space for you to grow.

We will handle issues promptly.

We will always be honest and kind.

We will hold you, and ourselves, accountable to our agreements.

**“THREE THINGS YOU
SHOULD NEVER
BREAK: PROMISES,
TRUST, AND
SOMEONE’S
HEART.”
ANONYMOUS**

PASSION SQUARED EMPLOYEE HANDBOOK



empowering people, passions and purpose.

PASSION SQUARED TRAINING + COACHING

How We Train

New Team Member Training
Advanced Technical Training
Healthy Boundary Training
Racial Equity Training
Gender Affirming Training
Social Media Training
Operations Training
Offsite Training

How We Coach

Monthly Team Gatherings
Weekly One On One Check In's
Quarterly Assessments

**“THE MORE THAT
YOU READ, THE
MORE THINGS YOU
WILL KNOW. THE
MORE THAT YOU
LEARN, THE MORE
PLACES YOU’LL GO.”
DR. SEUSS**

TRAINING SYSTEM EXAMPLE



SOCIAL MEDIA TRAINING

REQUIREMENT: ALL TEAM MEMBERS

Our social media training is a 4 week online course + 1 day of hands-on.

The training consists of:

- Social Media + Discovery 101**
- Storytelling**
- Content Creation + Consent**
- Capturing Experiences**
- Hashtags + Location Tags**
- Stories**
- Lighting + Photography**

When you are hired, you will be given log in information to access the training. At that time we will also schedule your hands on training. You have 6 weeks from your hire date to complete the course. It will take you an average of 1.5 hours per week so schedule your time accordingly.

If you choose not to take the course, your employment will be terminated.

If you have issues with the timeline of the course, please let us know so we can make accommodations for you.

PASSION SQUARED EMPLOYEE HANDBOOK



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PASSION SQUARED CAREER PATH

We are here to serve, grow, support and love you. Here are the ways you can grow at Passion Squared.

- 1.
- 2.
- 3.
- 4.
- 5.

**"ANYONE WHO HAS
NEVER MADE A
MISTAKE HAS
NEVER TRIED
ANYTHING NEW."
ALBERT EINSTEIN**

CAREER PATH EXAMPLE



**AS PART OF OUR TEAM, YOU HAVE
SEVERAL WAYS TO GROW + EARN**

- ☐ **Level 1**
**This level consists of your ability to show up consistently
deliver our experience consistently, and show your
interest in growth.**
Requirements for Level 1:

- ☐ **Level 2**

- ☐ **Level 3**

- ☐ **Leadership**
 - Education Leader**
 - Operations Leader**
 - Marketing Leader**
 - Partner**

PASSION SQUARED EMPLOYEE HANDBOOK



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PASSION SQUARED OPERATIONS

In order to keep our promises and create an awesome experience, we've created proven systems to ensure that happens.

Opening System

Closing System

Greeting System

Beverage + Snack System

Booking System

Payroll System

Inventory System

Cleaning + Laundry System

Insurance + Benefits System

Content Creation System

**"SYSTEMS FAIL WAY
MORE THAN PEOPLE
DO. CHANGE THE
SYSTEM, CHANGE
THE RESULT."**

OPERATIONS SYSTEM EXAMPLE



OPENING

1 HOUR

PERSON RESPONSIBLE: _____

- ☐ **Turn on lights**
- ☐ **Check appointments for the day + ensure all is clear**
- ☐ **Check email inbox + respond where applicable**
- ☐ **Check social media (DM + comments) and respond**
- ☐ **Check towel, cape, apron supply**
- ☐ **Make coffee**
- ☐ **Check beverage supplies**
- ☐ **Check inventory (front + back of house) and restock**
- ☐ **Check menu's + cards**
- ☐ **Check bathroom for supplies + cleanliness**

PASSION SQUARED EMPLOYEE HANDBOOK



empowering people, passions and purpose.

LEGAL

All the local, state and federal laws and disclosures go here. Please work with an employment attorney on this.

**YOU HAVE RIGHTS
THAT PROTECT YOU
AND WE HONOR
THOSE AND ARE
COMMITTED TO
CREATED A SAFE,
HEALTHY, LEGAL
WORKING
ENVIRONMENT FOR
YOU.**

PASSION SQUARED EMPLOYEE HANDBOOK



empowering people, passions and purpose.

**WELCOME TO PASSION
SQUARED. WE ARE SO
GRATEFUL YOU ARE HERE AND
PROMISE TO CREATE A SPACE
FOR YOU TO LEARN, GROW AND
FEEL MORE JOY IN YOUR
JOURNEY. THANK YOU FOR
BEING HERE.**

X _____
Nina L. Kovner, Chief Awesomeness
Empowerer, Passion Squared

**“LET US BE
GRATEFUL TO THE
PEOPLE WHO MAKE
US HAPPY; THEY
ARE THE CHARMING
GARDENERS WHO
MAKE OUR SOULS
BLOSSOM.”— MARC
EL PROUST**

X _____
Team Member

Process of Using The Handbook Effectively

Graphic design is so important. It helps tell the story + encourages it is read and retained. Consider using your brand colors, fonts + images.

Use it as part of your new hire training/onboarding process. Read through it together. Discuss areas that need more clarification.

Create a video to accompany the handbook for reference, most importantly, if sitting and reading it together is not an option.

Use it as a point of reference for any and all discussions around breaking agreements.



Lease Based Salons

Brand story, promises and all those things can stay the same or be slightly adjusted towards the “tenant”.

Agreements however CHANGE.

Lease based models are a tenant/landlord relationship. PERIOD.

Work with an attorney who specializes in lease contracts (most employment attorneys do) along with a clear understanding of local, state and federal laws.



Resources + Next Steps

Workshops

-Creating Your Awesome Brand course + any brand Workshops

-Dare To Lead Workshop Series

-Presentation Skills Workshop

-Codependency + Boundaries Workshop

Books

-Dare To Lead

-Start With Why

-Tribes



Resources + Next Steps

**Check in on your brand story clarity.
If you are not clear, do that work first.**

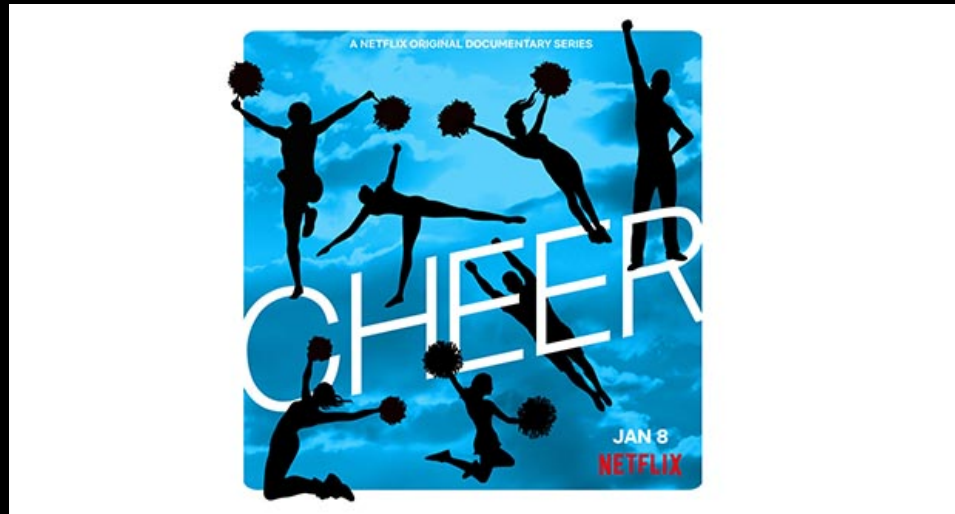
-Check in on your boundaries. If you need work, do that.

-Check in on your leadership skills. Dare To Lead literally has a Leadership Assessment and Guides to do all the work (plus our Dare To Lead Workshop series)

-Check in on your current agreements, processes, systems, handbooks, etc. Determine what needs work, then make a plan to work on them.

- Once you have clarity, begin integrating the team. Dare To Lead has excellent guidelines for this.





“What’s the point of creating rules if you are not going to follow them or hold people accountable to them?”

-Cheer Documentary





A Place for Passionate + Purpose Driven Salon Owners
to Create an Awesome Biz + Brand + Life

Aligning Your Team + Brand