



The Intersection of Your Business, Brand & Boundaries Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through where healthy boundaries intersect with your business and brand. We'll be talking about decision-making, business Agreements, communications, pricing, and leading through the tough stuff while holding compassion and grace for yourself and those you serve.

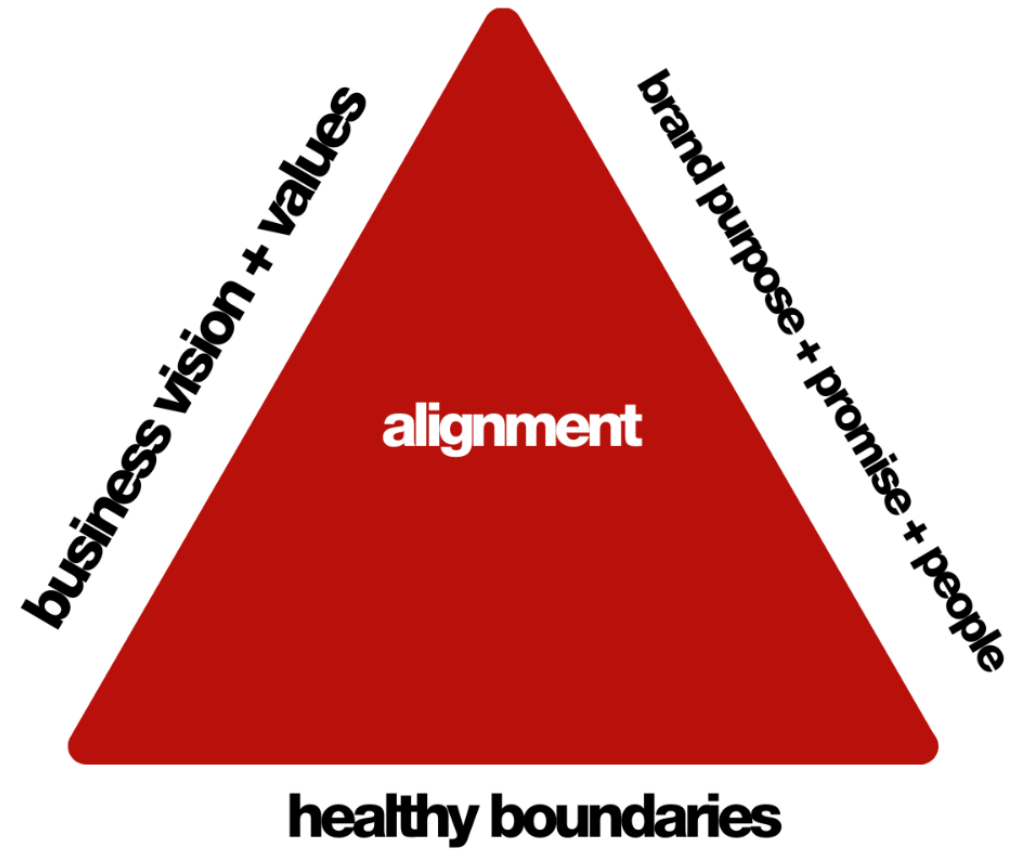
Overview

- ➔ **The Relationship Between Business, Brand & Boundaries**
- ➔ **Common Business, Brand & Boundaries Struggles**
- ➔ **Frameworks, Processes & Templates To Create Alignment**
- ➔ **Next Steps**

The Relationship Between Business, Brand + Boundaries



It's All Connected



It's All Connected



brand purpose

What problems are you solving?

Why do you exist?

What are your values and beliefs?

 **brand promise**

How do you solve problems?

What does your experience look and feel like?

How do you want your clients/team members to feel and say about your brand?

 **brand people**

Who are you solving problems for?

What do they value and believe?

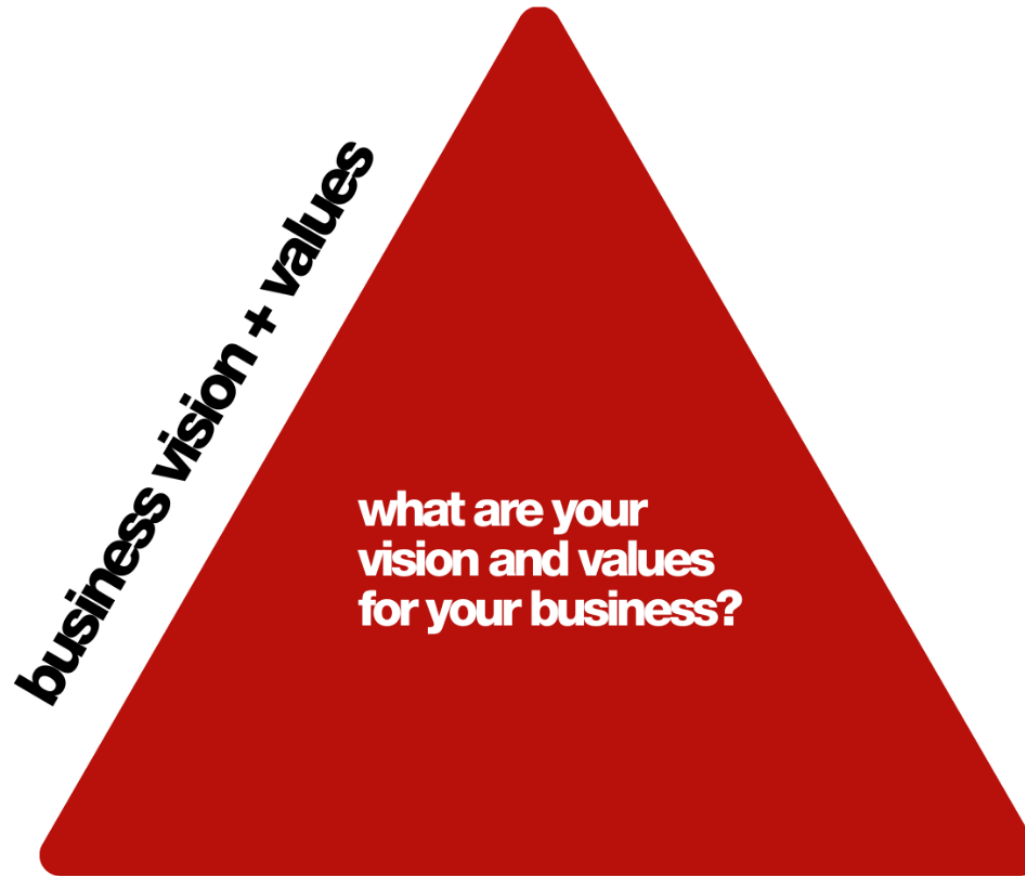
What do they care about?

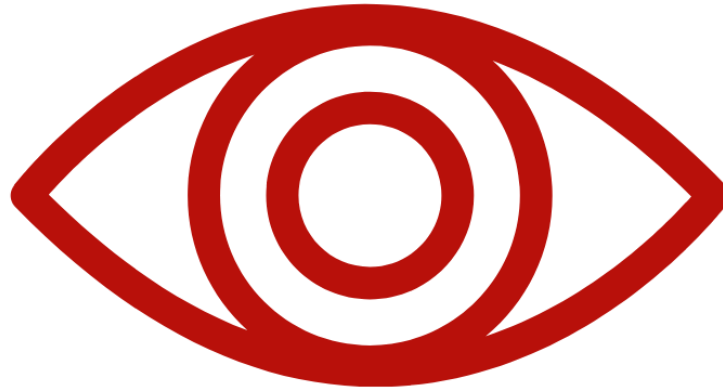


What service solutions do you offer that align with your people's problems?

What product solutions do you offer that align with your people's problems?

It's All Connected





vision (noun)

: a thought, concept, or object formed by the imagination

: mode of seeing or conceiving

 **brand vision**

What outcome are you seeking by creating a brand?

What is your BIG dream?



values (noun)

: something (such as a principle or quality) intrinsically valuable or desirable

brand values

What does your brand stand for?

What does integrity mean for your brand?

What will your brand NOT allow?

It's All Connected





**Caring deeply doesn't equal
surrendering your own needs, worth +
health of your business.**

**People pleasing is not the same
as awesome client care.**

Common Business, Brand & Boundaries Struggles

Common Struggles With Healthy Boundaries In Business

- I allow clients and team members to show up late**
- I bend my prices**
- I allow gossip**
- I allow disrespectful behavior**
- I make excuses for bad behavior**
- I stay late and come early even though promised myself I wouldn't**
- I stay quiet even though I know what's happening is wrong**
- I bend on business Agreements (client, team, tenant)**
- I delay my price increases**
- I make decisions out of fear**
- I bend the rules for individuals even when it's outside of my brand, vision, values, and Agreements**

A Lack of Healthy Boundaries In Business Creates

- **Resentment**
- **Anger**
- **Overwhelm**
- **Burnout**
- **Blaming and Shaming**
- **Overexplaining**
- **Fear**
- **Projection**

A Review of Healthy Boundaries

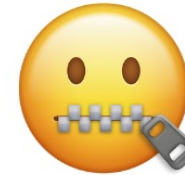
No Boundaries



Healthy Boundaries



Walls



What Are Healthy Boundaries

Personal Boundary System by Pia Mellody

A personal boundary system is an internal mechanism that both protects as well as contains an individuals body, mind, emotions and behavior.

It serves three purposes.

To help an individual to protect themselves from being victimized.

To prevent an individual from being an offender.

To give an individual a sense of self.

What Are Healthy Boundaries

Personal Boundary Systems by Pia Mellody

Internal Boundaries

Your thinking, feelings and behaviors.

Example: Gossiping about a person or sharing secrets that are not yours to share.

External Boundaries

Your physical space, touch and consent.

Example: Touching or moving a persons personal or professional belongings.

Boundary Violations by Pia Mellody

Internal Boundary Violations

Yelling + screaming
Name calling
Ridiculing
Lying
Breaking a commitment
Patronizing
Telling others who they should be or what they should do
Negative control
Being sarcastic
Shaming a person

External Boundary Violations

Standing too close to a person without consent
Touching a person without consent
Getting into a persons belongings without consent
Listening to a persons conversation without consent
Not allowing a person their own privacy/violating a persons privacy

Frameworks, Processes & Templates To Create Alignment



Our Frameworks, Processes, and Templates

-  **My AwesomeAF Healthy Boundary Handbook**
-  **Healthy Boundary Conversation Frameworks**
-  **Healthy Boundaries On Social Media Framework**
-  **Decision-Making Framework**
-  **Awesome Team Handbook Template**
-  **Client, Team, Tenant Agreements Template**

Decision Making Framework

Decision Making Framework

Worksheet



What is the problem or decision?

What outcome am I seeking?

Is that outcome aligned with my brand, vision, and values?

**What am I afraid of with handling this problem or making this decision?
What story am I making up?**

What do healthy boundaries look like in this scenario?

What actions will I take?

How will this decision affect my business and brand?

What was the actual outcome of the problem/decision?

What did I learn in handling this problem and making this decision?

How am I feeling after handling the problem/making the decision?

How can I take what I learned to my next problem/decision?

The Outcome + Response Framework

The Outcome + Response Framework

before you respond, check in with projection, perspective, resentment and the outcome you desire

are you
projecting
your own
stuff into the
response?



are you feeling
any resentment
around the
person or
conversation
topic?



are you
overwhelmed
and unable to
have a clear
perspective?



do you have a
clearly defined
outcome you
are seeking
from the
response?

Healthy Boundaries on Social Media Framework

Social Media Framework

- 1. Why am I posting this?
(is this post aligned with my brand?)**
- 2. What is my intention?**
- 3. Does this post add value?**
- 4. Am I posting this to seek attention?**
- 5. Is this post targeted at an individual?**

Healthy Boundaries In Business Framework



Healthy Boundaries In Business Framework

What is the situation? → How am I feeling? → How do I want to feel? → What outcome am I seeking?

→ Unhealthy Boundary Response → Healthy Boundary Response → Next Step → Result

Healthy Boundary Conversation Frameworks

My AwesomeAF Healthy Boundary Handbook

Conversation Cards

Healthy Boundaries Framework

As you begin practicing healthy boundaries, writing out what you want to say helps. It may take a few tries to get it to where you feel grounded and focused enough to have the conversation you have been avoiding.

The Framework of Questions, Feels, Outcomes

What outcome am I seeking from this conversation?

Is it safe to have this conversation?

What is the objective of this conversation?

How am I feeling?

Where are those feelings coming from?

How can I communicate clearly and kindly?

Am I prepared for the conversation to not meet the outcome I desire?

What will happen if I do not have this conversation?

Talking Boundary Framework by Pia Mellody

"When I heard you say...

What I make up about that/What I think about that is...

And about that, I feel...

"Or even a simple I-statement:

"I feel.... when... because..."



Biz Boundaries IRL

Situation

A client says you are too expensive.

No Boundary Response

Offer them a discount. Make excuses for them. Put them on blast on social media.

Healthy Boundary Response

Communicate your brand promise and experience to the client and let them know you may simply not be a good fit for them.

If it feels right to you, ask them about their budget and offer them some referrals that better fit their budget.





The Conversation

Before you respond, take a BIG deep breath and remember that not everyone is meant for you and it's perfectly OK for clients to inquire about pricing and determine you are too expensive for THEM.

You: Hi Nina, thank you so much for sharing your feelings with me.

My promise is to ensure you have a relaxing, enjoyable experience which means I only book one client every three hours. This is for sure a premium service. I am happy to help you find a stylist within your budget if you would like help. Thank you!

Client: OMG thank you, that is so nice of you! Yes, I would love some referrals. Thank you. I expected you to block me, LOL.

You: Hi Nina. Here are 3 referrals for you. I wish you all the best. Thank you!



Biz Boundaries IRL

Situation

A client says your price increase is insane.

No Boundary Response

Offer them a discount. Make excuses for them. Put them on blast on social media.

Healthy Boundary Response

Communicate your brand promise and experience to the client and let them know you understand if the experience you offer is no longer within their budget.

If relevant and desired, offer them some solutions such as changing their style to a lower maintenance look which would require fewer visits and come out to the same annual costs.

Offer clients a referral to someone who is more within their budget.



The Conversation

Before you have this conversation, take a moment to get grounded and remember you have carefully considered your price increase and it is warranted and you are worth it.

You: Hi Nina, your experience and loyalty mean the world to me and I totally understand that my services may no longer be within your budget.

You: You are currently a vivid, every 4-week client. We could move you into a lower maintenance color that would only require an every 8-week visit which would end up being the same yearly budget you have no. How does that fit for you?

Client: That is INSANE. I want to be a unicorn.

You: I understand. And as you are aware, being a unicorn is super high maintenance. I can refer you to another vivid specialist. Would that interest you?

Client: Sure.

You: Awesome, here is their info. Thank you so much for being a client. I will miss you but totally understand. And if your budget ever changes, you are always welcome back.

If your client says yes to the idea of changing their style, book a consultation and YAY.



Communicating A Price Change

Before you share your new pricing, take a big step back and check in with your feelings. Do you believe your experience warrants the price you are charging? Are you clear on your brand purpose, promise, and people? Are you prepared for the one or two inevitable upset clients? You must first believe what you are doing is right. If you do not, you will get stuck in a codependency spiral.

Healthy Boundary

Dear Clients-

We hope this note finds you well and enjoying your holiday.

Delivering a joyful experience for you is so important to us and in order for us to ensure you are getting the best possible service, we are making some price changes. Click [here](#) to see our new pricing beginning January 1.

If you have any questions, please reach out. We love hearing from you.

Thank you for being an awesome client.

Love, Us.



Communicating A Price Change

Before you share your new pricing, take a big step back and check in with your feelings. Do you believe your experience warrants the price you are charging? Are you clear on your brand purpose, promise and people? Are you prepared for the one or two inevitable upset clients? You must first believe what you are doing is right. If you do not, you will get stuck in a codependency spiral.

No Boundary

Dear Clients-

I hate to share this with you but I just cannot keep my prices the same.

Costs have gone up, I cannot afford rent or health insurance, too many clients are no showing and I do not get paid if I do not have clients.

I know that it seems expensive but I have held off for so long and I just got a big bill that needs to be paid.

I am so sorry but I am forced to do this. If you have a problem with this, please reach out and maybe I can work a deal for you.

Thank you for being an awesome client.

Love, Me.

10



Team Handbook Template

The *Awesome* Team Handbook Template

PassionSquared.♥

PASSION SQUARED TEAM 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 TEAM 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 TEAM 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 TEAM HANDBOOK



empowering people, passions and purpose.

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**

PASSION SQUARED TEAM HANDBOOK



empowering people, passions and purpose.

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 are
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 other's experiences +
identities and understand that while they are
different from 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
MORE HURTFUL
THAN ADDRESSING
A BEHAVIOR OR A
CHOICE."— BRENE
BROWN**

PASSION SQUARED TEAM HANDBOOK



empowering people, passions and purpose.

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.

Handling 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
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AND HOLD PEOPLE
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BROWN**

PASSION SQUARED TEAM HANDBOOK

empowering people, passions and purpose.



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

Brand Identity Package

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

PASSION SQUARED TEAM HANDBOOK

empowering people, passions and purpose.



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**

PASSION SQUARED TEAM 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**

PASSION SQUARED TEAM HANDBOOK

empowering people, passions and purpose.



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
nonviolent 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**

Client Agreements Framework

Awesome Client Agreements Framework



Awesome **Client Agreements Include:**

- 1. What the experience and promise are**
- 2. The process for reserving an experience in detail**
- 3. What the communication process looks like in detail**
- 4. What the confirmation process looks like in detail**
- 5. What the cancellation process looks like in detail**
- 6. What the missed appointment process looks like in detail**
- 7. What do you both agree to in this process and promise**
- 8. Simple opt-in/signing of the agreement**

Awesome Client Agreements Are:

- 1. Aligned with your brand purpose, promise, and people**
- 2. Clear, simple, and concise**
- 3. Infused with healthy boundaries (not walls)**
- 4. Written in a language that is aligned with your brand**
- 5. Connected to systems to facilitate them**
- 6. Empathetic, taking into consideration that clients are human and things will never be perfect.**

Awesome **Client Agreements** Framework

(example)

What the experience and promise are.

The Passion Squared experience is focused on ensuring you feel seen, heard, and loved. Our commitment to you is to consistently deliver on that promise.

What the communication process looks like in detail.

To ensure you have a joyful, seamless experience, we use both text messaging and email for our client communications during business hours which are 10 am- 6 pm Tuesday through Saturday.

The process for reserving an experience in detail.

We use an online reservation platform to ensure you can reserve your experience when it's most convenient for you, 24/7, 365. Simply visit passionsquaredbooking.com to see your current reservation, make changes, and reserve future experiences.

What the confirmation process looks like in detail.

Upon reserving your experience, you will receive both a text and email confirmation with the details of your reservation. You will receive two reservation reminders; two days before your reservation and 1 hour before.



Awesome **Client Agreements** Framework

(example)

What the cancellation process looks like in detail.

If you need to cancel your reservation, you are given that option with the 2-day reminder text and email. If you need to cancel after you have confirmed your reservation, you can do that on our reservation platform at passionsquaredbooking.com. There will be a \$50 charge to your credit card on file if you cancel inside the 48-hour confirmation window.

We do understand emergencies happen, if that is the case, please email us at awesome@passionsquared.net and we will find a solution. If we need to cancel your reservation within the 48-hour confirmation window, a \$50 credit will be added to your account for future experiences or product purchases.

What the missed appointment process looks like in detail.

If you forget about your reservation after confirming and do not show up, there will be a \$100 charge. We do understand emergencies happen, if that is the case, please email us at awesome@passionsquared.net and we will find a solution for you.

What you both agree to in this process and promise.

We are honored you have chosen us to take care of your beauty and wellness needs. We promise to take care of you and ask that you promise to help us do that by adhering to our agreement.

Simple opt-in/signing of the agreement.

[Click here to sign and agree.](#) [Check this box to sign and agree.](#) Etc.



My Awesome Client Agreements Framework

What the experience and promises are.

What the communication process looks like in detail.

The process for reserving an experience in detail.

What the confirmation process looks like in detail.

My Awesome Client Agreements Framework

What the cancellation process looks like in detail.

What the missed appointment process looks like in detail.

What you both agree to in this process and promise.

Simple opt-in/signing of the agreement.



My Awesome Client Agreements Framework Tips

If you struggle with writing, just fill in all the answers of the framework, then use an AI tool like ChatGPT for assistance. The prompt can be "Can you please write up my Agreements for my salon clients including these key points (copy and paste your framework answers)"

Once you have a close to the final edit of your Agreements, ask a friend, colleague, or client you are also friends with to review them and provide feedback.

Be sure your Agreements are clear, and simple to opt into. There are several tools and platforms you can use; your salon software booking page, booking app, website, Instagram Highlight, email newsletters, etc.

If you have questions or need support, email us at awesome@passionsquared.net or find us on the socials [@passionsquared](https://www.instagram.com/passionsquared)





**I care about you.
And I care about me.**

**And in order to care for and about you,
I need to ensure:**

I feel safe.

I am clear on what I need.

My needs are met + respected.



I know I need to believe my needs are important and deserve respect before YOU will believe it.

I understand it is my responsibility to show people how I want to be treated.



I also understand that some folks will not like me. It's OK.

I need to like me more than I need you to like me.

But I still want you to like me, but not in exchange for me not liking me.

Next Steps

Next Steps

- **Create some space to review and/or design/redesign your brand purpose, promise, people, vision + values**
- **Review your current systems, processes, agreements, language, and content to see if they feel aligned, authentic and centered in healthy boundaries**
- **Practice using the frameworks**
- **Dig deep for courage, curiosity, compassion + consistency**
- **Enjoy the journey. Have fun. Stay kind.**

Resources

My AwesomeAF Healthy Boundary Handbook	
	
what you will learn the why, what + how of healthy boundaries for your business, brand, and life.	
materials Handbook, Conversation Cards, Wallpaper	

Client, Team, Tenant Agreements Workshop	
	
what you will learn Provide frameworks and processes to ensure your agreements are aligned with your brand, vision, and values along with simplifying your communications	
workshop materials Workshop PDF, Team Handbook Template, My AwesomeAF Healthy Boundary Handbook, Awesome Agreements Frameworks	

Leadership, Brand + Boundaries in 2022 and Beyond Workshop	
	
what you will learn Provide context and clarity around the connection of these three foundations of business, a fresh perspective as it relates to both world shifts and generational trends	
workshop materials Part 1 + 2 workshop videos, workshop PDF, issue processing worksheet	



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