



Leading With Love Through The Tough Stuff Workshop

Workshop Purpose + Outcome

In this Workshop, we will focus on what leading with love looks and feels like, emphasizing your Agreements, healthy boundaries, coaching, and communications. We will walk through several common and difficult situations, from disconnects with team members and tenants to mismatched expectations and client discourse. The outcome of this Workshop is to help you find more clarity and confidence, in handling, in alignment with your brand, all the tough situations that come your way in your business.

Workshop Objectives

01

What Does Leading
With Love Mean?

02

Leadership and Healthy
Boundaries

03

Leadership and Clear
Communication

04

The Tough Stuff
Conversation
Frameworks

05

Next Steps

01

What Does Leading With Love Mean?

What does leading with love mean to you?

What does leading without love mean to you?

Think of a time you felt loved by someone in a leadership position, what was the situation, and how did they make you feel?

Leading With Love Looks and Feels Like

- Clear communication
- Clear expectations
- Consistency
- Listening
- Keeping promises
- Healthy boundaries
- Being present

Leading With Love Doesn't Mean

- Allowing folks to disrespect you
- Allowing folks to disrespect co workers or clients
- Allowing folks to disrespect Agreements
- Allowing folks to be passive-aggressive
- Allowing folks to do whatever the fuck they want

Healthy boundaries are love.
Clear communication is love.
Clear expectations are love.
Keeping promises is love.
Consistency is love.
Listening is love.
Clarity is love.



02

Leadership and Healthy Boundaries

Pause



Process



Proceed



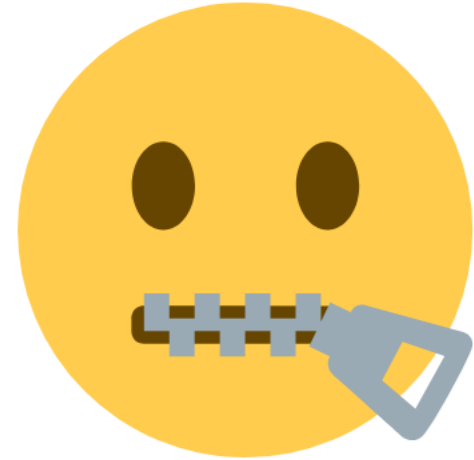
Healthy Boundaries In Leadership

- "This is what we agreed to, and this is what it looks and feels like when those agreements are broken."
- "This is how we show respect and build trust."
- "I care about your needs and I care about the needs of our team and our business."
- "This is what we need to do to ensure your needs are met."
- This is how we do business
- This is how we DO NOT do business



Walls In Leadership

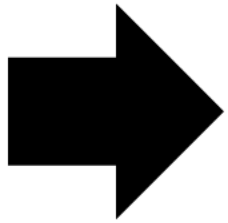
- "It's not personal, it's business."
- "If you don't like it, leave."
- "Peace out, block!"
- "Because these are the rules!"
- Avoiding problematic situations and people
- Talking more than listening



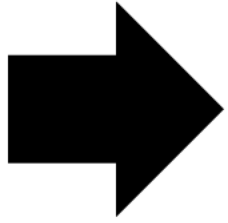
Codependency In Leadership

- Making excuses for poor behaviour
- Delaying difficult situations and conversations
- Not making difficult decisions
- Fear of being disliked
- Fear of being seen as the villain
- Trying to control things outside of your control
- Micromanaging
- Perfectionism as the standard
- Excessive communications
- Unrealistic expectations

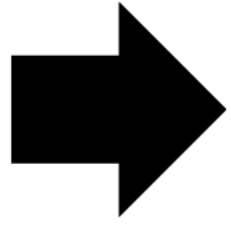




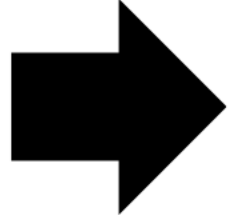
The leader's job is to help people feel safe, seen, and supported, build trust, uphold the promises made, and create a healthy, nurturing space for people to grow.



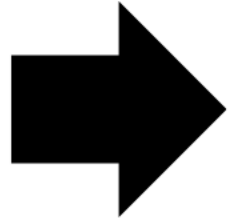
The team's job is to show up fully to the best of their ability, uphold the business Agreements, deliver consistently, stay open, honest, and kind, and support other team members.



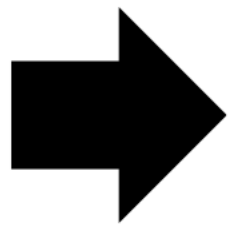
The expectation that it's the team's job to make the leader feel safe, seen, and supported is a misconception.



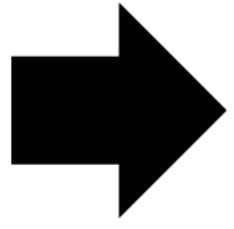
The idea that the team understands what it takes to lead a team is a misconception.



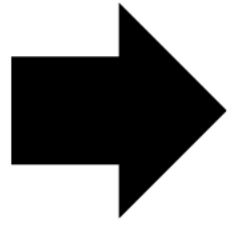
The team will only fully understand what it takes when they become a leader.



You have to learn to be OK with being seen as the villain as you have NO control over how others see you or the narratives they create about you.



The most loving thing you can do as a leader is to build trust, listen, and be honest, with compassion and empathy.



The most loving thing you can do as a leader is to allow folks to have their own process, make their own decisions, and be in acceptance of those decisions even if you aren't happy about them.

Healthy Boundaries In Leadership Tools

- Clear, consistent Agreements
- Clear, consistent training and resources
- Clear, consistent communication
- Clear, consistent support

03

Leadership and Clear Communication

Clear is kind, unclear is unkind.

-Brene Brown

Clear Communication Begins When You Have Clarity

The **Awesome** Team Handbook Template

PassionSquared.♥

Clear Communication Begins When You Have Clarity

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."**

Clear Communication Begins When You Have Clarity

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

Clear Communication Begins When You Have Clarity

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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**

Clear Communication Begins When You Have Clarity

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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 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
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THAN ADDRESSING
A BEHAVIOR OR A
CHOICE."— BRENE
BROWN**

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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.

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 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

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**

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empowering people, passions and purpose.

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 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." BRENÉ BROWN

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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**

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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

Brand Identity Package

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

Clear Communication Begins When You Have Clarity

Awesome **Client Agreements** Framework



@passionsquared

Clear Communication Begins When You Have Clarity

Awesome Client Agreements

Are aligned with your brand purpose, promise, and people.

Are clear, simple, and concise.

Are infused with healthy boundaries (not walls)

Uses language that is aligned with your brand.

Have strong systems to facilitate them.

Take into consideration that clients are human and things will never be perfect.



Clear Communication Begins When You Have Clarity

Awesome Client Agreements Framework

What the experience and promise are.

The process for reserving an experience in detail.

What the communication process looks like in detail.

What the confirmation process looks like in detail.

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.



Clear Communication Begins When You Have Clarity

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.



Clear Communication Begins When You Have Clarity

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.



Clear Communication Begins When You Have Clarity

Decision Making Framework Worksheet

@passionsquared



Clear Communication Begins When You Have Clarity

What is the problem or decision?

What outcome am I seeking?

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



Clear Communication Begins When You Have Clarity

**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?



Clear Communication Begins When You Have Clarity

How will this decision affect my business and brand?

What was the actual outcome of the problem/decision?



Clear Communication Begins When You Have Clarity

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?



04

The Tough Stuff Conversation Frameworks

Healthy Boundary Conversation Framework

- 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 _____"

My AwesomeAF Healthy Boundary Handbook Conversation Frameworks In Action

Biz Boundaries IRL

Situation

Team member consistently breaks business agreements (rules)

No Boundary Response

Do nothing. Avoid. Make excuses for them.

Healthy Boundary Response

Be clear the team member understands the agreements.

Ask them how they are doing, what is happening with them, and what type of support do they need to adhere to the agreements.

If they ask for support, be clear with what you can provide, and keep your promise.

Ask them how they will ensure they can adhere to the agreements and be clear about what the consequences are if they do not.

My AwesomeAF Healthy Boundary Handbook Conversation Frameworks In Action

The Conversation

Before you begin the chat, be sure you have consent and are in a safe, neutral space.

You: Nina, I noticed you came in 15 minutes late three times last week. I wanted to check in and see what is happening and how you are feeling.

When you come in late, I make up that you are struggling with something and I feel disrespected.

Nina: I know, it's just, there is so much happening at home and I didn't want to tell you because I don't want to be fired. I'm sorry.

You: Nina, your wellness and happiness are a priority to me along with you adhering to our agreements. What can I do to support you in showing up on time?

Nina: I guess just knowing that I can talk to you and doing my best to not bring my drama into work. Also, could I have next Wednesday off to take care of these things?

You: You can always talk to me. I'm happy to hear you are aware of the impact of your lateness and lack of communication. Yes, you can have next Wednesday off. I understand life happens. I also need to be clear that you understand if you come in late one more time we must part ways which would make me super sad. Do you understand?

Nina: Yes, I do. I really love it here and I am committing to showing up on time and if for any reason I cannot, I will communicate with you honestly and clearly.

You: Thank you Nina. We value you as a team member and want you to be able to stay.

The Tough Stuff

You have a team member who is clearly burnout and it is affecting both the clients and team members. They insist they are fine, need the money, and are happy with no days off.

The Tough Stuff

The Conversation

The Tough Stuff

You have a client who continuously complains about their experience.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member who struggles with delivering on your promise consistently. They always seem super overwhelmed, anxious, and run over on their service time.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member or tenant who speaks very loud and has very uncomfortable conversations with their clients, focused primarily on hurtful language around race, gender, and sexual orientation. This is making other tenants, who are of different races, genders, and sexual orientations uncomfortable.

The Tough Stuff

The Conversation

The Tough Stuff

You have a client who is consistently disrespectful to you or your team.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member who has expressed interest in opening their own salon one day. They already have a makeup business they started over the pandemic.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member or tenant who is obviously having major mental health issues which they have not discussed or disclosed.

The Tough Stuff

The Conversation

The Tough Stuff

You have a client who consistently asks for discounts.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member or tenant who is super gossipy and passive-aggressive, creating a lot of tension and toxicity in the salon.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member who is sharing a lot of misinformation about political events on their social media which they also use for marketing their business in your salon.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member who continuously complains that they are not paid enough or make enough money and they are not active on social media or in the community.

The Tough Stuff

The Conversation

The Tough Stuff

You have a team member or tenant who is avoiding you and declining your requests to chat.

The Tough Stuff

The Conversation

The Tough Stuff

You have a client who is unhappy with their experience and shares a not so awesome review on Google and Yelp.

The Tough Stuff

The Conversation

Creating Your Awesome Brand

a complete course for
beauty professionals



light salon + head spa Brand Story Outline

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Services and Products

Eco-friendly and modern color, cut and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair



Salon Brand Story for Clients

PROMISE

What does our salon brand experience look and feel like?

It looks and feels like belonging

It looks and feels like healing

It looks and feels like love

It looks and feels light

It looks and feels like sustainable luxury

It feels like you matter to us

It looks and feels like confidence

It looks and feels like that healing retreat you visit each year



Salon Brand Story for Team PROMISE

What does our salon brand experience look and feel like?

It looks and feels like belonging

It looks and feels like healing

It looks and feels like love

It looks and feels light

It looks and feels like sustainable luxury

It feels like you matter to us

It looks and feels like confidence

It looks and feels like a place you are proud of

It looks and feels like support, guidance, safety



Salon Brand Story for Tenants

PROMISE

How does your salon brand solve the problems of your people?

We create a space where our tenants feel safe, and supported, can grow, be themselves, feel proud of where they lease, and have access to education and tools to deliver awesome experiences to their clients consistently

What expectations are we setting for our salon brand?

Strong, supportive, consistent leadership, clear communication, healthy boundaries, clean, organized space, access to continuing business and artistic education, and ability to build their business



AI and Tough Conversations



< 2 / 2 >

NI

Hello. I am a hairdresser and I am having an issue with a client who continues to show up late for their appointments so I need to have a conversation with them. The outcome I am seeking from the conversation is to keep the client and have them begin showing up on time and respecting my Client Agreements which they agreed to and signed when they became a client. I would like the conversation to be clear, compassionate, kind, and aligned with my brand story outline below. Can you please provide me with two sentences that can help me with how to communicate with this client? Thank you. 

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Brand Service + Product

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AI and Tough Conversations



"Hey [Client's Name], I truly value our connection and the commitment we both share to our holistic and empowering beauty journey. I've noticed that our appointments have been starting a bit later than scheduled, and it's important to me that you receive the premium experience we strive for. Let's work together to ensure you feel seen, heard, and beautiful while respecting the timing we've agreed upon in our Client Agreements."



I appreciate having you as a valued client, and I'm committed to providing you with the best experience aligned with our brand's purpose of making you feel seen, heard, and beautiful from the inside out. To ensure we continue to meet your expectations, I kindly request that we work together to honor our Client Agreements and maintain a respectful and timely appointment schedule, allowing us to provide you with the premium experience you deserve.

05

Next Steps

- If you have not done your brand story work, do that first!
- Revisit your Agreements (Team, Tenant, Client), and Handbook, make edits if needed, watch the Workshops, and use the Templates to help you
- Read *My AwesomeAF Healthy Boundary Handbook* available on the A School membership site
- Make a list of areas you want to grow as a leader, in the context of navigating the 'tough stuff'
- Practice the conversation frameworks with a trusted colleague, or share in our A School Facebook group for feedback and support
- When in doubt, reach for your pause, process, proceed tool
- Take one tough thing at a time, just ONE!



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