



2025 Trends and Outlooks Workshop

Workshop Purpose + Outcome

In this Workshop, we will discuss the most relevant (to you and your business) trends and outlooks for the new year, from financial to leadership to marketing and more. This is a must-attend Workshop to help you navigate what is expected to be an interesting year in business.

Workshop Overview

01

The State of The
US Economy

02

Global Trends
and Outlooks

03

Beauty Trends
and Outlooks

04

Trends, Outlooks
and Your Brand

05

Next Steps

06

Resources and References



Did you make any changes in 2024 based on the care, trust, value trends, and outlooks we shared last year?

If so, what were they and how do you believe they helped your business?

01

The State of The US Economy

Inflation/Recession

What we said in January 2023

It's already slowing in the US and is predicted to continue through 2023. In some sectors, a recession could be considered already happening ex. tech sector.

What we said in January 2024

As of the second week of January, the CPI (consumer price index) is at 3.4%, much better than the 9% we saw last year. The tech sector layoffs continue to be brisk, and some companies are doing hiring freezes.

Inflation/Recession

What to stay mindful of in 2025

The discussion of potential tariffs being set in the US is creating more financial insecurity.

The facts are;

Nobody knows what the incoming President will do, however, if he follows through with his promises, this is what can happen.

How US Tariffs Can Impact Your Clients, Teams, Tenants and Business

Higher Costs for Businesses: Import-dependent businesses may face increased costs due to tariffs. This often translates into higher prices for consumers.

Consumer Spending: Rising prices for everyday goods can dampen discretionary spending as households allocate more of their budgets to necessities.

Inflationary Pressure: Higher prices on imported goods contribute to inflation, potentially countering the Federal Reserve's efforts to maintain price stability.



How US Tariffs Can Impact Your Clients, Teams, Tenants and Business

Supply Chain Shifts: Some businesses may seek to diversify their supply chains away from heavily tariffed regions, which can lead to transitional costs and potentially higher prices in the short term.

Product Pricing: You may see price increases on imported beauty products and equipment, potentially affecting profit margins or necessitating price adjustments.

Consumer Behavior: As clients face higher overall living costs, they may become more selective about discretionary spending, including salon services.

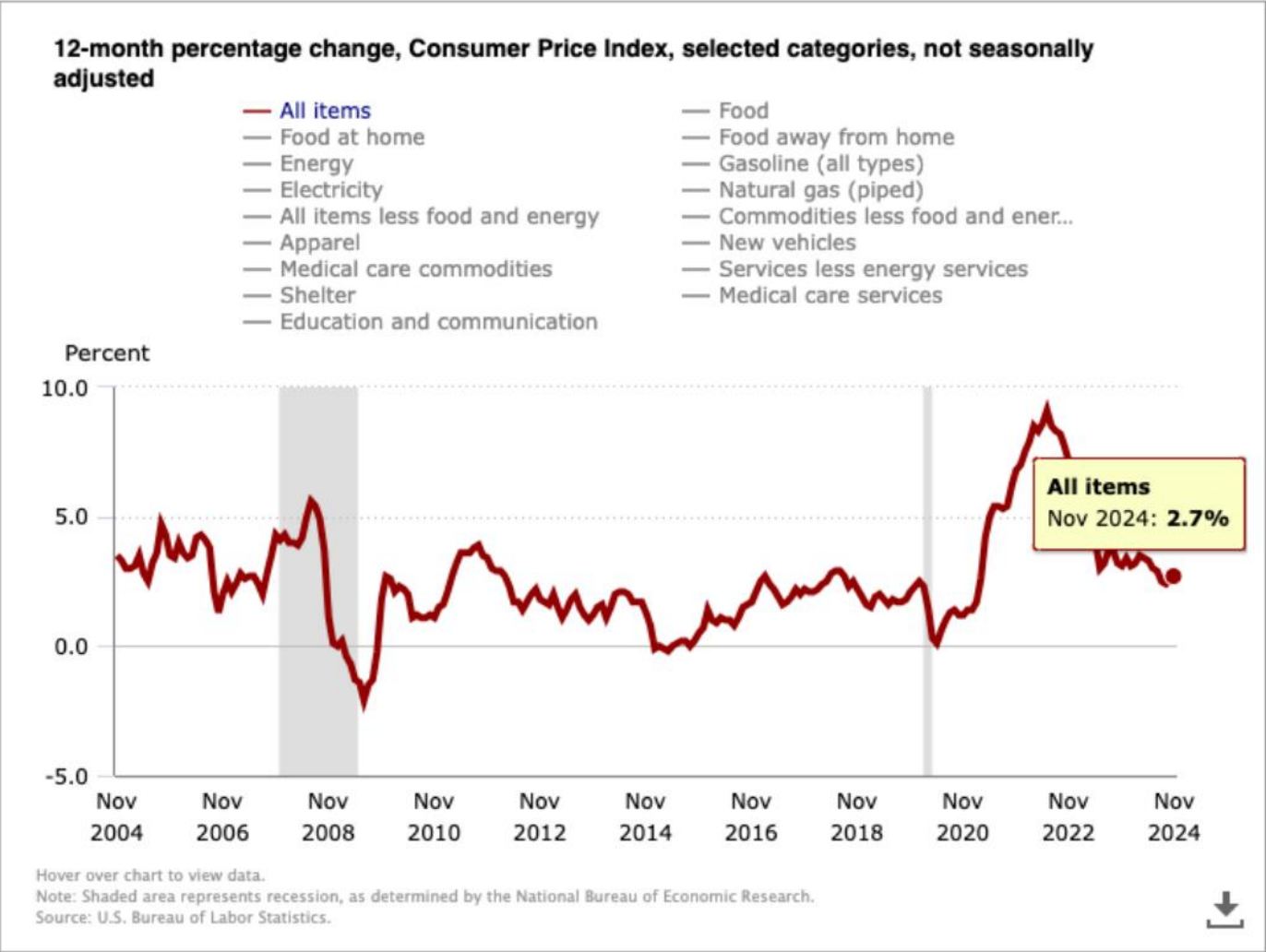
What You Can Do To Be Prepared

Contact your vendors and ask them point blank how will the possibility of tariffs affect pricing

Consider lower priced sundry items where you can; foil, gloves, etc

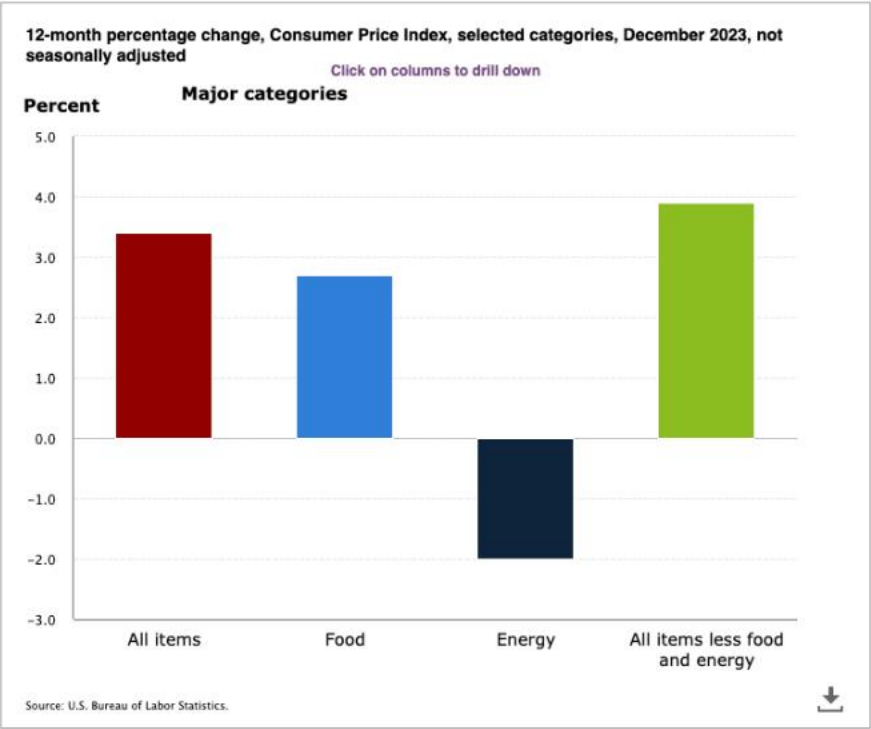
Look at your overall costs, and see where you can be more efficient without losing experience for clients, teams, tenants

Inflation/Recession

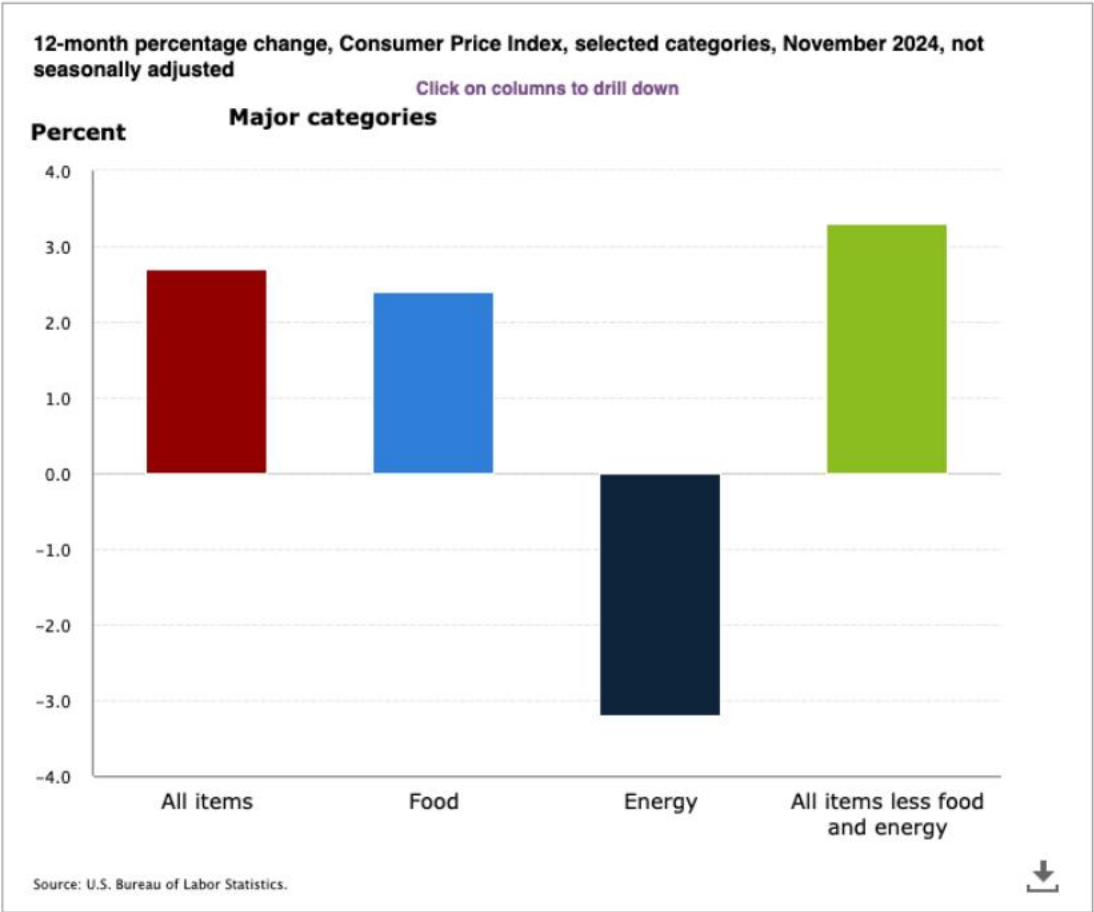


Inflation/Recession

December 2023



November 2024



Psychology of The Economy

What we said in 2023

There is a significant amount of psychology that goes into driving inflation and recessions, stay mindful of that.

What we said in 2024

The consumer is nervous, and exhausted, coming off a stressful year, it's an election year, and global wars always have some impact.

Consumer credit card debt is up 40% over the past two years, and BNPL was up nearly 50% over the holiday shopping days.



Psychology of The Economy

What to stay mindful of in 2025

The media will be going all in on the new US administration hysteria

Stick to the FACTS

Do your BEST to stay focused on who you serve

Do not get sucked into false narratives or misinformation

Understand that your clients, teams, and tenants may be worried
and will need your support to stay focused



The Economy and Your Business

Pricing

If you haven't done your annual price increase/adjustment, now is the time to look at that. If you believe you increased your prices beyond your brand market position and promise, now is the time to look at that as well.

Costs

Look at your Profit and Loss Statement to determine where you can save money, and even renegotiate pricing and terms with certain vendors.

Lifetime Client Value

Please keep lifetime client value (the amount of happiness, joy, revenue, and referrals your clients bring you over the lifetime of your relationship) in mind as you make your pricing decisions.



02

Global Trends and Outlooks

How Our World Has Changed

Wellbeing is here to stay

Alignment of purpose and values

Flexibility and the 4 or even 3-day work week, multiple passions and careers

Feeling safe has taken on a new meaning

Leadership and Workforce

Economic Security

Economic insecurity and job insecurity depending on the industry

Psychological Safety

Trust, open communication, feeling safe to make mistakes, transparency

Mental, Emotional, and Physical Wellness

A more holistic approach to the rhythms of work, and life

Gen Z

Struggling with 'soft skills' creates opportunities to shift training and expectations



Leadership and Workforce Solutions

Stay mindful of team/tenant economic stressors and provide open communication, coaching, information, and resources

Have another look at how your brand prioritizes mental health and wellness and areas you can improve

Consider including communication skills training as part of your overall training program, both in-house and outsourced



Go All In On Emotional Intelligence and Communication Skills

Communications

- Clear Agreements which include Clear Career Path
- The Team Handbook + Agreements

Training + Coaching (Hands-On, Hands-In, Interactive)

- Delivering an aligned with our brand experience (think awesome client journey)
- Consultation Process (part of awesome client journey)
- Healthy Boundaries and Navigating Difficult Situations
- Communication Styles



Go All In On Emotional Intelligence and Communication Skills

What is emotional intelligence?

Emotional Intelligence (EI) is the ability to manage both your own emotions and understand the emotions of people around you. There are five key elements to EI: self-awareness, self-regulation, motivation, empathy, and social skills.

Self-regulation speaks directly to healthy boundaries

Social skills, self-awareness speak to experience

Empathy speaks to experience in the context of being exposed to different perspectives and lived experiences, personal experiences, awareness, and reducing black and white thinking, consistent check-ins, active listening, validating their feelings, and opening them up to different views, journaling, collaboration, modeling as a leader

Motivation speaks to understanding what is important to someone, what they value, what inspires them, what their goals are



Interviewing for Emotional Intelligence

Example Interview Questions

- What would you say is your communication style?
- What do healthy boundaries look and feel like for you?
- What does an awesome salon experience look and feel like for you?
- How do you navigate difficult or uncomfortable conversations?
- What types of training do you feel you need to feel more confident as a stylist?
- What makes you feel fulfilled?

03

Beauty Trends and Outlooks

2024 Beauty

Skinification and Restoration of Hair and Scalp

Scalp care, regrowth, replacement, oils, treatments

Healthy Hair, Minimalist Styling, Accessories

Aligned with the skinification and simplicity, classic trends

Hybrid Benefits

Doing more with less, simplicity, effectiveness, deinfluencing, minimalist routines, quality, dupes

Beauty As Real Self-Care

From pure aesthetic reasons to outcomes of feelings

Convergence of Beauty and Wellness

The wellness macro trend is not slowing down, and mass-market brands will go all in on this trend is even more

2025 Beauty

Skinification and Restoration of Hair and Scalp

Scalp care, regrowth, replacement, oils, treatments, tools

Differentiated, Personalized Experiences

From in-depth consultations to custom recommendations to the “little” things that create more value

Convergence of Beauty and Wellness

The wellness macro trend is not slowing down, and mass-market brands will go all in on this trend is even more

Practical Sustainability

Eco friendly, or eco friendly adjacent experience

Let's Look at Some Top Trend Predictors



GLOSSY

The Glossy Guide to to What's In and Out for 2025

In

consumer trips

modest, thoughtful
brand gifting

unisex fragrances

growth factors (skin care)

the fragrance wardrobe

off-price

"Wicked" collaborations

plastic surgery

remakes and spinoffs

cryptocurrency

Stagecoach

livestreams

Out

influencer trips

luxury brand gifting

gendered fragrances

exfoliants (skin care)

the signature fragrance

the drugstore

"Barbie" collaborations

growing old gracefully

original entertainment

NFTs

Coachella

static images

In

athlete partnerships

"limited edition"

shopping with resale
value in mind

unique experiences

secondhand market

gorpcore

specialized women's wellness
(i.e., menopause, PCOS)

affiliate creator

candid

relatability

pilates/low intensity fitness

Onitsuka Tigers

"underconsumption"

early 2000s Olsen twin makeup

Ozempic

Out

influencer partnerships

excess inventory

shopping with
cost-per-wear in mind

material goods

primary market

Barbiecore

general women's wellness

content creator

curated

authenticity

high intensity workouts

Adidas Sambas

haul videos

"clean girl" beauty

body diversity

[illegible][illegible][illegible][illegible]

CHERRY CODED



Tasting notes: Dark, sweet and *such* a vibe. Gen Z and Millennials will infuse cherries into their makeup, menus and mood boards this year. One thing's for sure—tart will have your heart in 2025.¹

Trending search terms²

Cherry vibe +325%

Cherry bedroom +100%

Cherry car +270%

Cherry martini +80%

Dark cherry red +235%

Opportunities and Ideas To Tap Into This Trend

AURA BEAUTY



2025 will be the year of the makeup mood ring. Gen Z and Boomers are driving this high hue look that's all about honing in on a color aesthetic and flaunting it from chin to cheek. Find your aura, wear it with confidence and consider yourself dipped in vibes all day long.¹

Trending search terms²

Aura effect +35%

Purple blush makeup +30%

Full color makeup eyes +365%

New wave makeup +410%

Golden aura +75%

Opportunities and Ideas To Tap Into This Trend

Rococo Revival



2025 prediction: All frills, no chill. This year, weddings, parties and aesthetics will draw inspiration from the Rococo era—a Late Baroque period that was both opulent and ultra-feminine. Gen Z and Boomers are driving this trend toward classic corset gowns, luxe accessories and ornate tablescapes.¹

Trending search terms²

Rococo wedding +95%

Rococo party +140%

Rococo outfit +5465%

Rococo makeup +70%

Rococo cake +95%

Opportunities and Ideas To Tap Into This Trend

SEA WITCHERY



POV: You're in your sea witch era. And it's so much more than seashells and starfish. In 2025, Gen Z and Millennials will dive head first into sultry siren makeup, wet wavy hair and moody mermaid manicures from sun up 'til moonlight.¹

Trending search terms²

Witch outfits aesthetic +40%

Dark siren makeup +695%

Dark mermaid makeup +90%

Wavy wet hair look +80%

Sea inspired nails +65%

Opportunities and Ideas To Tap Into This Trend

Surreal Soirees



Curvy candlesticks, fantastical flowers and gravity-defying centerpieces. In 2025, people will infuse their tablescape and decor with modern surrealism. Gen X and Boomers are driving this out-of-this-world party trend.¹

Trending search terms²

Cake bouquet flowers +30%

Modern surrealism +70%

Salvador dali aesthetic +40%

Strawberry centerpiece ideas +50%

Dinner party tablescapes +55%

Opportunities and Ideas To Tap Into This Trend

Castlecore



Medieval is having a major moment. In 2025, Gen Z and Millennials will take home decor inspiration from ancient castles, while fashion and accessories will be gothic inspired. It's a comeback of the highest order.¹

Trending search terms²

Antique ruby ring +50%

Blue medieval dress +85%

Castle house plans +45%

Chainmail necklace +45%

Medieval core +110%

Opportunities and Ideas To Tap Into This Trend

[illegible]

Trending search terms²

Doll shoes outfit +130%

Necklace charms +120%

Opportunities and Ideas To Tap Into This Trend

FISHERMAN AESTHETIC



Meet the effortlessly cool town fisherman. In 2025, Gen Z and Gen X will embrace a laid back maritime attitude and bring a sea la vie take to everything—even if the ocean is nowhere in sight. Get ready for cable knit sweaters, sardine tattoos and stripes. on. everything.¹

Trending search terms²

Fisherman sandals +30%

Cable knit sweater +110%

Fish bag +50%

Raincoat outfit aesthetic +35%

Sardine tattoo +80%

Opportunities and Ideas To Tap Into This Trend

GODDESS COMPLEX



Mood: You know your worth in gold. In 2025, Boomers and Gen X will go all in on their feminine power and embrace their divine drip like never before. Everything will be a muse moment, from gold facials and goddess braids to sublime nail designs.¹

Trending search terms²

Goddess core +40%

Goddess energy aesthetic +170%

Goddess nails +760%

Goddess twist braids +60%

Divine beauty +30%

Opportunities and Ideas To Tap Into This Trend

Rebel Floats



Ahhh, the sweet sweet taste of nostalgia—now with a fearless twist. In 2025, Gen Z and Millennials will give old school soda pop a radical makeover. So scoot on up to the soda fountain for a float that's anything but traditional—and top it off with a cherry, if you dare.¹

Trending search terms²

Cream soda aesthetic +105%

Fruit soda +185%

Homemade soda +40%

Root beer aesthetic +40%

Soda drinks recipes +90%

Opportunities and Ideas To Tap Into This Trend

TERRA FUTURA



Meet the rebels with a cause. In 2025, Boomers and Gen X will revolutionize sustainable living with recyclable fashion, self-sufficient gardens and community spaces. The best part? This eco-living aesthetic will bring some seriously cool sci-fi vibes.¹

Trending search terms²

Solarpunk house +80%

Self sufficient garden +55%

Solar punk fashion +115%

Community spaces +40%

Chaos gardening +300%

Opportunities and Ideas To Tap Into This Trend

PICKLE FIX



Tell your foodie friends: This year will be absolutely dill-icious. From sweet treats to tangy cocktails, the oh-so-humble pickle is about to be in absolutely everything. Gen X and Millennials will go all in on pickle cakes, pickle de gallo, pickle fries—and even pickle margaritas.¹

Trending search terms²

Pickle margarita +100%

Pickle fries +50%

Pickle de gallo +65%

Pickle cake +45%

Fried pickle dip +80%

Opportunities and Ideas To Tap Into This Trend

MOTO BOHO



So long, hippie aesthetic. Moto Boho has entered the chat. In 2025, Gen Z and Boomers will take to the streets with chunky leather handbags, flowy skirts, moto boots and just enough fringe. It's not just a look—it's a lifestyle.¹

Trending search terms²

Edgy boho outfits +40%

Lace skirt outfit +360%

Moto boots outfit +445%

Slouchy bag +345%

Boho fits +755%

Opportunities and Ideas To Tap Into This Trend

PEAK TRAVEL



Cities have totally peaked. In 2025, mountain ranges will become the go-to travel destination as Gen Z and Gen X seek out treetop views and that fresh mountain air. Gear up for your next *elevacation*.¹

Trending search terms²

Atlas mountains morocco +30%

Dolomites +45%

Portillo chile +195%

Skiing fits +255%

Mountain trip outfit +35%

Opportunities and Ideas To Tap Into This Trend

CHASCakes



Pristine icing and perfect piping? So yesterday. In 2025, Boomers and Gen X go all in on silly cakes, funny cakes and rat cakes (yes, that's a thing). These sweet treats are unafraid to be brutally themselves. And the wackier, the better!¹

Trending search terms²

Rat cake +170%

Funny cakes for friends +45%

Silly cake +115%

Celeb crush cake +70%

Funny bento cake design +60%

Opportunities and Ideas To Tap Into This Trend

SEEING DOUBLE SEEING DOUBLE



Besties don't copy—they match. This year, coordinated fits will be the topic du jour in the group chat. From collaborating on festival fits to aligning on date night looks, Gen Z and Boomers will be all about staying in sync (in a chic way).¹

Trending search terms²

Matching nails couples +35%

Matching jerseys couples +80%

Coordinating outfits for friends +60%

Bracelets matching +70%

Matching outfits for couples casual +90%

Opportunities and Ideas To Tap Into This Trend

Nesting Parties



Meet the nesting party: the baby shower as it should have always been. It's not about the gifts (although those are welcome!). It's about helping new parents prep for the postpartum period and set up their home for baby's arrival. Gen Z and Millennials are driving this supportive parenting trend.¹

Opportunities and Ideas To Tap Into This Trend

My Take from Pinterest Predicts 2025

People are seeking;

- Comfort
- Meaning
- Significance
- Escape
- Nostalgia, again and again
- Community
- Fun

Why?

- The world can feel chaotic and uncertain
- This is also partially driven by being chronically online which creates a sense of loneliness and hopelessness



Salon Industry Specific Outlooks

The Great Overcorrection Becomes The Great Realignment, Still!

- Lack of availability in schedules created tension and caused clients to look elsewhere
- Putting up walls instead of practicing healthy boundaries with Agreements and general experience caused consumer discourse
- Raising prices beyond what is reasonable and aligned with the brand caused fewer visits and loss of clients
- The rush to Suites without understanding the cost and labor that comes with owning a business is causing some folks to wake up, and decide they would prefer to lease at a salon or even become an employee of an employment-based salon with awesome leadership
- Some independents who never received education in the fundamentals are experiencing the reality of listening to 60 second clips on TikTok, and are ready to bail on the industry



2025: The Great Realignment

- Focus on the fundamentals of awesome client experiences and care
- Focus on differentiation, and personalization (The Little Things)
- Infuse your Agreements with healthy boundaries, in language and decision making
- Align your prices with your brand, business model, and costs
- Relook at your brand story for teams/tenants and see how you can revise or focus it toward folks who are leaving Suites
- Work on developing stronger communication skills
- DO NOT GET DISTRACTED

FOCUS on Lifetime Client, Team, Tenant Value



TikTok, Let's Talk About It

Loss of Visibility

TikTok's algorithm has been instrumental in driving discovery for small businesses, including salons.

Reduced Access to Trends

TikTok is a hub for beauty and hair trends, and losing access could make it harder for salons to stay at the forefront of what clients are seeking.

Shift in Marketing Strategies

Salons heavily reliant on TikTok for marketing will need to pivot to other platforms, which may not offer the same level of engagement or reach.

Impact on Younger Demographics

TikTok has a large Gen Z and Millennial user base, demographics that often drive beauty trends.



TikTok, If It Happens, What You Can Do

Diversify Social Marketing Platforms

Strengthen presence on Instagram Reels, Pinterest, and Facebook, which offer similar video-sharing features

Digital Discovery and Connections

Focus on building a strong email list and text subscriber base for direct client communication

Optimize your Google Business, Yelp, Nextdoor pages

Optimize your website (menu!), blog for SEO-driven content to attract clients

Engage Locally

Collaborate with local, likeminded businesses or community pages on other platforms



04

Trends, Outlooks and Your Brand

How can the global shifts, trends, and outlooks help you evolve your experience?

- Awesome Client Journey
- Service and product offerings
- Consultation process and questions
- Business Agreements
- Team benefits
- Tenant amenities
- Online storytelling (images, videos, and captions)

Differentiating Your Client Experience

Focusing on the fundamentals and what your clients (team, tenants) value in their experience and go all in on the little things that differentiate your brand

Care, Trust, and Value

Focusing on ways to show your clients they matter, building trust through consistency, and creating more value through the experience you deliver, online and off

Solutions, Solutions, Solutions

Focusing on creating solutions to your client's problems



Differentiated Experiences

- Personalized Consultations
- Personalized Rituals and Treatments
- Simplified, brand aligned, client friendly services and products (menu's)
- Pre and Post Experience Communications
- Infuse "The Little Things" Into the Experience
- Client Education Days, Nights, Incorporated Into Experience
- Consider Packages and/or Memberships (Bestie's, Mommy & Me, etc.)

The Little Things



The Little Things



The Little Things



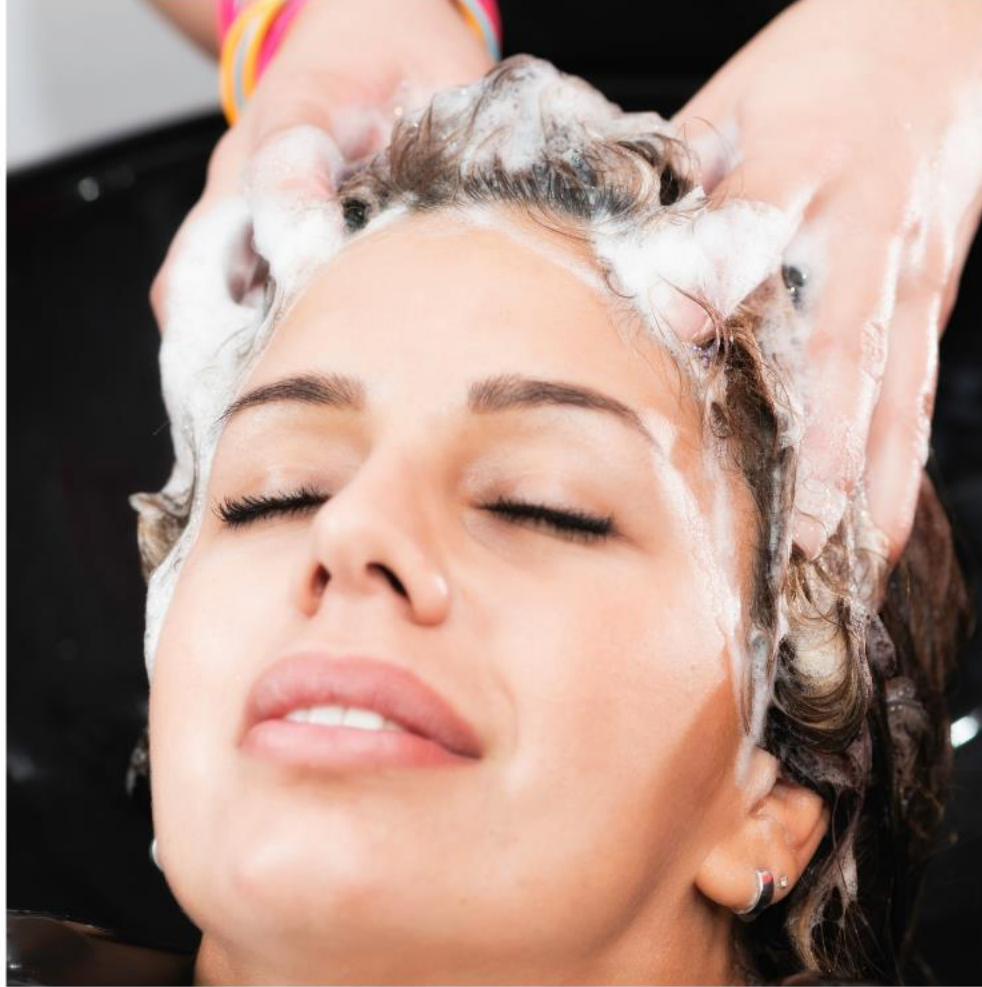
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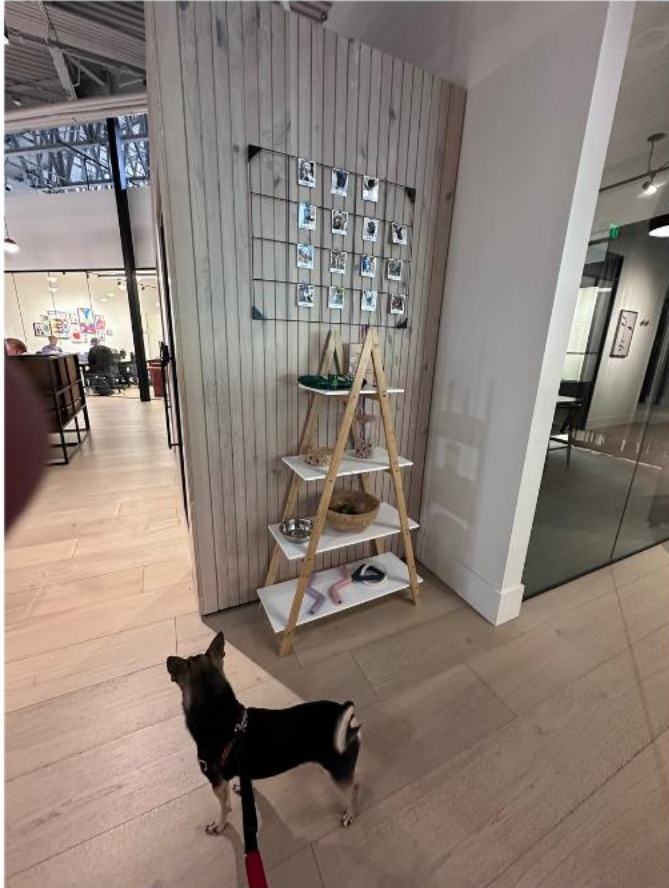
The Little Things



The Little Things



The Little Things



The Little Things





Hello Nina, Thank you for coming to light salon + head spa. Your experience matters to us and I'd be so grateful if you shared your experience (link to referral platform) If you have questions before your next visit, please message us (where you would like communication)

read at 7:00

Thank you! I loved my experience and will be sharing it with all my friends.

Delivered



Hi Nina! It's been a while since you've been in, and I wanted to check in with you to see how you and your hair are doing. When you're ready, click here (booking link) to reserve your appointment and we can get you back on your regular maintenance schedule.

read at 7:00

OMG thank you! My hair is a mess and I am booking now! Really appreciate the reminder.

Delivered

AI, Trends, Outlooks and Your Brand



AI and Your Brand

AI is not as awesome or awful as most folks are saying

Using your *brand story outline* in your prompts will make AI more useful and aligned with your brand tool to spark creativity, get ideas, differentiate your marketing, and save you time!

Look at the tools that are being used to differentiate and personalize your client experiences including scalp care, enhanced consultations, and client communications and care



Brand Story Example



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



AI and Your Brand

Hello. My salon is called light salon + head spa, and I am working on my focus for 2025 as it relates to differentiating my client experience, while still staying aligned with my brand. Below is my brand story outline. Can you give me 10 ideas on how I can differentiate my brand and create more value for my clients this year? Thank you!

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AI and Your Brand



Here are 10 ideas to differentiate **Light Salon + Head Spa** and create more value for your clients in 2025 while staying aligned with your brand story:

1. Wellness-Inspired Rituals

- Introduce mini mindfulness or relaxation rituals before or during services, like a guided breathwork exercise, sound bowl moment, or aromatherapy consultation, to set a calming tone.
-

2. Personal Beauty Concierge

- Offer a *Beauty Concierge Service* where clients can receive personalized consultations for hair care, styling, and scalp health regimens, including a take-home plan tailored to their lifestyle and goals.
-

3. Elevated Scalp Health Experience

- Expand your **head spa** offerings with exclusive treatments like a "Seasonal Scalp Renewal," which uses premium, eco-friendly, seasonal botanicals to target specific concerns (e.g., hydration in winter, detox in summer).

4. Trend Preview Events

- Host quarterly **Trend Preview Nights** where clients can learn about the latest hair and beauty trends, complete with mini demos, consultations, and curated product offerings.
-

5. Membership Tiers for Holistic Beauty Lovers

- Launch a **Membership Program** with perks like discounted head spa treatments, first access to new products, VIP booking options, and exclusive wellness workshops.
-

6. Partnerships with Local Wellness Brands

- Collaborate with local wellness businesses (e.g., yoga studios, nutritionists, or eco-conscious skincare brands) to create co-branded client experiences, events, or curated gift sets.



AI and Your Brand

7. Holistic Hair Wellness Packages

- Create **seasonal packages** that combine scalp health, modern cuts/colors, and holistic home care products to promote all-around hair wellness.
-

8. Mindful Styling Workshops

- Offer workshops or mini classes for clients on topics like "Mindful Morning Hair Rituals" or "Styling Techniques for Busy, Active Lifestyles," aligning with their inner work and health focus.
-

9. Eco-Luxe Product Refill Program

- Launch a **product refill station** for eco-friendly hair care, giving clients a sustainable option to repurchase their favorites while reducing waste.
-

10. Client Celebration Events

- Host exclusive, small-group "**Client Appreciation Days**" with complimentary mini services (like scalp massages), healthy snacks,  wellness activities to thank your loyal clients and make them feel extra valued.



2025 and Beyond In Beauty

Tech and AI Driven Solutions (from ChatGPT and ME)

Enhancing both client experiences and operational efficiency. Key anticipated impacts include:

AI Powered Chatbots for Elevated Client Care and Experience

Salons are increasingly adopting AI-driven chatbots to handle customer inquiries, provide instant assistance, and facilitate appointment scheduling. These chatbots enhance customer engagement and satisfaction by offering 24/7 support.

Personalized Client Services

AI-driven tools will enable salons to offer tailored recommendations for hairstyles, colors, and treatments based on individual client data, such as face shape, skin tone, and hair type. This personalization aims to enhance client satisfaction by providing customized solutions.

Virtual Consultations and Augmented Reality (AR) Previews

Clients will be able to virtually try on different hairstyles and colors through AI-powered AR applications before making decisions. This technology allows clients to visualize potential changes in realtime, facilitating more informed choices and reducing dissatisfaction with final results.



2025 and Beyond In Beauty

AI-Driven Hair Analysis and Recommendations

AI can analyze hair texture, thickness, and health, providing valuable insights for personalized home care routines. This enables stylists to offer customized product and treatment recommendations tailored to each client's specific hair needs.

Predictive Maintenance for Salon Equipment

AI can monitor usage patterns and performance data of salon equipment, predicting when maintenance or replacement is needed. This proactive approach minimizes downtime and ensures clients receive services with reliable tools.

Inventory Management

AI can predict product demand and automate reordering processes by analyzing sales data and trends. This ensures optimal stock levels, reduces waste, and guarantees that popular products are readily available for clients.



05

Next Steps



Identify which trends and outlooks are relevant to your brand



Audit your brand experience, awesome client journey, plans



Engage your team/tenants for creative solutions if applicable



Survey your clients to see what they care about and value



Make the adjustments you believe fit your brand



Tap into your resources

06

Resources



Creating Your Awesome Brand Course Module 1



what you will learn

The foundations & frameworks to build your brand story along with a peek into the Creating Your Awesome Brand, a complete course for beauty professionals

materials

4 Course videos & PDFs, Salon Business Models Guide, Brand Story Worksheet, ChatGPT prompts

Client, Team, Tenant Agreements Workshop



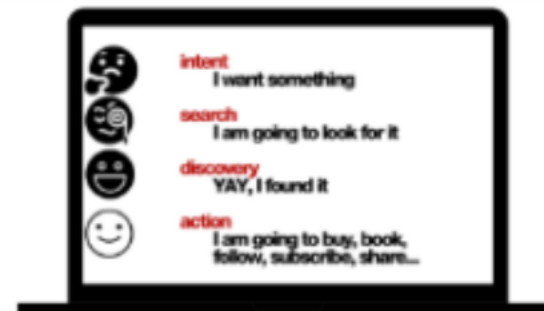
what you will learn

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

The Awesome Client Journey Online and Off Workshop



what you will learn

Provide insights, systems and tools to ensure your online and offline client care and communications are aligned with your brand purpose, promise and people.

workshop materials

Workshop PDF, Awesome Client Journey Maps

My AwesomeAF Healthy Boundary Handbook

wisdom, context, conversation
frameworks + tools for people-
pleasers + joy seekers

created with **love** by
Nina L. Kovner, Passion Squared



The **Awesome Team Handbook Template**

PassionSquared.





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