



Personal Audit

A personal 'audit' is self-examination of some of the traits that go towards making a successful hairdresser.

The objective of a 'Personal Audit' is for you to do a self-assessment. It's for you to acknowledge what you are good at. And to acknowledge what you need to 'work on', to be the success you want to be.

This is just for you! No one else. This is 'YOU are asking YOU' - No one is being, ageist, sexist or bullying or being overly invasive or picking on you in any way. This is just you are asking questions of yourself about "Who you need to be?" But remember to get the most out of this exercise, it's important that you're honest and objective with yourself.

So, using the questions below mark yourself out of '10'. With '0' being the lowest, meaning that you've got some work to do! And '10' being the highest. Meaning that you are already an absolute 'Super Star!'

And anything between '0' and '10', to indicate that 'maybe' there are some areas that you could get better at.

I have gone into complete overkill with this exercise! Because I have listed '37' different criteria to rate yourself on! Perhaps, some of them could possibly be combined. And some of them will be 'more' or 'less' relevant to different people, and different salon situations.

Please 'don't over think it!'
And definitely don't get too worked up about it!

HAIR	RATE 0-10
1. Haircut. Does your haircut look like an example of good hairdressing, is it fashionable/contemporary and clean?	
2. Colour. Do you have colour, is it well done? Does it suit you, or is it grown out, faded and patchy?	
3. Hair condition. Is your hair in good condition? Or is it split, frizzy, dry, broken or over processed?	

APPEARANCE	RATE 0-10
4. Fashion sense. Are you stylish and contemporary, do you look like you're in the fashion industry?	
5. Make-up. Do you wear make-up, is it well applied and modern?	
6. Clean clothes. Are your clothes clean and pressed, in a state of good repair?	
7. Clean shoes. Are your shoes always clean and in good repair, or are they scuffed and dirty?	

CLIENT EXPERIENCE	RATE 0-10
8. Greeting. Do you greet every client by introducing yourself and using their name?	
9. Names. Do you introduce all other team members who have contact with your client?	
10. Clothing protection. Do you go out of your way to protect client's clothes and personal belongings?	
11. Scalp massage. Are all your clients' given/offered a scalp massage?	
12. Refreshments. Do you offer all clients a range of refreshments?	
13. Music selection. Before you put music on, do you look around the salon to see who is there and choose something appropriate or do you just put something on to please yourself?	
14. Recommend options. Do you recommend alternatives to clients to keep them on a journey?	
For example, perhaps suggest that next time you change the colour or more/less layers?	
15. Help with bags, coats etc. Do you help all clients with coats and bags as they make their way in and out of the salon?	

COMMUNICATION SKILLS	RATE 0-10
16. Communication skills. Do you communicate well with other team members, managers, and clients?	
17. Receptive and intuitive. Are you receptive and intuitive to client's needs? For example, do you know if they want to talk or sit quietly and relax?	
18. Good listener. Are you a good listener, or do you constantly interrupt others and finish off their sentences.	
19. Discretion. Are you trustworthy and discreet or a gossip?	
20. Self-motivation. Are you a self-starter or always needing someone else to get you motivated?	
21. Self-discipline. Do you keep yourself in check and constantly look at how you can improve, or do you need someone else to keep you focused?	
22. Charm. Are you charming, well-mannered and polite, or abrasive, argumentative and morose?	
23. Fun. Are you 'fun' to have around, or grumpy and too serious?	
24. Do you look happy? Do you smile and look like you are enjoying life, or do you look tired miserable and worn out?	
25. Dealing with conflict in the team. Do you deal with conflict (in your team) in a constructive way, or do you ignore it and hope someone else sorts it out?	
26. Dealing with complaints. Do you handle complaints well, or do you get defensive and hate admitting that you may have made a mistake and just try to get them out the door?	

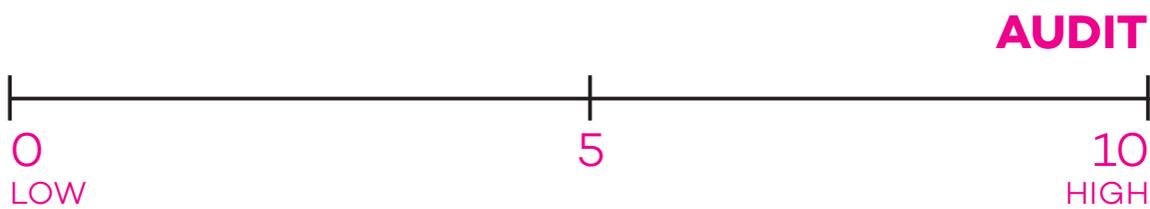
HEALTH AND HYGIENE	RATE 0-10
27. Health. Do you look after yourself? Do you have a good healthy diet and life-style or do you party too hard and frequently have time off due to illness?	
28. Hand washing is a non-negotiable. Do you wash your hands for the required 20 seconds between every client? No if's, no but's no maybe!	
29. Sniffing and Blowing. There is nothing more 'off putting' than someone sniffing and snorting their way through the day. Whether it's as a client, or a team member, they really don't want to have to hear you sniffing and snorting your way through the day!	
30. Personal hygiene. Do you use deodorant, are you clean? Do regularly wash your hands and use hand sanitiser during the day?	
31. Fingernails. Are they neat and manicured, or bitten down to the quick, is your nail polish chipped?	
32. Smoker. If you smoke do you use breath mints, mouthwash? Do you wash your hands after a cigarette? Do your clothes, hands and breath stink of smoke? Have you got nicotine stained fingers?	

PROFESSIONALISM	RATE 0-10
33. Punctuality. Are you always at work before your first client, do you run on time during the day?	
34. Proactive about client's time. In the event you may be running late do you go out of your way to contact clients and offer alternative options. For example, another stylist, or reschedule the appointment?	
35. Speed. Are you quick and efficient with your time?	
36. Can do attitude. Are you someone who has a 'can do' attitude and goes out of your way to try and make things possible?	
37. Go the extra mile. Are you someone who looks for opportunities to go the extra mile to make a client's experience better? For example would you offer to get them lunch if you're going out while their colour is processing, or to offer to help with an unhappy child or check their car if it's on a parking meter?	
38. Follow up call. Would you ever give a client a follow up phone call to ensure they are happy with a new colour or haircut?	



After you have completed the 'audit on yourself. The next step is to choose the top 3 criteria that you want to focus on improving.

1. _____



Step 1. Based on the personal audit that you gave yourself choose one of your professional character traits that you would like to improve.

Step 2. Rate yourself on a scale of 0-10

Step 3. Come up with 5 practical things that you could do to move it towards a 10.

1. _____

2. _____

3. _____

4. _____

5. _____



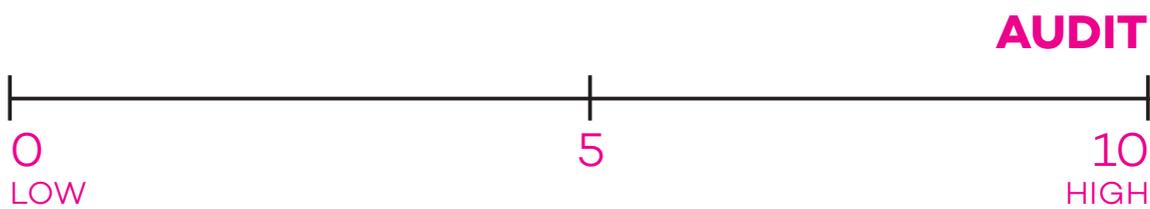
The only thing worse than starting something and failing is not starting something.

Seth Godin



After you have completed the 'audit on yourself. The next step is to choose the top 3 criteria that you want to focus on improving.

2. _____



Step 1. Based on the personal audit that you gave yourself choose one of your professional character traits that you would like to improve.

Step 2. Rate yourself on a scale of 0-10

Step 3. Come up with 5 practical things that you could do to move it towards a 10.

1. _____
2. _____
3. _____
4. _____
5. _____



Where there is no struggle, there is no strength.

Oprah Winfrey

