



Developing your salon vision statement

There are many phrases used in business that sometimes overlap and often leave the salon owner confused about what they need and don't need.

So what is a vision statement? Why would you need one? And how do you go about creating a vision for your business?

The purpose of this exercise is to answer those three questions.

What exactly is a vision statement?

There are two phrases which are similar but different. The first is 'Mission statement', and the second is 'Vision statement'.

Depending on what you read, the definitions will vary. However, I think the excessive jargon often alienates small business owners right from the beginning, making them wonder if it's relevant or necessary.

The 'Vision' is the 'What', meaning "What do you want your business to be like?"

The 'Mission' is the 'Why and the How', meaning "Why and how are you going to do it?"

And the statement part of it is purely saying that you need to consolidate the 'What you are going to do' and the 'Why and how you are going to do it' into two separate written statements of intent.

Once written down, they are no longer a vague definition of what you may or may not do. But instead, they are a clearly defined outcome and an expression of the values that you as a business will be guided by to make it a reality.

Now, you can choose to make it more complicated than that if you want to, but I like simple, and "What you are going to do" and "Why and how you are going to do it" is simple and effective and an essential starting point for anyone in business.

From here on, this document is purely focused on the 'Vision Statement'.

Why does your business need a vision statement?

Having a vision is imagining the future. And the clearer you can imagine it, the more likely you are to achieve it.

The more clarity you and your team have, the more focused and unified you will be around making the vision a reality.

The vision becomes a 'guide' or a 'point of reference' for everything the business and the individuals who work there do on a daily basis.

Some people will make a vision for their business 10 or 20 years into the future.

Personally, I think that's unnecessary because it's so far into the future it becomes easy to lose connection and relevance with your current reality.

Whereas, when you have a vision for the next 3-5 years, it's tangible, real, and relevant to your decision-making and actions every day.

Having a vision for the next 3-5 years keeps you on track. It enables you to develop an annual plan, quarterly goals, weekly objectives and daily tasks that are all connected to achieving the ultimate outcome of the vision.

Having a vision will keep you inspired. It lifts you up when you are feeling down and gives your life and your business a sense of purpose and meaning.

Creating a vision for your business?

So, how do you create a vision for your business?

Defining your vision is not about coming up with some catchy slogan for your website and business cards. And the vision is not just about what the salon 'looks like'. Although that's a part of the vision, it is just the beginning.

Remember, the vision is what you want your business to be like in 3-5 years; it needs to be practical and address how your business will operate in every way.

Like every business, your salon, whether it's large or small, is built around four core components, Marketing, Financial Standards, Products and Services and your Human Resources or Team.

On the following pages, there is a list of questions around the four core components of developing your business vision.

Working through the questions will get you to think about your business and where you would like it to be in the future.

These questions are not a finite list but a series of prompts to get you to really think about your future business. Feel free to add to the list of questions.

Take the time to answer what you can, and identify the areas you can't currently answer.

Make a start on it now, but don't feel that you have to have this perfected at this point, as it will evolve over time.

The objective is first to have defined a clear and inspiring vision for yourself as the salon owner.

It won't look pretty at the moment; it's not meant to.

What it's meant to do, is to give you some clarity about what you want to do! And once you have that, you can start thinking about what needs to happen and what you will do to make it a reality.

As you work through this, it will be obvious that some of these points are personal and only for you as the owner. Whereas there will be other points that everyone on your team needs to know about.

Think of this exercise as creating your 'master list' of bullet points summarising the business you want to build.

Later on, parts of it will find their way into a list for your team as they will need to be aware of the vision for the business.

You may eventually develop a series of bullet points that are a list of standards or measurable objectives for your team.

You may even get your team involved in contributing to the development of the vision. You may come up with different ways to display and promote your business vision, whether as words, actions or even a mood board.

I think the following quote by the late Steve Jobs [co-founder of Apple] is the perfect beginning for you to start creating your own business vision.

"If you are working on something that you really care about, you don't have to be pushed. The vision pulls you."

Steve Jobs

What is your Business Vision?

Over the following four pages are a series of questions addressing the four main business pillars.

This exercise aims to get you to think about what you want your business to be like 3-5 years from now.

The more clarity you have, the better, as it will lead towards the next step, which is asking, "What do I need to do this year, this quarter, this week and today to take me towards achieving the vision?"

My Salon Marketing Vision is...

- What is the concept?

- Who is your target market?

- What brand values will you have?

- Who will your product partners be?

- Where will the salon be located?

- What will the salon look like?

- What is your social media strategy?

- How will you grow?

My Salon Financial Vision is...

- What business model - Commission, rental or other?

- How will you generate revenue?

- What price point will you be at?

- Will you have a level system?

- What software will you use?

- What sales targets do you have?

- What KPI's will you monitor and what measurable standards would you expect?

- How much will you pay yourself?

- What is your profit target?

My Salon Products and Services Vision is...

- What products will you offer?

- What services will you offer?

- What do you want to be known for?

- Is it by appointment or a walk-in business model?

- How long will haircut appointments be?

- What is your vision for the client journey?

- How will you create and maintain a consistent brand standard?

My Salon H.R. or Team Vision is...

- How many people do you want on your team?

- How will you recruit new team members?

- What positions and titles will there be?

- What will your training program include?

- What career opportunities will you offer?

- What criteria must team members meet to be eligible for promotion?

- What flexibility can you offer to the work schedule?

- Will there be a dress code or uniform?

- What benefits will you offer?
