

Covid-19 Road to Recovery & The Move Forward

BY

 BEAUTY
BACKBONE
ALIGNING BEAUTY & BUSINESS



6 Step Plan To Recovery:

Awareness

Planning

Execution

Team Operations

- Team Optics
- Re-Hire Protocols

Sequence of Sanitation

- Storyboard
- Staff

Front Desk Operations

- Services Offered (Phase 1)
- New Questions
- Cashless

Guest Operations

- Guest Optics
- Sequence of Service

Internal Operations

- Management
- Finance
- Marketing

Training

- See it
- Speak it
- Show it
- Do it
- Measure it

Team Operations



- Team optics
- Re-hire protocol

Team Operations

Team optics

- Defining Moments
- Need to do's vs. nice to do's

Team Operations

Re-Hire Protocols

- Create teams, hours & schedules
- New handbooks/wage policies
- New job descriptions/requirements
- On-boarding/training outline
Personal service week
- Questionnaire to team
- Current state liscense?

Re-Entry Questions

- If we were to open between 5/1-6/1 are you open to re-applying?
- There will be new practices in place to social distance. We will be operating at 50% capacity and the hours could range from 7a.m. - 10p.m.
- We will be coordinating two different teams of people (Team A / Team B) with coordinating schedules for each team working independently of the other. Your schedule will look different prior to Covid-19.
- Is there anything holding you back from working with a starting date of 5/1-6/1?
- Would child care or transportation be an issue for you to return?
- The company is committed to the safety, sanitation and wellness of you, our guests and community. With all the new PPE we will be adding a \$5 guest fee to the appointment ticket that will go directly back to the company to offset costs, with this being said, are you still open to coming back to work?

Sequence of Sanitation-Story Board Your Return

PR MARKETING STORY BOARD

- Whitney Houston - One Moment in time - Owners
- LET'S GO - Fear-No-No - Employees



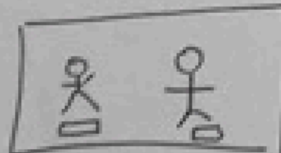
- Store front
- closed sign
- lights out



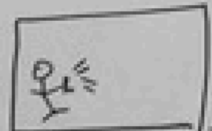
- Open door
- 'open' sign
- lights on



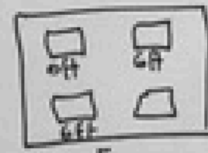
- Walk round
- Each section
- front desk
- empty shelves
- empty chairs



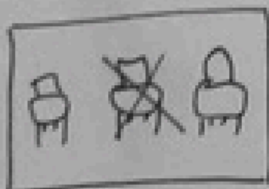
- Greet on employee
- Gown/gloves/mask



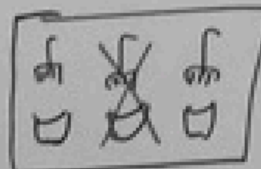
- Spray everything
- Clean
- Clean
- Clean



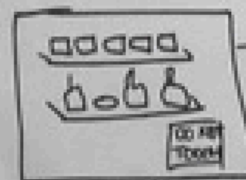
- place stickers



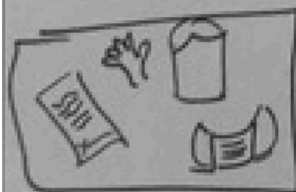
- Cover chairs



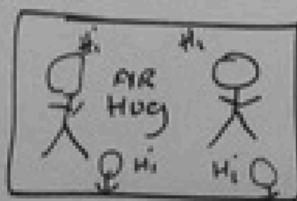
- Cover washing stations



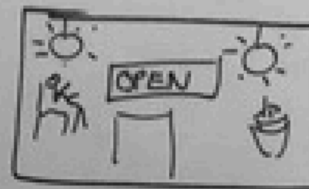
- Product + signs



- Shot of protective clothing



- Staff (people for video)



- lights on
- fade out
- Doors open

Sequence of Sanitation-Team

Safety/sanitation/wellness station pre shift



- Temp check & log / under 99°
- Minimize personal items / ziplock
- PPE - Gear Up! (mask, gloves, robe & shield)
- Respect social distancing in back room
- Sanitation station for tools

Front Desk Operations

The New Normal



- Services offered (phase 1)
- New questions
- Cashless

Front Desk Operations

New Questions



Preliminary Questions:

Do you have any of the following:

- Temp of 99° or higher?
- Unusual cough?
- Shortness of breath or trouble breathing?
- Sore throat?
- Muscle pain?
- Chills?

- Have you been in contact with someone who has tested positive for Covid-19?

Front Desk Operations

New Questions



-Are you living with anyone sick or quarentined?

-Have you been on an airplane in the past two weeks?

If yes to any of the above:
"We will need to schedule your appointment 3 weeks from today."

Front Desk Operations

New Questions

Think color correction 💡



- Have you colored your hair since your last appointment?
- Determine if it will be a corrective color service
- Err on the side of time
- Slow as you go

Front Desk Operations



- Going Cashless
- Retail / Walk in's
- Promoting Touchless
- Sanitation protocols

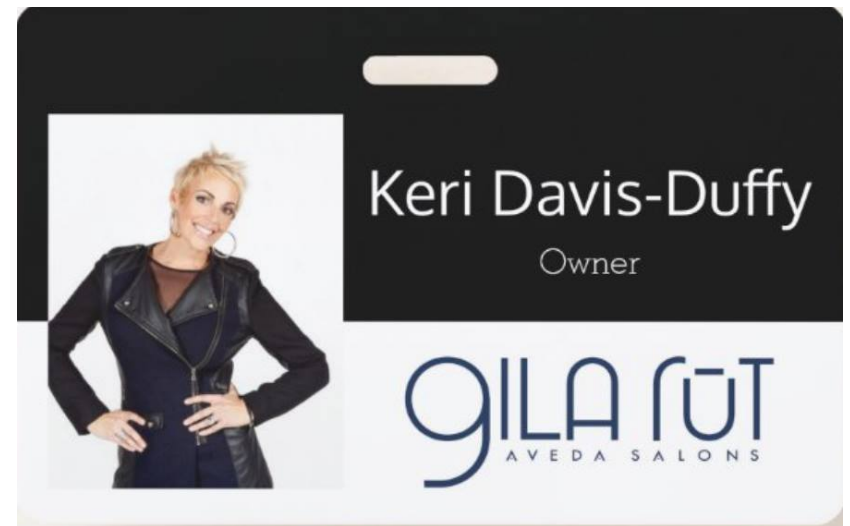
Guest Operations



- Guest Optics
- Sequence of service

Guest Operations

Optics



Sequence of Sanitation

Pre-Entry Protocols



Pre-Entry Station

- Temp reading pre-entry
- Same questions as pre-screening
- Guest Waiver
- Personal items must fit and be placed in ziplock bag
(no purses, bags or computers)

Sequence of Sanitation

Pre-Entry Protocols



- Sanitize guests hands,
- Issuing of mask, gloves and disposable cape (or sanitized cape)
- Guest changing room not operational (minimize touch points)
- One person per appointment (no friends or family)
- Guest enters salon, service begins

Internal Operations Management Systems



- Management
- Finance/Guest Fee
- Marketing

Internal Operations

Marketing



UPDATE

To our amazing guests...We want to thank you for your patience during these challenging times and hope you and your family are safe and healthy. As you know, the state of California has mandated salons to remain closed at the present time. While we are not working in the salon, we are working harder than ever preparing it for your arrival when allowed.



We are working directly with a pandemic expert on implementing best practices. Here are a FEW of the MANY measures we will be employing once we are able to open:

Prior to Opening:

- We will be calling you to schedule your services once we have an opening date
- Extended call times when booking to ensure appropriate timing & answer questions
- Extended hours to allow for two specific styling teams working independently



New Sanitation Protocols

- Pre-entry station for communication and sanitation prior to services
- Temperature reading before entry
- Issuing of mask, disposable cape and gloves (mask & gloves mandatory)
- Form of payment: Touchless - only credit cards - no cash
- Our guest changing room will not be operational
- Disposable capes for haircuts and color services
- Temporarily suspending all complimentary services
- One person per appointment (no children or friends in waiting/seating area)
- Operating at 50% capacity to ensure social distancing can be observed
- Safety, Sanitation & Wellness charge per visit: \$5.00

Internal Operations

Marketing



The Gila Rut team will be equipped with the following safety PPE:



Masks, gloves & face shields



Robes to wear over clothes



Plexi shield at the front desk for person to person interaction



We are committed to the safety, sanitation and wellbeing of every member of our community! The protocols mentioned will continue to be refined and adjusted as needed. We will keep you informed every step of the way.

Thank you for always supporting us, we look forward to seeing you soon.

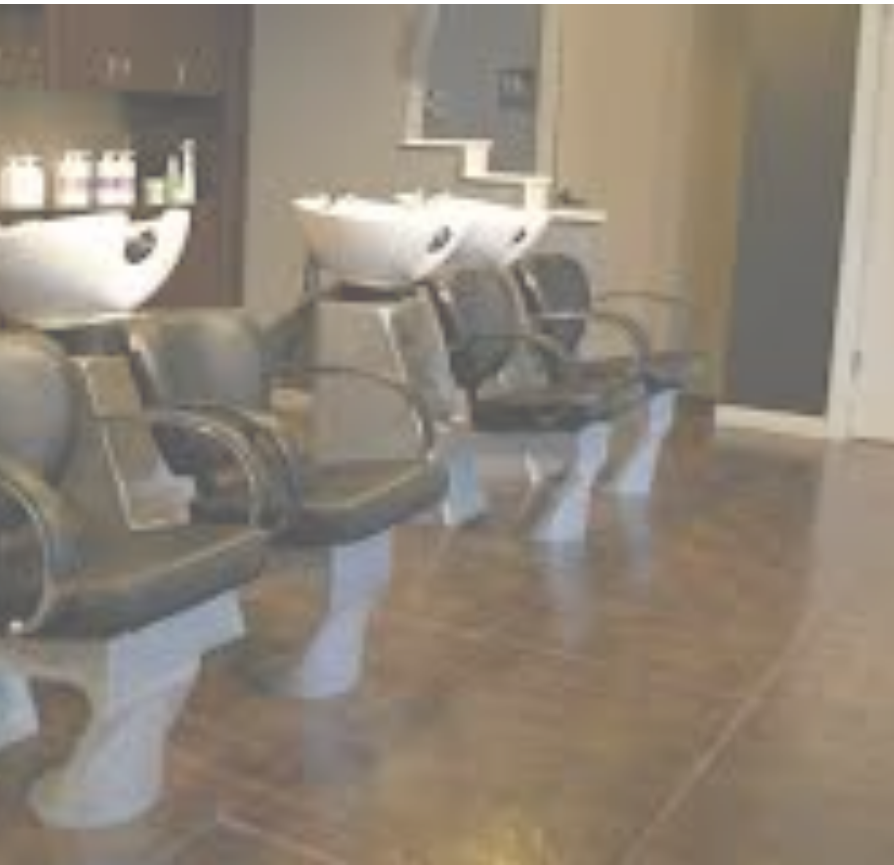
Keri, Karla & the entire Gila Rüt family



Prior to Opening

- We will be calling you to schedule your services once we have an opening date
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Internal Operations Management Systems







- Area log books for sanitation
(Front desk, back bar, back room etc)
- Employee delegation per shift
- Management check off protocol

Training Systems



- 4 Learning Points
- Layered Learning
- Repeat

4 Learning Points Instruction Guide

4 Learning Points	Function & Timing Timing for a 2-hour meeting Given 15 min. for housekeeping in the beginning Given 15 minutes for closing at the end
Engage  1	<u>20 Minutes</u> <ul style="list-style-type: none"> • Open meeting with an activity that relates to the subject • Creates open thinking, self discovery and promotes fun • Create a natural transition statement to define what your subject matter is on
Define  2	<u>10 Minutes</u> <ul style="list-style-type: none"> • Present all the facts and what you will be teaching/learning • This LP needs to relate to LP1 and create an 'ah ha' moment for the team • Present visuals and base knowledge of why you are doing what you are doing
Create  3	<u>45 Minutes</u> <ul style="list-style-type: none"> • Create a step-by-step learning process • Make time for A LOT of practice, over and over • Use scripts, have team work with each other practicing • Lock in new behaviors
Express  4	<u>15 Minutes</u> <ul style="list-style-type: none"> • Have team take 5 min. to practice in their own way. Let them put their personality into the scripting/behaviors • Allow feedback to adjust a bit • Share what success looks like (Your actual goal) • Launch tracking/score board system for new behavior • Share what happens when the team meets the goal. <p>Remember WIFM (whats in it for me)</p>

● Set up your protocols

● Plan your training

● Execute training

● Create a test out or certificate of completion

● Monitor  Retrain

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Next Steps

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BY

