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PROFESSIONAL BUSINESS STRATEGIES

Pre-booking Guests
Recruit New Guests
Teamwork
Understanding Products
Communication is a Skill
How to Hold a Staff Meeting
How to Get Your Staff to Use SPRx
How to Treat Staff Like Guests
How to Have a One-on-One with Your Staff
Helping Staff Exit Gracefully



(2)

QNITY: BUSINESS STRATEGIES FOR CREATIVES

Introductions and Keys to Success
4 Core Skills
Coaching, Profitability and Execution
Business Drivers for Service Providers
Foundations



(3)

STYLING 101

PRODUCTS

UNDERSTANDING PRODUCTS

In this course, you will learn how to diagnose hair and understand products. This is the foundation to creating beautiful results.

Getting Started
Diagnosing the Hair
Understanding Product
Finding the Right Products
Hair Maintenance



STYLING

WRAP DRYING

Understanding a
Flat Wrap Blow Dry,
you can take your style
almost anywhere. No matter
what your hair type, managing
and controlling it begins
right here.

Rough Dry
Foundations of Flat Wrapping
Wrap Dry on Fine Hair
Wrap Dry Curly Hair
Wrap Dry Short Hair
Wrap Dry Bob
Wrap Dry Mid Length Hair
Textured Blow Out
Blow Dry Coily Hair

FLAT IRONING

A flat iron look is chic and appropriate day or night. Once you master the Flat Iron, your options will be wide open.

Foundations of Flat Ironing Quick Flat Iron Flat Iron Finish Flat Iron Curly Hair Flat Iron Textured Hair Flat Iron on Fine Hair Flat Iron Short Hair Flat Iron Mid Length Hair Flat Iron Wave

ROUND BRUSHING

Whether your hair is straight or curly, Round Brushing is a foundation technique that enables you to control your hair. Round Brushing Round Brushing Curly Hair Round Brushing Short Hair Round Brushing Mid Length Hair

CREATING CURLS

In this course, learn three different techniques and the tools needed to get the curly look you want. Create a curl that is the best of both worlds, beautiful and manageable.

Curling Hair
Quick Curl
Velcro Rollers
Pin Curl Set
Classic Roller Set
Figure 8 Curl
Flat Iron Wave
Curling Short Hair
Curling Mid Length Hair
Loose Curl on Fine Hair
Twisted Barrel Curl
Shape & Texture
Creating Curls

CURLY HAIR

If you are dealing with curly hair, and are trying to understand how to manage it, there are a few simple rules for you to live by.

Intro to Curly Hair
Diffusing
Flat Wrapping Curly Hair
Round Brushing Curly Hair
Blow Dry Coil Hair
Flat Iron Textured Hair



PINNING

Proper pinning is essential. Learn how, when, and where to place your pin so that you can achieve the look you're going for while keeping hair set properly. Chignon / Bun
Finished Marcel Wave
S Wave Bun
S Wave Bob
Nahm Bob
The Audrey
Marie Antoinette
High Ponytail Top Knot
French Twist
Flat French Twist
Advanced French Twist
Marcel Finger Wave

CREATING CURLS

In this course, learn three different techniques and the tools needed to get the curly look you want. Create a curl that is the best of both worlds, beautiful and manageable. Creating Curls
Romantic Set
Marie Antoinette
Marcel Finger Wave
Finished Marcel Wave
Wet Finger Waves
S Wave Bun
S Wave Bob
Half Up on Curly Hair
Twist Up on Curly Hair

SMOOTHING

This Advanced Smoothing course includes three unique up-styles that incorporate smoothing the hair. The Advanced French twist is an updated version of a classic look, while the Finished Marcel wave uses flat barrel curling to create a modern up-style.

Finished Marcel Wave
Ponytail Fall
French Twist
Advanced French Twist
Flat French Twist
Marcel Finger Wave
Nahm Bob
High Ponytail Top Knot
Wig Wrap
The Audrey
Wet Look
S Wave Bun

BACK COMBING

Backcombing is a fundamental technique for putting hair up. Learn techniques such as root back combing and lacing to help create shape and texture where needed.

French Twist
Advanced French Twist
The Audrey
Marie Antoinette
Flat French Twist

PONYTAIL

Learn how to create a perfect ponytail, as well as many looks that use a ponytail, including a high ponytail with volume, a ponytail extension and many others Ponytail
Flat Multiple Strand Braids on a Ponytail
Ponytail Fall
High Ponytail Top Knot
Braided Ponytail
Chignon / Bun
Ponytail Extension



EXTENSIONS

Ponytail Extensions

Extension Installation to create volume & length Extension Installation to create volume Extension Removal Extension Retape Extension Installation to enhance the hair color Extension Installation to fix a hair cut Extension Haircut

FINISHED LOOKS

Nahm Bob Romantic Set French Twist Marcel Finger Wave Marie Antoinette The Audrey Wet Look S Wave Bob S Wave Bun Ponytail Wet Finger Waves Ponytail Top Knot Braided Ponytail Chignon/Bun

CUTTING FOUNDATIONS

Within this course are the foundational techniques needed to build a haircut as well as a greater understanding of hand and body positioning which enables you to work more efficiently.

Body Positioning Head Positioning Scissor Positioning Comb Plains Length Perpendicular Layer Convex Layer Parallel Layer Concave Layer **Vertical Graduation** Diagonal Graduation **Pivoting Graduation** Connecting Graduation Face Framing Fringe Eyebrow Fringe Angled Fringe

CORE CUTTING

Bob Lob Angled Lob Long Layered



CURLY HAIR CUTTING

Body Positioning
Head Positioning
Scissor Positioning
Short Length
Mid Length Wet Layers
Mid Length Dry Layers
Long Length Wet Layers
Long Length Dry Layers
Curly Dry Cut

MEN'S CUTTING



Body Positioning
Head Positioning
Scissor Positioning
Short Fade
Medium Fade
Fade with Disconnection
Medium Scissor Over Comb
Medium Length
Long Length
Eye Brow Trimming
Beard Trimming
Men's Bald Fade (ADD)

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ADVANCED CUTTING

ADVANCED CUTTING FOUNDATIONS

Embedded inside the advanced cutting course live several techniques which allow us to approach a haircut in a clear and efficient way.

Body Positioning Head Positioning Scissor Positioning Hair Prep Length Layers Short Layers Face Framing Graduation Removing Density Bias Cutting

RAZORING FOUNDATIONS

Inside the razoring course you will discover proper ways to manipulate the razor, along with razor foundational techniques from length to layering, as well as graduation.

Body Positioning
Head Positioning
Razor Positioning
Length
Layering Back
Layering Front
Graduating the Perimeter
Vertical Graduation
Pivoting Graduation
Horizontal Graduation
Connecting
How to Refine Your Haircut
Removing Density
V-Bang
Face Framing

RAZOR CUTTING

In this course, you will learn how to hold your body, hold the razor, and how to create a razor haircut from start to finish.

Body Positioning Head Positioning Razor Positioning Short Razor Cut Long to Short Razor Cut Razor Bob Modern Mid-Length Razor Layers on Long Hair



CUTS BY LENGTH

SHORT HAIR

Learn about the different techniques you can use in maintaining and cutting short hair.

Fix a Short Haircut Long to Short Scissor Cut Short Razor Cut Long to Short Razor Cut Curly Short Short Length Undercut

MEDIUM HAIR

Learn many different techniques you can use in maintaining and cutting medium length hair.

Modern Bob Make a Bad Bob Good Razor Bob Advanced Graduated Bob Modern Mid-Length Curly Mid-Length Dry Curly Mid-Length Wet Shag Bob Lob Angled Lob



Learn many different techniques you can use to cut and maintain long hair. Long Layered Dry Cut Layers on Long Hair Fix Damaged Hair Razor Layers on Long Hair Wet Cut Layers on Long Curly Hair Curly Long Length





COLOR BUSINESS STRATEGIES

Color Consultation
Building a Color Maintenance Plan



HAIR COLOR FOUNDATIONS

SINGLE PROCESS & TONERS

In this course you will not only learn a clean and effective way to do a single process color but also learn ways to make your color more creative and fun through techniques such as color melting and color blocking.

Single Process
Color Melt + Single Process Melting
Shading
Rough Regrowth
Shadow Root

DOUBLE PROCESSES & TONERS

In this course you will learn how to correctly lift and tone your all over blonde guests and how to have fun with creative toners that will make the hair pop in a multifaceted way.

Bleach + Tone with Bowl & Brush Application Bleach + Tone with Bottle Applicator Progressive Toner

CREATING DIMENSION

In this course you will learn different ways to customize dimension to short hair, long hair and men. Density
Effect
Short Hair Highlights
Dimension for Men
Dimension + Progressive Ends
Face Framing
Ribbon Highlights
Dimension Creating Depth
20 Foil
16 Foil
12 Foil

COLORING TEXTURED HAIR

This module addresses the difference in coloring straight, wavy and curly hair texture.

Straight Dimension
Wavy Dimension
Custom Dimension
- (Men's Wavy Dimension)
Curly Dimension

ADVANCED COLOR

COLORING GREY

Grey hair can be a challenge all on its own. In this section I will demonstrate sectioning patterns and techniques for giving your guest full grey coverage or simply blending their grey hair taking years off within minutes.

Gray Coverage with Dimension Gray Blending



NO FOIL DIMENSION

This No Foil Dimension module will guide you to faster add-on services to your already single process colors. These techniques will allow you to think outside the box and give your guest their desired look without taking additional time.

Pinwheel Flash Highlight

ADVANCED PROGRESSIVE COLOR

Trends come and go but when you have technique you can transform and help any trend in hair color progress right into the next. In this section you will learn techniques that will allow you more limitless options for creating the next color your guests will need to have.

Ponytail Ombre
Hair Painting
Back-to-Back Progressive Placement
Push Back Progressive Placement
Harmonious Blonde



CUSTOM COLOR PLACEMENT

Iridescent Placement
A-Line Dimensions
Short Hair Dimension
One Length Dimension
Establishing Dimension in
Long Layers

COLOR CORRECTION

Precolor Removing Artificial Color Dimension Creating Depth



MAKE-UP

EYE LOOKS

Eyes come in all shapes and sizes. In addition to the hottest trends and techniques this course will teach you how to identify eye shapes and apply the appropriate products.

Close Crease Eyes
Close Set Eyes
Downturned Eyes
Heavy Lid Eyes
Mid Crease Eyes
Deep Set Eyes
Prominent Eyes
Small Eyes
Wide Set
Slight Intense Contour
Individual Lashes
Glossy Lid

Soft Smoky Eye
Contour Eye
Doll Eye
Natural Eye
Sparkle Eye
Winged Liner
Squared Off Smoke
Under Eye Smoke
Graphic Eye
Eyes Teen to 20s
Eyes 20s to 30s
Eyes 40+
Soft Smokly Eye Set

COMPLEXION

Shadow Brow

Semi Matte Complexion Natural Complexion Complexion: Teen to 20s Complexion: 20s to 30s Complexion: 40+

BEAUTY THROUGH THE AGES

TEEN TO 20

Sometimes it can be hard to know how much makeup to apply. This course will introduce you to some soft, shimmery makeup looks for your complexion, eyes, lips, and brows and lashes that will be appropriate for teen girls.

20 TO 30

When applying makeup in your 20s and 30s, feel free to experiment with different looks. This course will give you guidance on how to fill in brows and define lashes, create the perfect complexion, and apply eye and lip color.

40 PLUS

After 40, it is important to know the best tricks to cover signs of aging to bring out your most beautiful self. The key is to create a balanced complexion by adding hydrants and to lift up facial features.

Brows and Lashes Complexion Eyes Lips

Brows and Lashes Complexion Eyes Lips

Brows and Lashes Complexion Eyes Lips

LOOKS

PREPARATION

This course will guide you through how to prepare for a makeup application, from removing makeup, cleansing, exfoliation, and applying moisturizer to filling in and shaping your brows. You will learn how to achieve a blank canvas as it is the best base for your client.

Skin Preparation Brow Preparation

LIGHT EYE, LIGHT LIP SET

This light eye, light lip course will teach you a 5-minute 'no-makeup' makeup look that uses neutral shadows and shimmery creams. The result is a radiant, natural makeup look that takes very little time.

Intro Complexion Cheeks Eyes Lips Concealer Powder

LIGHT EYES, INTENSE LIP

This light eye, intense lip course will teach you a classic, elegant look that is perfect for women with nice lips. In no time, you will create a bold lip that is reminiscent of old Hollywood.

Intro Complexion Cheeks Eyes Lips

INTENSE EYE, LIGHT LIP SET

This intense eye, light lip course will teach you how to create a sexy party look that puts the spotlight on the eyes and gives the lips a soft, nude look. This look is great for women whose eyes are their best feature or who don't want to worry about lip maintenance throught the night.

Intro
Eyes 1
Eyes 2
Eyes 3
Complexion
Cheeks
Lips

INTENSE EYE, INTENSE LIP SET

This intense eye, intense lip course is an all-out glam look. This is for anyone who is not afraid of makeup. It's sophisticated with an emphasis on both the eye and the lip. This is a great evening look, perfect for those who have mastered makeup basics.

Intro
Eyes 1
Eyes 2
Eyes 3
Complexion
Cheeks
Lips



MAKEUP TRENDS



BRONZE BEAUTY

This course will teach you how to fake it but not bake it. You will learn to create a sun-kissed look that can last all year round by using self-tanner, bronzer, and a shimmery cream. In this look it is important to use colors that are compatible with your natural skin color.

Intro Complexion Eyes, Brows, Lashes & Lips



MAKEUP TRENDS (cont.)

POP OF COLOR EYES SET

This course will teach you how to give a pop of color to your makeup look by using spring colors like violets, blues, greens and turquoise. In this look, we will keep the focus mainly on the eyes, keeping the lips soft.

Intro Eyes, Brows & Lashes Complexion Lips



RED CARPET BEAUTY SET

This course will teach you how to create a red carpet beauty look that is very glamorous and classic. You will learn how to create a beautiful complexion with a bold lip and a defined brow by using tinted moisturizer, light eye shadow, concealer and false lashes.

Intro Eyes, Brows & Lashes Complexion Cheeks & Lips

SOFT SMOKEY EYES SET

A soft smokey eye look is a highly requested makeup look that can sometimes be hard to achieve without being done too heavily or blended well enough. You will learn to create a sexy and smoldering smokey eye that is perfect for a night out.

Intro Eyes, Brows & Lashes Complexion

5-MINUTE LOOKS



Sultry/Shimmer Metallic Chic False Lashes Perfect Pout

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GUEST SERVICES

GUEST SERVICES

Know and Follow Expectations Know Your Salon Menu and Ask Questions Explain the Pricing Find a Solution Always Address the Guest's Needs Build Relationships with the Service Providers
Assist with Product Recommendations and Pre-Booking
Communication is a Skill
Teamwork

PHONE SIMULATION FOR FRONT DESK STAFF

Practice making and receiving calls as part of the front desk staff.

Scenario 1- Salon Calls Guest to Schedule an Appointment (Voicemail)

Scenario 2- Salon Calls Guest to Schedule an Appointment (Guest Answers)

Scenario 3- Salon Calls Guest to Confirm Appointment (Voicemail)

Scenario 4- Salon Calls Guest to Confirm Appointment (Guest Answers)

Scenario 5- Guest Calls Salon to Book an Appointment and Stylist is Available

Scenario 6- Guest Calls Salon to Cancel an Appointment

Scenario 7- Guest Calls Salon to Reschedule an Appointment

Scenario 8- Guest Calls Salon to Say They Are Running Late Cannot Be Accommodated

Scenario 9- Guest Calls Salon because they are Unhappy with Their Service