

HAPPY TALK

NEARLY NINE OUT OF TEN NHF MEMBERS SAY THEY ARE HAPPY IN THEIR WORK. SO, WHAT'S THE SECRET TO A HAPPY TEAM?

Norway may be the happiest place on Earth, as a United Nations report concluded in March. But, when it comes to job satisfaction, hair and beauty is hard to beat, according to the latest NHF poll of members.

Hair, beauty and barbering regularly come top in workplace happiness surveys, and the NHF's poll of nearly 150 members carried out in March was no exception.

In fact, nearly nine out of ten members (87%) described themselves as being either happy or very happy in their work.

On the flipside, stress was the thing that made members most unhappy (35%), the survey found, followed by (perhaps unsurprisingly) "not making enough money" (28%).

So, what is it about hair and beauty that makes it so happy? The survey suggests there is a clear link between a happy team and a successful salon.

→ If you have a happy, engaged team, that will feed through into a better client experience, excellent service and a more relaxed, pleasant atmosphere. If your clients are happier, then the salon is more successful. And that, in turn, makes the team happier!

But we also asked three members for their secret to a happy team.



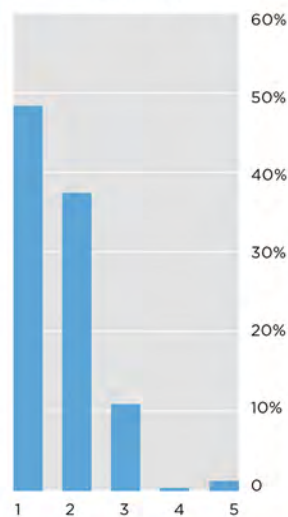
'HAIRDRESSING IS ABOUT MAKING PEOPLE FEEL GOOD

ABOUT THEMSELVES, AND THAT COMES THROUGH WITHIN THE JOB TOO'

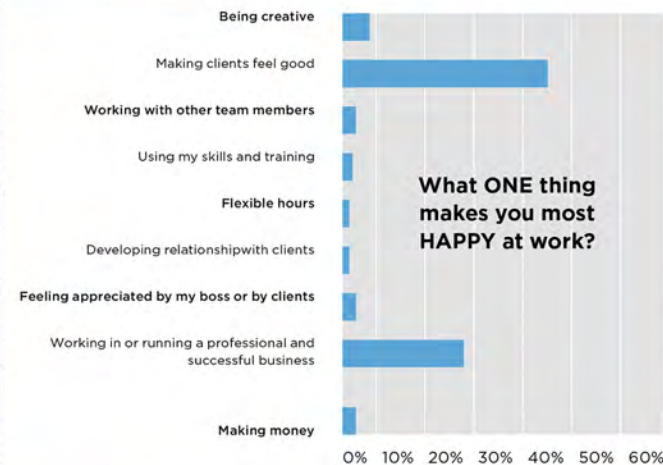
Sarah Turnbull runs Sublime Hairdressing in Stirling

We are quite a small salon with a small team, and have been going for six years. We work hard to create a relaxed, friendly environment; a lot of clients

How happy are you at work?



ANSWER CHOICES	HAPPINESS
1) Very happy	49%
2) Happy	38%
3) Neutral	11%
4) Unhappy	0%
5) Very unhappy	1%



ANSWER CHOICES

ANSWER CHOICES	HAPPINESS
Being creative	8%
Making clients feel good	45%
Working with other team members	4%
Using my skills and training	3%
Flexible hours	2%
Developing relationships with clients	2%
Feeling appreciated by my boss or by clients	4%
Working in or running a professional and successful business	28%
Making money	4%

comment on how nice the atmosphere is.

We are a very happy team. Hairdressing is a sociable job; we're chatting and interacting with the clients all day long. Hairdressing is about making people feel good about themselves, feeling happy, and that comes through I think within the job.

You do, of course, get arguments from time to time, which can be stressful. But overall, yes, it is a happy industry.

The NHF helps immensely - legislation, the contracts, the pension, the guides, the legal advice, HMRC and so on. It is just great to know someone is there who understands your point of view.



'I NEVER TELL ANYONE TO DO SOMETHING I WOULD NOT BE PREPARED TO DO MYSELF'

Christine Harvey runs Through the Looking Glass in Sudbury, north London
We have a reputation as a relaxing place to be: our job is making people feel happy.

One of the best things about being a hairdresser is that every day you are making people happy. People so often worry about their work but I feel really lucky to be able to say "actually, my job is fab".

In fact, one of my clients, who is a doctor, said to me "you are as much a doctor as I am", which I think says a lot about our role within the community.

Another good thing about hairdressing is that you always finish your work. As an owner there will always be business things to deal with but, as a stylist, at the end of the day the job is done. So, you're not taking work worries home with you.

It is important to recognise the people who work with you have aims and ambitions of their own. I never tell anyone to do something I would not be prepared to do myself. Even if they're young, recognise they're not children; give them some freedom and responsibility.

You also have to be proactive and try not to get stuck in a rut; you have to embrace and take on board modern ideas and keep changing and developing. You want your team to feel they are part of something that is growing.



'IF THERE ARE TENSIONS, OR SOMEONE IS UNHAPPY ABOUT SOMETHING, I ALWAYS MAKE SURE THEY DON'T TAKE IT ON TO THE SALON FLOOR'

Pauline Howe runs Strands Hairdressing in Fareham, Hampshire
Even after all these years, it still doesn't feel like a job. It feels like somewhere you come to for a friendly chat; it is just very relaxed. Of course you always get the odd incident, people rubbing each other up the wrong way, but the main thing I find is simply to treat people kindly and respect them.

I expect people to treat other team members as they would expect to be treated themselves. I will very happily muck in and sweep the floor or wash up; I may be the owner but I am not above anyone else.

Clients always comment on what a lovely, happy environment it is. If there are tensions, or someone is unhappy about something, I always make sure

they don't take it on to the salon floor. Education is really important. We are a large team - about 30 - and do a lot of team and individual education. We offer a range of incentives too. People have their individual targets to meet, but we offer flexible working where we can.

We have a good relationship with our product supplier, Redken, which recently took four of us to Las Vegas and Miami. Team members are also given an amount to spend on product, so I know they are themselves using any products they recommend to clients.

Once every quarter we close the salon for an afternoon to do education and team activities. We've been canoeing and shooting and done things like building rafts and we run staff awards.

The NHF has been a huge support. We use the contracts, so we know staff will have good contracts, which is obviously an important part of keeping them happy. I know we can pick up the phone and get good advice about almost anything, from health and safety through to staff issues. It means I know the business side is essentially "sorted" and then I can focus on the fun side of things.

FOUR THINGS THAT MAKE MEMBERS HAPPY

- 1/ "Have been happy in this industry every day since first starting at 13, just reaching my 50th birthday, so feel very privileged!"
- 2/ "Never forget to try to enjoy yourself"
- 3/ "A happy team and happy clients are the ultimate goal - these should bring business success and therefore salon owner happiness too - very difficult to achieve as it's people that are the greatest challenge at the same time."
- 4/ "Working a team for the benefit of all our clients, and my team being happy in their work and salon."

FOUR THINGS THAT MAKE MEMBERS UNHAPPY

- 1/ "The amount of money I pay to HM Revenue & Customs, VAT, PAYE, Tax, auto-enrolment and wondering what they are going to introduce next"
- 2/ "Being in the business for over 40 years and not wanting to retire yet - but knowing I will have to think about it someday - aaaargh!!"
- 3/ "Working very long hours seven days a week just to make ends meet"
- 4/ "Stress caused by staffing issues and difficulty finding qualified staff that can actually do the job properly without the need to retrain"



TURN THAT FROWN UPSIDE DOWN!

To help hair and beauty business owners to reward and motivate their teams, the NHF has partnered with Perkbox. The Perkbox platform provides teams with a whole host of exclusive perks and discounts from the UK's most popular brands.

Salon and barbershop owners who are members of the NHF will receive a special 50% discount on Perkbox. NHF members can start investing in their team's happiness today by visiting perk.so/nhf.

Please note that members must reach Perkbox via this link in order to access the discount - the discount will not be applied to any sign ups who have contacted Perkbox directly, or who have signed up through Perkbox's website.

