

5 Ways to Deal with the Great Resignation

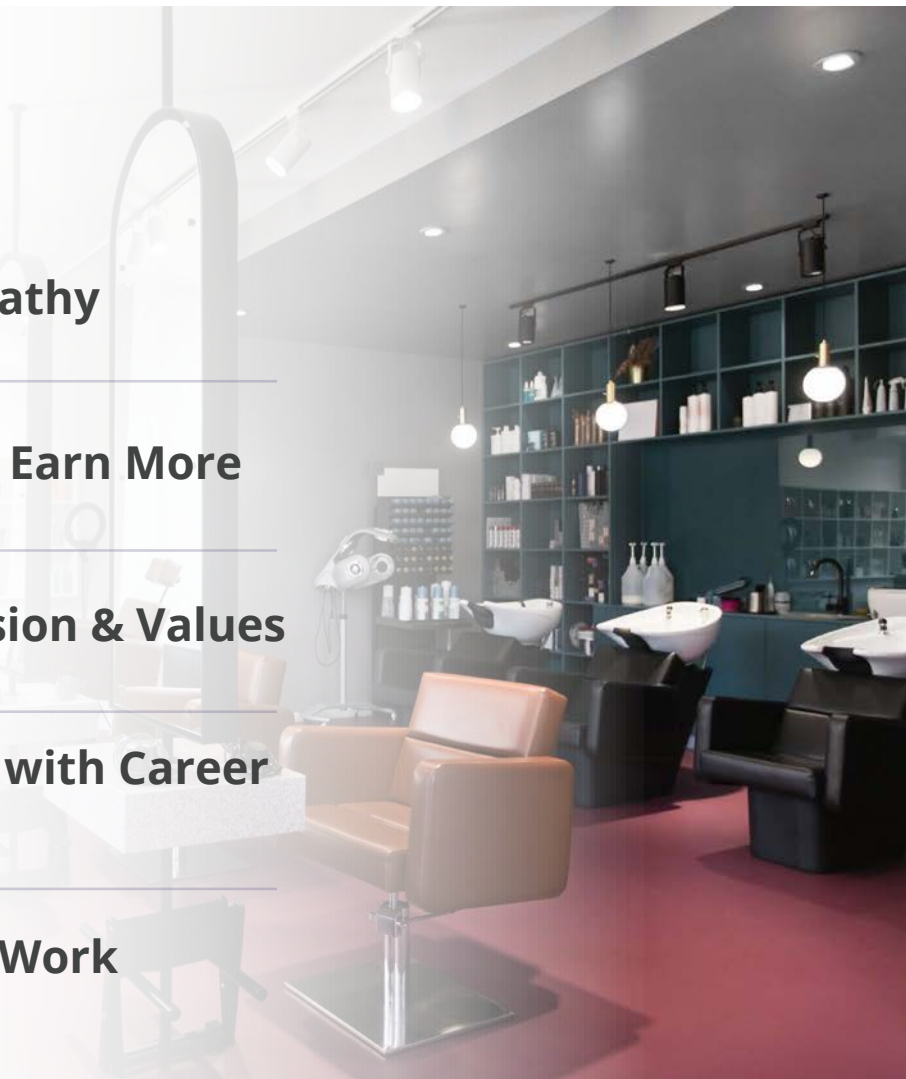
How do you create a resignation-proof salon or spa while building your business, increasing your guest book, and attracting new talent?

It starts by leading with empathy.

According to Gallup, **48% of American workers are** “actively job searching or watching for opportunities.”

With the [Great Resignation](#) hovering over the beauty and wellness industry, now is the time to focus on building a culture that recognizes and rewards employees. Happy providers create a positive environment that invites more talented staff, keeps guests satisfied, and creates a healthy workplace. So, let's explore how you can keep providers loyal for the long term.

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"Spa and salon operators can't afford to wait for staffing issues to resolve themselves — and lose more customers along the way. They need to build an excellent employee experience that fulfills, rewards, and retains their top staff members."

- Sudheer Koneru, Founder & CEO



Lead with Empathy

86% of people can navigate the demands of their work and life when they feel leaders are empathetic.

An empathetic leader understands the needs of others and demonstrates awareness of their feelings and thoughts. The benefits include:



Engagement

76%
of employees are
more engaged



Retention

Over 57%
of women say they
won't leave a position



Innovation

61%
of individuals are
more innovative



Work-life balance

86%
of people can navigate
life's demands better

People stay in jobs because of strong leaders and a well-aligned team. Our top tips for delivering that environment include:

1 Create a Safe Space

Make your space a safe one for your providers and staff to feel seen, heard, and worthy (aka a “no favorites zone”). Employee tension and a toxic work environment will drive people away faster than you can say “2 for 1 haircut”.

2 Check in Regularly

Use daily, weekly, or monthly check-ins with your staff, or have an “open door” policy. Sticky situations will come up because conflict is a normal part of life. If staff are comfortable sharing their feedback with you, that can ease the tension and help resolve underlying issues before they become a reason to quit.

3 Show Genuine Interest

It's important to show your team that you understand and respect their unique goals and needs. Then take steps to support them by tailoring tasks to suit different working styles. Recognize special things going on in team members' lives that show them you care beyond the professional, from vacations to birthdays, and child graduations.

Word of your positive work environment will travel. With more people moving on from their current roles, they're looking for a positive place where they can hang their hats (or scissors).



Help Providers Earn More

Companies that offer comprehensive training programs have [218%](#) higher income per employee.

Helping your providers make more money isn't only about base salary or chair rental fees, there are multiple ways you can support them to boost their earnings. Here are our recommendations:

1 Incentives, Commissions, and Bonuses

Make it fun and engaging for your staff to reach their sales goals with friendly competitions that result in positive reinforcement. These could include a financial bonus, a social media or email shoutout, or a special benefit for employees who meet or exceed their targets.

2 Increase Tips and Gratuity

Research shows that people [will tip more](#) when they don't have to physically part with their cash. Make tipping easy with [touchless payment technology](#) that automatically presents tipping percentages and allows your guests to pay (and tip) directly from their phones.

3 Reward Good Performance with Career Development

Career development not only benefits retention but it also increases their future earning potential. Everyone wants to feel like they're progressing and getting rewarded for it and providers are no different. Give them the tools to sharpen their skills and bring in the cash they deserve.



Empower Staff with Career Development

Over **90% of employees** would stay at a company longer if it invested in helping them learn.

The more dissatisfied employees are with the support of their personal growth, the more likely they are to leave. In contrast, companies that have a comprehensive system of training in place report increased productivity. This is because employees feel more confident about their skills and knowledge when they have access to the support that a training platform offers.

Providing training and development opportunities is a great way to show your commitment to your team while also boosting their motivation and engagement – leading to long-term loyalty. Your team will benefit by gaining new skills, and your business will become known for friendly, skilled staff. Remember, a happy team leads to happy guests!

Developing your team ensures you stay on top of trends and provide top-tier services to guests. Factors that are especially important for delivering a memorable guest experience in the beauty and wellness industry.



A BambooHR survey found that **over 30% of new hires quit in under six months**, with a lack of clear goals and mentoring as two of the main reasons for leaving. So, curb the desire to leave by implementing these two modes of learning:

1 Continued Education

Foster an environment of life-long learning. There is always a new trend to learn, technique to perfect, or skill to develop. As the salon owner, manager, or mentor, work with your staff to find key learning areas and support them to continue their education.

2 Mentoring

Take your inspiration from [Uber](#) to implement a system where managers work closely with employees to help them get where they want to go in their careers. A culture of mentoring starts at day one and continues throughout the span of your providers' career with you. So, create opportunities for providers to learn from top-performers or offer mentoring advice to junior stylists.



Pro Tip

[Zenoti University](#) is a **free hub** of educational opportunities with over 100 courses.



Align Your Mission & Values

37% of hourly workers are seriously considering [leaving their current role.](#)

Bonding over shared values is a great way to unify and motivate employees. One of the reasons people move on is that their values no longer align with those of the company. So, consider your mission and values then ask the following questions:

- Have you shared your brand mission and values with your team?
- Do you create opportunities to regularly check in and ensure everyone is aligned?
- Are you actively modeling your values to your staff?

For example:

If one of your values is diversity and inclusion, are you hiring a diverse team? Do you have inclusive language on your website, such as gender-neutral pricing? Building an inclusive workplace culture isn't about words on your website, it's about action.

Having a clear vision and mission that guides how the team works, behaves, and interacts can impact:

1 Employee Performance

Giving staff guiding principles on how you expect them to behave and contribute at work provides inspiration and accountability that leads higher performance. When you are aligned on values, your team will also feel passionate about living them every day.

2 Profitability

Providing staff with a clear sense of purpose has also been proven to increase business value by [175%](#)! If providers are behind your brand values, they will push themselves to work harder and deliver on them. This creates a positive, fulfilling work environment where they will want to stay while also helping you to grow and scale the business.

Get Inspired:

At Zenoti, our mission is to help people feel good so they can find their greatness. We make good on this through community giving initiatives that employees can get behind.

The Zenoti logo is displayed within a circular graphic composed of small dots. The word "zenoti" is written in a lowercase, sans-serif font, with "zeno" in blue and "ti" in green.

zenoti



Pro Tip

Over 55% of younger Americans say “making a difference” is essential for their career decisions. So, as you consider the future of hiring for your business, giving individuals a sense of purpose through your brand values is more important than ever.



Reduce Admin Work

Artificial intelligence (AI) and the right beauty and wellness software tools can drastically reduce the time your employees spend on administrative tasks.

Your staff likely joined the beauty and wellness industry to work with people, not deal with logistics or boring admin work. The more you can empower employees to do what they love — and eliminate what they don't — the less likely you'll be to lose them to a competitor.

Consider adopting a software that has the tools and capabilities to take care of admin tasks and free up providers to focus on high-impact work. Our top recommendations include:

1 Chatbots

Increase revenue, tackle long phone wait times, dropped calls, missed sales, and bookings with a chatbot that's available to your guests 24/7.



2 Automated Marketing

Connect with your audience through social media and emails without the time commitment. With automated tools that know your appointment book and send targeted promotions to the right guests at the right time, your staff haven't had to spend a second on marketing yet the appointment book is full, and your ratings are 5*

3 Texting Solutions

85% of consumers prefer texting over phone calls. So, give them the convenience to engage with your brand the way they want and cut down on phone tag time for your staff. Plus, the best solutions let you automate text messages or emails to remind guests if it's time to book an appointment or if they have an upcoming appointment to reduce no-shows and keep your provider's schedule full.

4 Customer Mobile Apps

Empower guests to effortlessly book, complete forms, check-in/out, and pay on their own mobile device and take a load off your team. Less front desk phone calls and lines means your providers get to spend their time on guest appointments – helping them stay happy and loyal.

With these practices in place, and the right tools to support them, you can retain top providers and ensure they stay feeling their best. We can help.

[Chat with us today](#)

Additional Resources:

[7 Tips for a Motivated & Engaged Team](#)

[3 Ways a Training Program Increases Employee Retention](#)

[3 Reasons Why Employee Training is Key to Business Success](#)



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