



VIRTUAL BUSINESS ACADEMY – A WEBINAR SERIES

Virtual Business Academy

A series of 30 minutes to 75 minutes virtual workshops designed to support salons in the creation and implementation of their new world business plan

Series Intro (April 14 and April 15, Part of the Distributor Network calls)

- Why now
- What we will cover
- How the program works
- Academy Learning Path and Tools

Pre-Requisites

- New World Business Plan Pre-Series Assessment
- Understanding the new Benchmarks - Review. (may be able to use existing pre-recorded content)

Unit 1: Planning for Profit I - April 28

- Service provider payroll at 45% or less through a leveled system
- Team Member Growth Plan
- Add \$5 sanitation and product fee to each ticket

Unit 2: Planning for Profit II

- Implementing the Team Member Growth Plan
- New Artist Training Calculator

Unit 3: Planning for Profit III

- Non-Service provider payroll
- Professional product cost
- Inventory

Unit 4: Planning for Profit IV

- Creating operational efficiencies
- Rent reduction in the new normal
- Team Task Organizer

Unit 5: Driving Revenue per Square Foot I

- Calculating revenue per square foot
- Project the Day
- P2: Referral Program

Unit 6: Driving Revenue per Square Foot II:

- P2: Pre-Booking
- P2: 5C Consultation

Unit 7: Driving Revenue per Square Foot III

- Social Media and Website Design
- Stylist Guest Recruiting with IG

Unit 8: Becoming *THE* place Stylists Want to Be I

- Promotion Criteria
- Hopes and Dreams

Unit 9: Becoming *THE* place Stylists want to BE II

- New Artist Technical Training Organizer

Unit 10: Becoming *THE* Salon Guests Want to See

- Entry level haircut pricing
- Creating value for every guest at every price level
- The Performance Wheel

Unit 11: Financial Wellness in the New Normal

- Forecasting

Unit 12: Financial Wellness in the New Normal

- Cash planning

Virtual Business Academy Series Cost:

- \$69 per month for 12 months. Payments start July 15th
- Access to the Business Academy Learning Path which includes:
 - Recordings of the New World Business Plan virtual series webinars
 - All videos from the live Academy course which explain in detail the Why, What, How and What If
 - All Academy support tools and templates
- People who have attended a previous live business academy session can participate in the virtual series at no cost
- People who have not attended the live business academy session can attend future live Business Academy sessions at a discounted rate.

Recommended Webinar Time:

- Explain the overview of the program to the Network on Tuesday and Wednesday (April 14-15) on the Distributor Salon Calls
- Series begins Tuesday, April 28th
 - Tuesdays at 4:00PM EST/3:00pm CST
 - Thursdays at 1:00 PM EST/12:00PM CST