

# WELLA **BUSINESS** EDUCATION



Explore Wella's world class  
business education partners and  
certification opportunities



# ABOUT WELLA ED

From the moment you partner with Wella, you'll gain access to world-class business education. Your business is unique, and we don't believe in a one-size-fits all approach. We've partnered with the best companies to provide a variety of solutions to fit your needs. Whether it's driving profitability, creating strong systems, or harnessing social marketing tools, **we've got you covered.**

# WELLA BUSINESS CERTIFICATION

From the comfort of wherever you are, learn better ways to help your salon grow. Home care sales, building a business behind the chair, social media strategies, and more await you. Join us on WellaEd for a full learning catalog and certification journey. We have created strategic business alliances with the best in the business to get you the kind of support you need to make your business profitable. We offer seminars at the Wella studios, online, and at industry shows, hosted by our business partners. Learn more about who can help you get the answers you need, get motivated and achieve your best business results.

# GET CERTIFIED. FIND YOUR PATH.

Wella custom education is curated by Wella's top education partners to transform your business and experience exceptional financial results. Choose from five programs, each with a 3-level path for success.

## START WHERE YOU ARE

See what business programs are most relevant to fit your growing business needs. Choose a program to begin your certification.

CONSULTATION

SOCIAL MARKETING

FINANCIAL

LEADERSHIP

BUSINESS BUILDER

## WORK AT YOUR PACE

Take classes online, with our industry-leading business partners, or at our studio to move your journey forward.

 **EMPOWERING YOU**



## BECOME AN EXPERT

Move through the certification program from INSIDER to SPECIALIST to become an EXPERT in the areas of business you need most.



# BUSINESS PROGRAMS

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## CONSULTATION

Having a great consultation is a lost art, but it's key to a successful visit. Learn of how to create an exceptional experience with this highly curated suite of lessons.

## SOCIAL MARKETING

Marketing is key to growing your brand and attracting new clients—but it can be tricky! Learn the ins and outs of brand building, advertising, social media, and more.

## FINANCIAL

Let's face it, most beauty pros aren't finance experts. Learn to level up the finance function of your business for higher sales, stronger profits, and peace of mind with content from Wella's expert partners.

## LEADERSHIP

Perfect for new and seasoned leaders alike, develop your skills to become a better leader inside and outside of the salon with this certification.

## BUSINESS BUILDER

Running a business means wearing a LOT of hats. In our business builder certification, you'll get a crash course on business finances, customer service, retail sales, and more.

# CERTIFICATION LEVELS



## INSIDER

Virtual, Complimentary  
All Seminars Required

To start, certify as an INSIDER with virtual classes focused on Business fundamentals with your choice of business programs. The **Business Insider Series** is a collection of virtual seminars based on foundational knowledge and expertise of timeless business topics. There are five program areas of support, Consultation, Finance, Social Marketing, Leadership, and Business Building for individual stylists. Each session has been hand curated and guided by one of our professional business partners and is designed to be self-guided.



## SPECIALIST

Virtual/Face to Face, \$  
Choose One Partner

Grow into a SPECIALIST through detailed learning with the Wella Business education partners. Our **Business Specialist Series** will give you all the tools you need to grow your business acumen and grow your bottom line. In the specialist category, you will navigate through seminars with your preferred business partner of choice. Each business program topic has multiple paths and is supported by a variety of virtual and face-to-face offerings.



## EXPERT

Virtual/Face to Face, \$  
Continue w/Specialist Partner

Become a true EXPERT in your specified field of business and understand the systems that will drive your results forward. Join the community of Wella Professionals' top salons and stylists elevating the industry through their top-performing businesses! **Wella Business Expert** is for the most passionate stylists and owners in the industry—those of us who always want to learn more and to learn why. Designed for those who want to accelerate their business to the highest level, elevate professionalism and see a dramatic increase in revenue. The expert level has a variety of support from each Business education partner. The course offerings are designed for multiday face-to-face experiences.

 VIRTUAL  FACE TO FACE

# EDUCATION PARTNERS

Start by experiencing each of our partners in the complimentary INSIDER series. Next you can continue a path to deeper learning with the partner you prefer in the SPECIALIST series and take it a step further with the EXPERT certification with that same partner.

For full course description and details go to [wellaed.com/businessexpert.aspx](http://wellaed.com/businessexpert.aspx)



## **Wella**

Wella education is the top destination for beauty professionals to engage with Wella's full range of offerings from education to community to resources. We have something for every artist at every stage in their career. We offer 10+ different certification options, create your certification journey today.







## Empowering You

Empowering You programs give businesses an advantage over the competition: strong, confident, empowered leaders who create positive cultures and make businesses thrive in any circumstance. Using methods tested in our salons and in salons and spas across the nation, our programs show proven results, results that will turn your business into an unstoppable force. Empowering You will help double your income and exceed your client's expectations, every single time. If you've ever struggled with keeping a simple, solid system in place that sets you up for success then this is the program for you. If your team needs motivation and your workplace culture needs a boost, Empowering You has the answer.



## Inspiring Champions

Inspiring Champions is recognized as the premier salon business consulting and business education company in North America. Our repeatable salon management systems have been perfected over two decades and implemented by TENS of THOUSANDS of salon owners, managers, and technicians. Get ready to experience for yourself, proven salon business strategies and salon solutions that will lead to instant, sustainable and substantial salon success. Our unwavering commitment is to exceed your expectations.



## Qnity

Qnity is a learning and development company with education and visual-thinking tools that have helped transform beauty and wellness businesses and individuals across the globe. Known as the market leader for financial literacy and financial wellness programs, Qnity creates a **revolutionary simple and visual approach to financial wellness**. With solutions for entrepreneurs, intrapreneurs, solopreneurs, and students Qnity programs and services help individuals and businesses reach greater levels of financial success.



## Strategies

Since 1993 Strategies has had one goal: to help businesses operate more efficiently and profitably. We've worked with owners and their teams to create businesses that balance profitability with a happy work environment and devoted customers. At Strategies, we are experts at helping salons create dynamic team-based cultures. Ultimately, how well you implement and dial in your salon systems defines your most precious asset—your brand identity. Experience what it's like to have salon systems set you free and how to shift your organizational culture from "I/me/mine" to "we/us/the company/the team. We dramatically increase sales and profits using our salon specific systems that have been proven for over two decades. Our systems require work, commitment, team engagement, and accountability ... but that's what growing a dynamic and profitable business is all about.

# CONSULTATION PROGRAM



## INSIDER

Virtual, Complimentary (all required), 2.5 hours

### Inspiring Champions

- Powerful Consultation I
- Powerful Consultation II
- Disruptive Customer Service, Maximize Performance Part I
- Disruptive Customer Service, Maximize Performance Part II

### Empowering You

- Rockstar Consultation

### Wella

- The Client Experience Session I

CHOOSE  
ONE PARTNER  
PATH

 VIRTUAL

 FACE TO FACE



## SPECIALIST





Virtual & Face to Face






## EXPERT

Virtual & Face to Face


### Inspiring Champions

- Powerful Consultation III  15 min | Free
- Powerful Consultation IV  15 min | Free >>
- Wella: The Client Experience Session II   1 day | \$350


### Empowering You

- Master the Consultation  90 min. | \$37 >>
- Wella: The Client Experience Session II   1 day | \$350

### Inspiring Champions

- Champ Camp  3 days | \$1,149

### Empowering You

- Rev Up Consulting  6 months | \$997

# SOCIAL MARKETING PROGRAM



## INSIDER

Virtual, Complimentary (all required), 3.5 hours

### Wella

- Instagram 101
- The Client Experience Session I

### Empowering You

- 75 Tips to Interact with Your Audience

### Inspiring Champions

- Marketing vs Advertising
- How to Create a Powerful Brand
- 7 Advertising Techniques
- Heart and Mindset of a Champion, Interview I

CHOOSE  
ONE PARTNER  
PATH

(elective)

### Inspiring Champions

- Heart and Mindset of a Champion, Interview II

 VIRTUAL

 FACE TO FACE



## SPECIALIST




Virtual & Face to Face





## EXPERT

Virtual & Face to Face

### Wella

- Instagram 201  90 min | \$300
- The Client Experience Session II   1 day | \$350


### Empowering You

- Social Media Overhaul – Analysis, Coaching & Debrief  1.5 days | \$600
- Social Media Content Package  3 hours | \$27

### Wella

- Social Media 301  3 days | \$1,500  
*in partnership with Evoke*

### Empowering You

- Social Media Group Coaching  6 months | \$249

# FINANCIAL PROGRAM



## INSIDER

Virtual, Complimentary (all required), 3.5 hours

### **Qnity**

- Simple Tax Tips
- 5 Money Myths
- Defining Profitability
- How to Create a Plan for Financial Freedom
- Two Ways to Grow Your Money Coming In
- Time is Money
- Inventory: 5 Watch Outs
- Problems with Numbers

### **Strategies**

- Increasing Profitability without Raising Prices Part I
- Increasing Profitability without Raising Prices Part II

### **Empowering You**

- Business Building Essentials

CHOOSE  
ONE PARTNER  
PATH

 VIRTUAL

 FACE TO FACE



## SPECIALIST

Virtual & Face to Face






## EXPERT

Virtual & Face to Face


### Qnity

- 6 Challenges to Profitable Business  10 min | Free
- 20 Minutes to Better Financial Management  10 min | Free
- Lost in the Finance Details? How to See the Big Picture  10 min | Free
- Prosper  8 hours | \$299
- GAP Analysis Workshop  1 day | Free



### Strategies

- Pricing Services Package  1 hour | Free
- Financial Fitness OnLive  3 hours | \$89
- Get Out of Debt; Build Cash Reserves OnLive  3 hours | \$89




### Empowering You

- Beauty Business Fundamentals  1 day | \$697


### Qnity (choose 1)

- Money Pro Program  6 months | \$2,500+
- Money SBO Program  2 days | \$2,000

### Strategies (choose 1)

- Intentional Profit (Financial Fitness)  3 days | \$895
- Game Planning Workshop  2 days | \$595
- Incubator Program  4 days | \$1,695

### Empowering You

- Profit Accelerator  1 year | \$549/mo.

# LEADERSHIP PROGRAM



## INSIDER

Virtual, Complimentary (all required), 4 hours

### **Qnity**

- Name to Every Number
- Legos and Your Business
- 1 Thing to Avoid in Small Business (+ 5 Tips for Success)
- What's A Preneuer?

### **Strategies**

- Recruitment Power Hour
- Proactive Leadership Power Hour

### **Empowering You**

- Beauty Business Essentials

### **Inspiring Champions**

- Leadership Without Borders Part I
- Leadership Without Borders Part II
- Numbers are Lumber

CHOOSE  
ONE PARTNER  
PATH

 VIRTUAL

 FACE TO FACE





## SPECIALIST

Virtual & Face to Face



## EXPERT

Virtual & Face to Face

### Qnity

- GAP Analysis Workshop 1 day | Free

### Strategies

- Unlocking Your Leadership Style 3 hours | \$89
- Communication for Growth 3 hours | \$89
- Creating Lift in Your Business Power Hour 1 hour | Free
- Creating Loyal Business Clients Power Hour 1 hour | Free

### Empowering You

- Power Up Your Leadership 1 day | \$897

### Inspiring Champions

- Advanced Leadership 8-90 min. mtgs | \$1,899
- Top Gun Front Desk 8 weeks | \$1,399

### Qnity

- Qnity in Action 6 months | \$695/mo.

### Strategies (choose 1)

- Unleashing Leadership 3 days | \$945
- Recruiting Workshop 2 days | \$595
- Incubator 4 days | \$1,695
- Communication for Growth 2 days | \$595
- Handbook Workshop 2 days | \$595

### Empowering You (choose 1)

- Masters Academy 1 year | \$997
- B School For Industry 3 days | \$1,997

### Inspiring Champions

- Champ Camp 3 days | \$1,149

# BUSINESS BUILDER PROGRAM



## INSIDER

Virtual, Complimentary (all required), 4 hours

### **Qnity**

- Inventory: 5 Watch Outs
- 3 Ways to Increase Your Money Coming In
- 3 Ways to Increase Your Number of Clients
- 8 Tips for Better Money Management
- The Basics of Financial Statements
- Simple Tax Tips
- Time is Money
- What's a Preneuer?
- 2 ways to Increase Money In
- Problems with Numbers

### **Strategies**

- Creating Loyal Business Clients Power Hour

### **Empowering You**

- Beauty Business Essentials

### **Inspiring Champions**

- How to Generate 100k Parts I, II, III

### **Wella**

- The Client Experience Session I

CHOOSE  
ONE PARTNER  
PATH

 VIRTUAL

 FACE TO FACE



## SPECIALIST

Virtual & Face to Face



## EXPERT

Virtual & Face to Face

### Qnity

- Defining Profitability 10 min. | Free
- The Weekly Ritual for Financial Success, in Only 20 Minutes! 10 min. | Free
- Approaching Inventory 10 min. | Free
- Wella: The Client Experience Session II 1 day | \$350

### Strategies

- Retail Like a Boss OnLive 3 hours | \$89
- Next Level Guest Care OnLive 3 hours | \$89
- Happiness 2.0 30 min. | Free
- Wella: The Client Experience Session II 1 day | \$350

### Empowering You

- Six Figure Tribe 6 months | \$597
- Success Kit as needed (8 hrs) | \$399
- Wella: The Client Experience Session II 1 day | \$350

### Inspiring Champions

- Fearlessly Raise Price Part I 30 min. | Free
- Fearlessly Raise Price Part II 30 min. | Free
- Gap to Goal 20 min. | Free
- Cost of Independence 15 min. | Free
- Ownership Loaner Ship 20 min. | Free
- Wella: The Client Experience Session II 1 day | \$350

### Qnity

- Money for Solopeneuers 6 months | \$995  
*(coming soon)*

### Strategies (choose 1)

- Game Planning Workshop 2 days | \$595
- Incubator 4 days | \$1,695

### Empowering You

- Rev Up Consulting 6 months | \$997

### Inspiring Champions

- Champ Camp 3 days | \$1,149

# ABOUT OUR BUSINESS EDUCATION PARTNERS





# FINANCIAL SUSTAINABILITY FOR SALONS AND SPAS

Qnity is the **market leader** in financial literacy, education & wellness programs for salons, spas, and their teams. Known for a signature simple and visual approach, Qnity offers tangible visual systems that help businesses go **from knowing to doing**.



## FINANCIAL WELLNESS MADE SIMPLE & VISUAL



I HAVE DONE A LOT OF WORK ON MY BUSINESS AND QNITY IS THE BEST DECISION I HAVE EVER MADE FOR MY COMPANY.



**TANYA FOSTER**

OWNER,  
KISS KISS BANG BANG



## KIM HUNTER

OWNER,  
TRUE BLUE SALON

I WENT THROUGH QNITY AND IT HONESTLY SAVED ME. AS A RESULT OF FOLLOWING THE ACTION STEPS, I WAS ABLE TO SET ASIDE AN ADDITIONAL \$35,000 IN CASH SAVINGS THAT I ENDED UP NEEDING FOR THE PANDEMIC. I FEEL SO FORTUNATE. IT'S HANDS DOWN A RESULT OF THIS EDUCATION.



WE WERE ABLE TO USE THE QNITY TUESDAY TRANSFER TO SET A GOAL FOR \$100K IN BUSINESS SAVINGS, AND WE HIT IT! PLUS, WE ROLLED OUT SALON WIDE PRICE INCREASE AND WERE ABLE TO INCREASE OUR OWNER SALARIES WHILE STEPPING AWAY FROM BEHIND THE CHAIR.



## LAURA GRAVEN

CO-OWNER,  
TAILORED SALON

## EXPLORE QNITY



[qnityinc.com](https://qnityinc.com)



[@qnityinc](https://www.instagram.com/qnityinc)

USE YOUR WELLA REWARDS  
FOR ALL QNITY PROGRAMS!

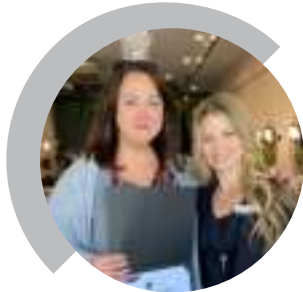




strategies

# Everything you need to...

Build predictable profit.  
Recruit, retain, & inspire staff.  
Create systems for growth.  
Take the pressure off you.



## 1-on-1 Coaching

Ever wish you could have a business expert on speed dial? That's exactly what you get with Strategies Coaching. No obstacle or long-term goal is too lofty. If you're serious about creating progress, start here.



## In-Person Training Seminars

Whether it's re-engineering your company from the ground up, building an employee handbook, or supercharging your front desk team, our calendar is packed with in-person events to get you there.



## Online Trainings & Replay Archive

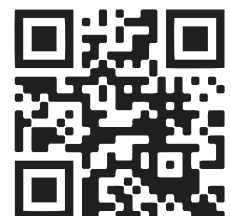
Live, online, salon/spa business trainings addressing the most current issues we see owners struggling with in our daily coaching. Includes access to 250+ hours of archived trainings.



## On-Site Training at Your Location

There is no better way to help reignite the fire in your business than by bringing Strategies on-site to deliver a training customized for your business. Your entire team hears the same message at the same time, discussion is focused, and your whole team benefits.

To learn how Strategies can help grow your salon, visit [strategies.com](https://strategies.com) or scan →







*"I found Strategies when I was at my absolute lowest as a business owner. I was \$250k in debt and on the verge of bankruptcy. My company is now completely debt-free and thriving."*

Shelby Tarleton | Pink Lady Lash | Austin, TX

*"We have seen dramatic transformations in all areas of our company since we began coaching with Strategies and utilizing their Team-Based Business Model. Our retail was 11% of total sales. Since then, we have maintained 27% retail to total sales."*

Marian Sang | Omagi Salon Spa | Louisville, KY



*"We have seen some big wins across all areas of our company since we began coaching with Strategies in 2016."*

*Developing and strengthening our internal communication and team accountability has been one of the most powerful aspects of our growth. This has allowed us to create a strong and cohesive culture that is woven into each team member, allowing the company to run incredibly smoothly."*

Andrea Birst | Glance Spa & Salon | Bismark, ND



strategies

## Our Success Framework From Start-Up To Millions

- Purpose and Plan
- Culture
- Revenue and Sales
- Finances
- Profitability
- Marketing
- Systems
- Growth (training and develop)
- Leadership
- Customer service

## Client Testimonials

*Valary B.*

"Ridiculous results with my open house on Black Friday. We sold over \$50k in gift cards and over \$6k in retail!"

*Brigette B.*

"I made my first recruiting flier and got 5 responses, 3 resumes, and 2 hires!"

*Rhysa A.*

"By having real systems in place I was able to take a week vacation with my family and know that my team and my salon would survive all while having a 94% increase in the company."

*Jen C.*

"This year so far we've seen over a 20% increase in service sales and an over 80% increase in retail sales. Plus our retention rate is at an all time high!"

**Set Up A  
Strategy Session!**

*Click Here!*

[www.empoweringyouconsulting.com/strategy-session/](http://www.empoweringyouconsulting.com/strategy-session/)

**For more information contact us:**

[info@empoweringyouconsulting.com](mailto:info@empoweringyouconsulting.com)

(812) 455-1367

Scan QR Code or go to

[www.empoweringyouconsulting.com](http://www.empoweringyouconsulting.com)



## Working With Empowering You Consulting

Supporting salon and spa owners and service providers in building a business and life they love while scaling to 6 and 7 figures.

No matter what size of business you own, you could be making more money than you currently do (and have a lot more fun while doing it). At Empowering You Consulting, we can help you do this with true ease and confidence. We provide specific education, consulting, and action steps for any level of the beauty business.

We're your map to millions and we'll put you on the road to building a profitable, sustainable company the smart way...the way that doesn't burn you out or leave you feeling like you've been hit by a truck.

### What To Expect After Working With Empowering You

- You will have your business refined, **completely clear** and figured out, and it will be a **place that you love working at each day and** are passionate about growing.
- You will finally be confident in knowing that you are working on the right things, and you set goals and actually do them. **You'll be consistent AF.**
- You will have clarity on your product, service, leadership, systems, business model, and marketing that's profitable.
- You will have a business that **attracts the right clients** because you have a **scalable marketing plan** that is actually working and bringing new ideal clients to your company every month.
- You will understand how to work on your strengths, how to build and manage your team, and how to **stop doing busy work** that you don't need to be doing.
- You will have a **sustainable business model** that you can **scale to millions** without exhausting yourself in the process.

**Do you  
want to...**

- ✓ Earn MORE Income & Profit?
- ✓ Work FEWER hours?
- ✓ Create your IDEAL Dream Business working SMARTER?

**If so, we ARE the SOLUTION!**

## PERSONALIZED COACHING



### **Top BENEFITS to EXPECT from Our 1-on-1 Coaching:**

- Manage debt and reduce costs
- Dramatically increase Sales & Profit
- Strategic planning and goal setting
- Proven & repeatable systems you can use immediately to grow your team & business.
- Create more work/life balance
- Structure to build an Ideal Dream Team
- Budgeting & understanding the financials

## LIVE 3-DAY COURSES



**We transform lives!** Since 1995 our proven "Success Methods" has trained TENS of THOUSANDS of Owners & Technicians how to dramatically explode their Sales, Profit, & Income using our **easy, proven, and repeatable** business systems.

## ONLINE & ONSITE TRAINING



### **Virtual Training**

Want **convenient** and **affordable** business education without having to travel? Explore the fantastic ways to LEARN and GROW on our website.

### **Onsite Training**

With In-Salon training, Inspiring Champions delivers the BEST business education right to your door to build team morale and GROW your entire team's Sales & Income NOW!

**Transform Your Salon & Spa Business NOW!**  
**Turn Your Dreams into Reality**  
**Visit [InspiringChampions.com](http://InspiringChampions.com)**



**Ready to  
Get Started?**  
**Scan Here**

# CHAMPION SUCCESS STORIES



**LEE CHAMBERLAIN**  
Studio 2 – Columbia, SC

- Grew sales from **\$110K to \$1,100M** – an **890% increase!**
- Consistently profitable year over year
- Developed Ideal Dream Team
- Salon Today Top 200 Salon



**DANA LYSENG**  
Supernova Salon – Vancouver, BC

- Skyrocketed sales from **\$735K to \$2,594M** – a **253% increase!**
- Increased Profit **52.4%**
- Created an Assoc. Training Program
- Developed her IDEAL Dream Team!



**JACQUELINE DEVIVO**  
The Studio Salon – Stuart, FL

- Exploded SERVICE sales from **\$511K to \$1,134K** – a **122% increase!**
- Grew RETAIL sales from **\$58K to \$167K** – a **183% increase!**
- Increased Avg. Service Tkt. from **\$93 to \$168**
- Retains a **25%+** Profit Margin!
- Reduced time behind the chair **by 50%** and is making MORE!

**Transforming  
Salon Professionals  
into Extraordinary  
Champions!**

Inspiration

Transformation

Community





# LEARN MORE ABOUT OUR BUSINESS CERTIFICATION



WELLAED.COM/  
BUSINESSEXPERT.ASPX

# JOIN US!



Visit **WellaEd.com**  
for more information.



**Follow us** to get inspired  
and elevate your craft.  
**@WellaEducation**