



STAFF RETENTION PLAYBOOK

The Complete Guide to Salon Staff Retention

HOW TO BUILD AND KEEP YOUR DREAM TEAM

Staff retention is one of the most significant challenges facing salon owners today. High turnover rates can disrupt client relationships, lower morale, and reduce profitability. This playbook provides **proven strategies** to attract, engage, and retain top talent, creating **a thriving salon culture** that keeps your team **motivated and committed**.



[LEARN MORE](#) AND TAKE THE FIRST STEPS TO BUILDING YOUR DREAM TEAM



1.

Elevate Your Hiring Strategies

KEY STRATEGIES:



Define Your Ideal Candidate:

Identify the skills, experience, and personality traits that align with your salon's culture and clientele.



Use Industry-Specific Hiring Platforms:

Post job listings on beauty industry-specific job boards and social media groups where professionals seek new opportunities.



Enhance Your Interview Process:

Go beyond technical skills and assess cultural fit by including scenario-based questions and trial shifts.



Offer an Attractive Onboarding Experience:

A structured onboarding process with clear expectations, mentorship, and initial training can increase employee satisfaction from day one.



Finding and hiring the right people sets **the foundation for staff retention.**



2. Incentives & Rewards That Build Loyalty

KEY STRATEGIES:



Recognition Programs:

Implement a structured recognition system where employees are regularly acknowledged for achievements, creativity, and contributions to salon success.



Personalized Career Development:

Provide clear pathways for career advancement, offering customized growth plans based on employees' strengths and aspirations.



Exclusive Industry Perks:

Offer access to industry events, exclusive workshops, or opportunities to test and review new products.



Wellness & Work-Life Balance Benefits:

Implement programs such as mental health days, fitness memberships, or in-salon wellness sessions to show employees they are valued beyond their productivity.



Team-Based Incentives:

Foster a collaborative environment by rewarding collective performance through team outings, shared bonuses, or professional retreats.



While competitive compensation is important, **staff loyalty** can also be strengthened through **meaningful recognition** and **growth opportunities**.



3.

Professional Development Programs That Don't Break the Bank

KEY STRATEGIES:



Leverage In-House Talent:

Senior stylists can mentor junior team members, fostering a collaborative learning environment.



Utilize Free and Low-Cost Education:

Online resources, vendor-led training, and community college programs offer budget-friendly education.



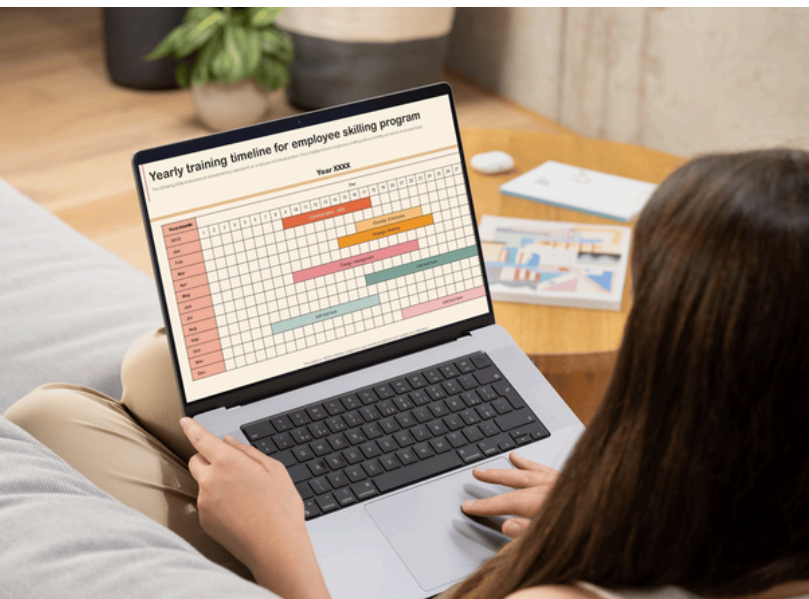
Encourage Certifications and Specializations:

Support employees in becoming certified in niche services that increase their earning potential.



Create a Growth Path:

Develop clear career advancement tracks to help staff see long-term potential within your salon.



Continuous learning

opportunities can be a major retention factor, showing staff that **their growth matters to the business.**



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4. Building a Positive Salon Culture

KEY STRATEGIES:



Foster Open Communication:

Conduct regular one-on-one meetings and team check-ins to encourage feedback and support.



Recognize and Reward Contributions:

Publicly celebrate achievements, whether it's hitting sales targets or exceptional client feedback.



Promote Work-Life Balance:

Avoid overloading employees with long hours and offer flexible scheduling when possible.



Encourage Team Bonding:

Plan social events, outings, or wellness activities to strengthen team relationships.



Workplace culture plays a critical role in staff retention.

A salon where employees feel valued, respected, and engaged will experience lower turnover rates.



5. Qnity's ACCE Methodology

Qnity's ACCE methodology is designed to create a highly engaged and committed team. **ACCE stands for:**



Appreciate:

Regularly acknowledge and celebrate employees' contributions through verbal recognition, rewards, or staff appreciation events.



Care:

Demonstrate genuine concern for employees' well-being by checking in, providing support, and offering benefits like mental health resources.



Challenge:

Encourage continuous improvement by setting achievable performance goals and providing opportunities for professional growth.



Encourage:

Foster a motivating work environment where employees feel supported to take risks, innovate, and excel.



APPRECIATE, CARE,
CHALLENGE &
ENCOURAGE



**Watch as Qnity's
Founder and CEO
teaches ACCE!**



Retaining a talented salon team requires a proactive approach that encompasses **hiring, compensation, development, culture, communication, mentorship, and engagement**. Implementing these strategies will help build a committed, satisfied workforce that contributes to your salon's **long-term success**.



Watch Qnity's Director of Advisory Services, Heath Smith, and Brooke Pluto from Verde Salon

as she pulls back the curtain on their game-changing recruiting strategies. In this can't-miss Human Capital segment, Brooke reveals how Verde has cracked the code on talent acquisition and shares their forward-looking recruiting roadmap.

For additional resources and support on building a thriving salon team, visit Qnity's website.