

DEVELOPING A BUSINESS SYSTEMS MODEL

SYSTEMS FOR SERENITY

BY SANDRA ALEXCAE MOREN, B.Ed.



Sandra Alexcae Moren, B.Ed., CEO of Kyron Spa & Salon Consulting, a division of Chiron Marketing Inc., shares her 35+ years in the Professional Beauty Industry. Her expansive background includes that of Cosmetologist, Educator, competitor, Master Judge with the Judges Panel of Canada and member of the International Spa Association, ISPA. As a former Salon owner and Spa Director, it was a synchronistic evolution for her to assist individuals building profitable businesses. Sandra's experiences include every aspect of the industry; entire Spa/Salon projects; from inception to Grand Opening, and everything in between. Living, working and traveling internationally has allowed Sandra to personally experience and research the marketplace diversity and Spa/Salon Experiences. Inspiration and information, is what she is all about; with a passion and enthusiasm for life. Her book, "Spa & Salon Alchemy", is a must read for everyone in the industry. Visit Sandra at www.kyron.ca

Have you taken the time recently to observe and assess your business organization from an objective and detached point of view, or are you so emotionally involved and stressed out that you cannot see the big picture? Is your business model an expression of chaos or order?

The infrastructure of a business is composed of systems that work together to create the whole, similar to the systems of the body. The body systems are identified as the skin, skeletal, muscular, nervous, endocrine, circulatory, digestive, respiratory, excretory and reproductive. These systems are dependant upon each other, so if there is a problem with one of our body systems the entire body is affected.

Identifying the systems in a business infrastructure is only the first step in the process. Developing each fundamental system and then implementing strategies to effectively manage them is the challenge.

A leader creates systems and procedures that support Professionalism.

A systems model for your business infrastructure offers consistent, orderly and predictable results in the world of business and allows energy and time for planning, research and integration of leading-edge products, services and education. Confusion and chaos depletes energy while clarity and focus increases energy and allows ease and flow of daily business operations. Systems create comfort and feel good experiences.



"The sower may mistake and sow his seeds crookedly; the peas make no mistake, but come up and show his line."

-Emerson

The process for identifying, developing and implementing a systems business model is an investment that will result in greater productivity, employee and customer satisfaction and ultimately increased profit. Examine your own systems and compare them with the following that are identified:

Financial System

- Business Plan, which is always evolving
- Accounting, financial statements
- Budgets

Operating System

- Ordering Procedures
- Inventory Control, product usage control
- Payroll/compensation procedures
- Gift certificates

Personnel System/Human Resource

- Company Policy Manual
- Procedures manual
- Employee application form
- Employee contract
- Performance-based Job descriptions
- Performance evaluations
- Recruitment procedures
- Interview system
- Candidate assessment record
- Education and training programs for services, treatments, products and personal development
- Staff Retention

Marketing, Research and Development System

- Business development
- Marketing program
- Strategies for research and development
- Renew and evolve

Take an objective look at your organization and then take action to develop or renew your infrastructure... your foundation.

Intending to do something is worth nothing. If you allow your organization to stagnate, you will fall victim to more alert, progressive and innovative competitors. ■