Shea Madison Luxury Salon & Spa

# ~Our Mission Statement~

We, as Shea Madison, are here to make this life a little more beautiful. We promise to deliver an exceptional experience, by continuously elevating our mindset and level of expertise, while always striving to exceed your expectations.

~Set of Standards~

Our "Brand Promises"

#### **Be Present**

We are dedicated to be mentally, emotionally, spiritually, and physically present apon arriving, and throughout the day, in order to serve each other and our guests to our fullest potential.

#### Communication

We will always strive to communicate with clear intent, honesty, and transparency with each other and our guests. Our goal is to maintain a positive, caring attitude, and professional clarity in verbiage and body language. We respect and appreciate each and every guest, and commit to creating an open line of communication to best serve you. We will treat each other with complete respect, regardless of position or seniority, and commit to holding each other accountable at all times, as equal co-creators of our brand.

# Integrity

We will always maintain honesty, clarity, and a "service first" mentality with every interaction throughout the day. As a team, we commit to supporting each other with integrity and service in mind, and keeping our brand promises daily.

# Passion

We LOVE what we do. We love serving our guests, and helping each of you feel beautiful and empowered. We want to share this passion for beauty and self-care by sharing our knowledge and expertise, as well as offering our full attention during your visit. We commit to being positive, transparent, and REAL. We commit to seeking out educational and personal growth, as well as fully participating in education and trainings offered to us within our brand.

Our ultimate goal, as a team, is to continue growing so we may serve our guests at the highest level of expertise, and always provide an exceptional experience to our guests.

#### Dedication

We are dedicated, as a team, to provide a consistent, positive, and exceptional experience for our guests daily. We believe there is a power in creating beauty in this world. We are here to help each individual feel their best and see their own beauty within. We are devoted to our guests and strive to provide an exceptional experience by offering professional recommendations, knowledge, expertise, and collaborating with our mentors and team, with the ultimate goal of exceeding your expectations.

# Teamwork

At Shea Madison, we understand the importance of teamwork and bringing creative minds together to implement a positive environment that is consistently progressing in technique and expertise.

We have built our foundation of service on education and growth as a team, which allows us to collectively share knowledge, education, skills and techniques,

in order to best serve our guests on a daily basis.

We are proud to have a wide range of backgrounds, education levels, and expertise within our team, and often collaborate and share our knowledge and skills,

to consistently provide the best outcome for each guest.

We commit to continually work together and always keep a team -based, service-first mentality within our salon.

# Confidence

We are confident in our team, our skills, and our ability to deliver an exceptional experience to our guests, including continually providing education on proper home care for lasting results, as well as addressing future expectations for services and care.

We commit to continuously educating ourselves on current and upcoming products, services, and techniques, so we are always ready to give expert service and advice to each other and our guests.

### Professionalism

We are always inclusive, respectful and professional in our interactions with each other and our guests. We hold ourselves, and each other, to the highest of standards to ensure a professional environment.

# Positivity

We will always arrive with a positive mindset and strive to maintain positivity by protecting our energy throughout all interactions daily, with each other, as well as every guest. We understand that each individual can set the tone for the entire salon, as well as our collective mental and emotional state. We resolve to always be available to offer support, an ear to listen, and a helping hand whenever needed, and lift each other up. We commit to be our best every day, in order to maintain a positive, happy, and uplifting work environment, for the collective good of all.