

IN SALON TRAINING

By Kym Krey

Are you training your staff a little differently these days to what you did 5 years ago? With our eagle eyes focused firmly on industry developments, we've noticed a definite trend occurring for in-salon training, where salon owners utilize specialized industry trainers in-house to upskill their teams rather than purely relying on external events and product company education calendars.

We've seen several clever salon owners join forces and pool funds to engage a high-level trainer they wouldn't afford on their own and even seen prominent salons doing 'contra' deals amongst themselves to mix it up. The owner of Salon A goes to Salon B to train their staff, then the owner of Salon B returns the favour. Brilliant!

Knowing just who to call to get the down-low on this trend, we asked Brodie-Lee Stubbins from Rockstar, Mikey Forster from Horse Meat Disco and uber-Educators Paula Hibbard, Geoffrey Herberg and Belinda Keeley for their thoughts on just what's going on here and how swapping education services with several pals is working out for them.

SALON OWNERS

MIKEY FORSTER: HORSE MEAT DISCO

It actually started when I came back from the Wella Red Forum in Hawaii in 2015. I wanted to engage Julie Cross to come and chat to my team but it

turns out that it was too expensive for me to do by myself, so I teamed up with White Gold Boutique and we shared the cost. Then I was approached by Chris Burton and from there, I started to think that if salons came together and share resources, we can get so much more from education. Brodie came to the Disco and taught my team styling and I went her salon and did colour with one of my team mates.

We hold weekly training nights so if the opportunity comes up to get someone to the salon or to go elsewhere to learn, we are always keen! I tend to work with Brodie, Hayley and the team from Minogue, Anna and the team at White Gold, Holly and the team at Wish and anyone who wants to join our seminars.

I think that product company education is great and every year I send my team to do as much as possible. I pay for all of their education to make sure they stay up to date with trends. My juniors do all of the Wella core seminars and I send my seniors to the advanced stuff. I also fly some team members to Sydney or Melbourne to attend courses and see great return in these investments.

I also think that Brisbane salons have lots of really talented hairdressers who aren't supported by big product companies so this can be such a great way to learn and to help those people get their name out in the industry.

I do education for Wella and I also work with 'lil' off the top' and they are very different. For Wella, I bring to you the latest trends coming from Wella International and with LOTT, I bring to you my own interpretation of what I think is trending and how to achieve it.



BRODIE LEE STUBBINS: ROKSTAR SALON

I have definitely noticed this happening more and more. I think it's a great way for salons to cut costs and be able to get the whole team involved as opposed to paying

for just one stylist to go to a seminar. Personally I see in-salon education very differently to education provided by product companies. I find with booking in to a seminar, it's usually a collection or tailored looks that you learn with a few techniques. The cool thing about this in-salon method is that you can really tailor it to what the salon or team needs as opposed to a more general trend collection. Mikey and I love sharing our skills as were great friends and our salons are very similar. It's a great collaboration!



AMY GAUDIE: URBAN CHIC

I did this twice last year when I engaged barber, Brett Farmer from MIG to come in and work with the team on barbering skills and also Geoffrey Herberg to focus on up-styling. It was a great investment as the whole team did

the same course, learnt from each other and had the beauty of one-on-one training all at the same time. I will definitely look into doing more of this in 2017 as it means that I can really personalize our training for the specific needs of my team



HOLLY CARSON: WISH HAIR STUDIO

We've noticed a major shift in education with the product company we use. There's been a massive decline in the number of guest artists they use for education and it left a gap in our salon education

calendar that needed filling.

I've been very lucky to be amongst a group of super driven and talented young salon owners who are like minded in their desire to educate their staff. We've been able to create a network where we can band together to pick each other's brains for inspiration and also team up to create a more personalised approach to education that we can no longer get from the major players.

Cost was a huge factor for me. By the time I had booked a couple of staff in for a guest artist with our product company, it would be close to what we would pay for a one-on-one session



Byron Turnbull, Kristina Russell and model



@ColourKristina



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@ColourKristina

plus styling and inspirational haircolours. Kristina will share her love for Contemporary Corrective Haircolour with discussions on Creative solutions for daily salon scenarios. Byron will showcase precision cutting to achieve the perfect bob and how to achieve dimension in brunette haircolour.

This fast-paced advanced workshop is for hairdressers wanting to explore the full spectrum of hair, in a fun open learning environment. Not to be missed! We will host the event at AKA Tognini's.

Byron and I work together as Freelance Hairdressers at Sydney's Edwards and Co hair salon, developing ideas and collaborating daily on our clients. I am beyond excited to be working with Byron on this project. This will be the only opportunity in 2017 to attend our collaborative education, please act fast if you want to book a ticket to avoid disappointment. This event cannot be repeated in 2017 due to our industry commitments.

What haircuts and colours can you expect to learn from Byron?

Bobs, Lobs and Precision Cutting. Dimensional

Brunettes. French Balyage.

What colours can you expect to learn from Kristina?

Creative solutions for Blondes, Brunettes and Redheads. Contemporary Correction. Pastels and Brights. Finesse Freehand Colour.

KRISTINA RUSSELL 2017 EDUCATION DATES

The Full Spectrum - 2 DAY MASTERCLASS

Brisbane with Kristina Russell & Byron Turnbull
 Sunday May 14, 2017 10:00am - 4:00pm
 Monday May 15, 2017 4:00pm - 4:00pm

Creative Colour Chords - Sydney

Kristina Russell with non-industry Guest Speaker
 Monday May 1, 2017

Creative Colour Chords - Melbourne

Kristina Russell with non-industry Guest Speaker
 Monday May 8, 2017

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Kristina Russell is a Master Haircolour Artist and former Global Ambassador for Redken 5th Ave NYC, travelling frequently educating and training hairstylists in Australia, New Zealand, Asia, Europe and across the USA. Her photographic work has been published in over 30+ countries. She has been honoured with awards such as YEN magazine Young Woman of the Year, Finalist AHFA Creative Colourist of the Year, Hair Expo Finalist Apprentice of the Year, and the winner of Australia's most prestigious award Hair Expo Colour Technician of the Year. Hailing from Sydney, Australia, she works both in salon as well as keeping a busy schedule travelling Australia and the world, teaching classes of her own design.

@byronturnbull

Byron loves making women feel beautiful and his work is often described as youthful and stylish. His creative talent combined with his infectious personality has brought him to work with celebrities such as Darren Hayes, Megan Washington, Miranda Kerr, Jen Hawkins and the transformation of Ruby Rose at the 2012 Arias. Now collaborating with some of the world's leading photographers, Byron is credited on editorial covers and spreads in Vogue Italia, Culture, Cosmopolitan, Cleo, Yen, The Sydney Magazine and Shop til You Drop. Byron has built a loyal following in Sydney and is recognised for his professionalism, creativity and attention to detail. He pushes boundaries and is always at the precipice of the next season's trends.