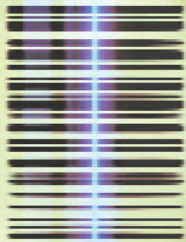


Wherever your path leads, leave your



We all have different approaches to measuring our worth. Some of us tally success in dollars, others count the the high-profile projects that they've led across the finish line. For others still, it's about the best team they can build or the coolest technologies they can invent. But sooner or later, most of us look back on our work and wonder, What is my legacy? What mark did I leave behind that says,

"I WAS HERE"?

Anonymous wrote, "I plan to leave my mark as a person who loved to help others without the expectation of rewards." Ultimately, making your mark means making a contribution—to your company, to your profession, to your employees, even to the world—by making the best use of your talents and leading others to do the same.

Contemplate for a moment the legacies of some of the world's greatest leaders:

Winston Churchill—Stood alone against fascism and renewed the world's faith in the superiority of democracy.

Henry Ford—Produced an affordable car, paid high wages and helped create a middle class.

Dr. Martin Luther King, Jr.—Led a mass struggle for racial equality that doomed segregation and changed America forever.

Rosa Parks—A simple act of protest galvanized America's civil rights revolution.

Franklin Delano Roosevelt—Lifted the U.S. out of economic despair and revolutionized the American way of life.

Margaret Thatcher—Champion of free minds and markets, she helped topple the welfare state and made the world safer for capitalism.

Sam Walton—Wal-Mart brought low prices to small cities, but it was Walton who changed the way "Big Business" is run.

Oprah Winfrey—The compassion and intimacy she put into her talk show created a new way for us to talk to one another.

Margaret Mead once said, "Never doubt that a small group of thoughtful, committed individuals can change the world; indeed, it's the only thing that ever has."

Make Your Mark

IMPRINT.



Just as leaders of our past and present, you are presented every day with leadership opportunities... leading a vision, leading a team, leading change, etc. Evaluate the top four characteristics of leaders below and determine what areas of your business could use added leadership.

1. Have a vision:

- *Know where you and your business are headed.* Have a business plan that outlines your 6-month, 1-year and 5-year plan.
- *Be a catalyst for change.* Keep your eyes open to areas that need to be challenged, and challenge them.

2. Lead by example:

Be a champion. Be the best that you can be and others will follow.

- *Run a cutting-edge business.* Hire award-winning talent. Compete. Educate your staff. Implement technology. Emphasize the need for excellence. Encourage empowerment.
- *Know your place.* Remember, the customer is always right.
- *Give back.* Take the time to give to someone less fortunate. There are true rewards in the act of giving.
- *Share your knowledge.* Visit a local cosmetology school and offer to speak to its nail class about the current state of the industry.

3. Create a nurturing atmosphere:

- *Encourage participation.* Hold monthly staff meetings to share ideas on how to promote the salon such as retail promotions, multi-service giveaways, etc. Implement ideas and watch the excitement grow.
- *Be positive.* Have a healthy attitude. It's catchy.
- *Work as a team.* Pitch in when you can and others will be more likely to assist you in your time of need.
- *Say, "thank you".* A kind word can go a long way. Thank a client for arriving on time, for their gracious tip, for their referral, etc.

4. Inspire loyalty:

- *Reward excellence.* Hold retail sales contests, award the winner. Gather client surveys, tally the results and reward the honorees.
- *House a haven.* Establish a one-of-a-kind environment for your employees and clients that exudes calmness, tranquility, rest, relaxation, soul-searching and a sense of renewal.

There has never been a better time for one person to lead a company, an industry—a world. Now is the time. Make your mark and leave a legacy worth remembering!

WRITTEN BY WENDY WOODWARD

SOURCES: www.uhs.berkeley.edu,
www.fastcompany.com and www.entrepreneur.com

INDUSTRY ICONS

share their insight into how salon owners and nail techs can make their mark in 2005.

"As a salon owner you have the opportunity to shape the industry's work force. So, in essence, if salon owners are not considerate, caring, listening service givers, then chances are their employees won't be either."

**Mitzi Angelle, Vice President
Sales-Professional Division,
Worldwide Cosmetics/China Glaze**

"Leave a lasting imprint on your clients, institute the 3 Q's: quality services, quality products and quality education."

**Megan DiMartino, President & Founder,
Novita Spa Clinicals**

"Show your true passion by continually educating yourself and others."

**Patricia Freund, Vice President,
Star Nail International**

"Be on time, and make sure you know what your client wants. Get to know their lifestyle so you can help them choose the right service for them. Give clients more than they expect in service and attitude and you will leave a lasting, positive imprint."

**Gregory Jackson, Director of Marketing,
Spilo Worldwide**

"Set a good example. In today's world it's important to set standards that others can learn from. Also, be a mentor. The nail industry needs mentors especially where education is less accessible."

Vicki Peters, Vice President, Kupa

"I'll make my mark by: treading the earth as gently as I am able; treating others as I'd like to be treated—kindly and with respect; being myself as much as I can, rather than trying to fit into anyone else's idea of what or who I should be, and by doing so, set an example for others; helping others in need as much as I can, any way I can; being a good friend; spreading good cheer whenever I can."—Anonymous