



**Sandra Alexcae Moren, B.Ed.** a spa consultant with Kyrion Spa & Salon Consulting, (a division of Chiron Marketing Inc.) has over 35 years experience in the Professional Beauty Industry.

Sandra's diverse background includes a B. Ed from the University of Alberta, Canada, with a major in Vocational Education and minors in Psychology and Drama. As a cosmetologist, educator, Master Judge with the Judges Panel of Canada, a member of the Cosmetology Industry Association of British Columbia, former Spa Director, business owner, Professional Speaker, Educator and writer it was a natural evolution to assist individuals as a spa consultant.

You will find Sandra at the drawing board with the design team, consulting with the accountant, on site with the contractors, sourcing equipment and products, creating treatments and services, creating and designing menus/brochures writing Procedures and Policy manuals, developing the staff and designing the marketing plan.

As a Professional Speaker, and educator Sandra inspires with her passion and enthusiasm for life. As a writer, articles have appeared in trade magazines and extensive media and promotional materials, curriculum development and corporat brochures.

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 books, *Spa & Salon Alchemy, The Ultimate Guide to Spa & Salon Ownership* and her 2nd book *Spa & Salon Alchemy: Step by Step Spa Procedures* are a "must for everyone in the industry."

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# Today's Challenge in Human Resources

by Sandra Alexcae Moren, B.E.d

**R**ecruitment and staffing, a never ending topic of discussion at business and social functions for everyone involved in the spa industry. "You will never guess what my boss expects me to do? You will not believe what my employee did or said to me the other day?"

As a consultant and educator I have not only observed and heard, but been personally involved in all the challenges that everyone in the spa industry is facing. On the positive side of recruitment and staffing; we have some incredible individuals in the industry who are doing amazing work. Being an individual that looks for solutions and understanding of challenges, I decided to do some personal research into what I perceived to be the fundamental or core basis for the issues we are facing.

As my process of research evolved I was amazed at some of the discoveries that I made. Basically, I discovered that a core challenge seems to be the personal philosophical, belief and value systems; which become the personal perceptions, expectations, attitudes and assumptions people have. One area of society where perceptions are formed is public education and

that is the area I researched.

Everything that you do produces an effect or consequence of some kind. To be able to predict those consequences depends upon your ability to perceive the true identities of people and things around you. The truth factor becomes important. You want to see things truly so that you can deal with them properly. Whenever you fail to see something as it is, you will expect a result from it that is different from what will occur.

Basically, all individuals are taught the same skill-sets for the particular area of expertise they are educated in. As business owners you will have the individual demonstrate the particular skills necessary for the particular position, knowing that you are forever encouraging and/or offering advanced education. However, you cannot change someone's perceptions or assumptions.

I was amazed to find out some of the new public school assessment policies are implementing excluding from students' summary grades deductions for late assignments, deductions for assignments not completed and they are allowing students to hand in their assignments when they feel like it.

As an educator, I thought I understood the Mission Statement of Public Education was "to prepare an individual to become a responsible citizen."

I am now told that assessment undermines the individual's sense of self esteem.

Now, for our industry education; the shocker came the day I was told by an educator that she does not teach the students to fold towels or cleanup as she expects assistants to do that. She has never owned her own business. So if an employee says "I am not paid to cleanup, just do services", make sure they now what your expectations are and exactly what the job description entails.

Another example, an owner talked to an employee about her constant late arrival for work. The employee was very defensive and said "You expect me to look good when I arrive to work and that takes time for me to get ready." When asked if she might try getting up earlier, her response, "No, as I require my rest." ►



Maggie Mamen wrote "The Pampered Child Syndrome" and is an excellent Professional Speaker who I have had the privilege of hearing. Another excellent read is "Beyond Entitlement" by Lawrence C. Mead.

The following is a speech Bill Gates gave to Mt. Whitney High School in Visalia, California about 11 things they did not and will not learn in school. He talks about how feel good, politically correct teachings created a generation of kids with no concept of reality and how this concept set them up for failure in the real world.

1. Life is not fair-get used to it.
2. The world won't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.
3. You will NOT make \$60,000.00 a year right out of high school. You won't be a vice-president with a car phone until you earn both.
4. If you think your teacher is tough, wait till you get a boss.
5. Flipping burgers is not beneath your dignity. Your Grandparents had a different word for burger flipping they called it opportunity.
6. If you mess up, it's not your parents fault, so don't whine about your mistakes, learn from them.
7. Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you thought you are. So before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.
8. Your school may have done away with winners and losers, but life HAS NOT. In some schools they have abolished grades and they'll give you as MANY TIMES as you want to get the right answer. This doesn't have the slightest resemblance to ANYTHING in the real world.
9. Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you FIND YOURSELF. Do that on your own time.
10. Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.
11. Be nice to nerds. Chances are you'll end up working for one. After reading what Bill Gates has to share, you may agree or disagree; however, the information is food for thought.

Considering that our industry is all about personal service and hospitality, I expect those that are involved in the industry to have the qualities essential to provide excellent customer service and find fulfillment in their job. Clients want a therapist who is attentive, considerate, and attuned to their needs. Find a therapist who is passionate about his or her art and provide the education and on-going training to keep them inspired.

Participate in doing all that is required to make life better for everyone. Remember, it is the little things that count.

So, employers, I would advise you to make sure that you and your staff have clarity on what your expectations are. Skills can be taught....ATTITUDE....PASSION....cannot. ■

