

# KAMPUS KUTS

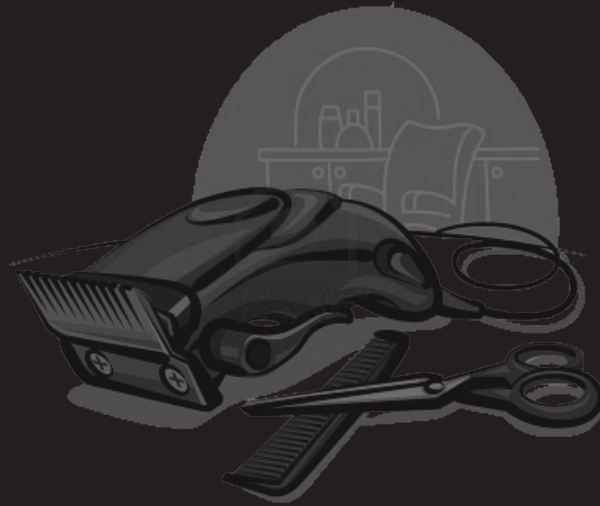


## Training Manual

Guide to Becoming  
“Your Barbers Favorite Barber”

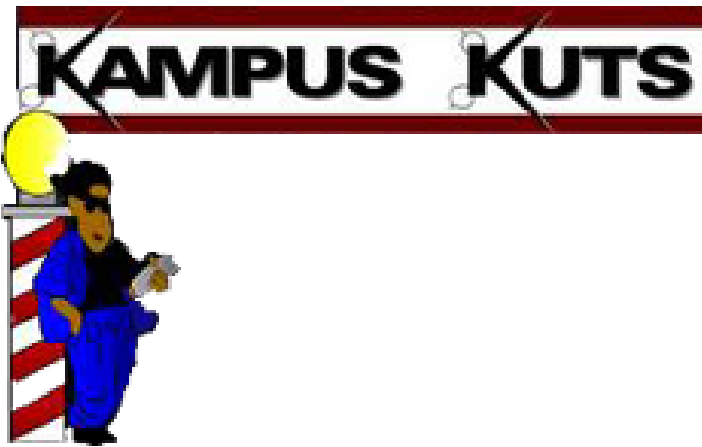
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\* Activity



## Mission Statement

At Kampus Kuts Barber Shop our mission is to provide quality service while satisfying the needs of our clients. In an effort to obtain and maintain a satisfied clientele, we offer a variety of products and services.

As a leading business in the Carbondale area, we will continue to support the community and our youth through our constant involvement, as well as our various self-enhancement seminars and scholarship funds.

Through conscious listening, continued teamwork and positive relationships with our clients, we are committed to professional haircutting and quality service.

At Kampus Kuts Barber Shop, our clients are our focus! We realize that without them, we would not exist.

Kampus Kuts Barber Shop is not only a college campus rest haven, but we are also here to supply the needs of neighboring communities. You've tried the rest, now try the best!

# Conscious Listening

*How well do you listen?* Knowing how well you listen will help you understand what listening skills need to be improved.

## 4 Types of Listeners:

**Non-listeners**—These people do not hear the speaker and make little effort to understand what is being said. The non-listener likes to do more of the talking than the actual listening.

**Marginal Listeners**—These people are hearing the words but listening only at a superficial level. When they do listen, they tend to focus on the facts rather than the main concepts, where most of the meaning lies.

**Evaluative Listeners**—These people are genuinely trying to hear what is being said and are good at paraphrasing, but they form opinions before the message is complete and this means they risk not fully understanding the message.

**Active Listeners**—These people are the most effective listeners because they not only listen to the content of the message but also attempt to understand its non-verbal and conceptual aspects.

## Steps to Becoming a Conscious Listener:

Hearing	Informational Listening	Critical Listening	Self-Reflexive Listening	Conscious Listening
Listener processes a signal from a speaker.	Listener identifies the signal as words. Moves from hearing to listening.	Listener deliberates on what is said, exploring the logic, reason, and point of view of the speaker.	Listener reflects on how what is said applies to his or her life.	Listener becomes open to the speaker's point of view.

**Mindless Listening** → → → → **Mindful Listening**

# Conscious Listening



## Listening Solutions

**Owner to Barber:** Owner tells barber not to cut fine/straight hair because they are not properly equipped with the right training for the scissor technique. Due to the barber's lack of listening, he improperly cut the client's hair. This situation could have been avoided had proper listening taken place. In this scenario, listening is essential in order to uphold the business' promise of providing quality service. This is an example of a non-listener.

**Barber to Barber:** Barber 1 tells Barber 2 not to use his or her tools because it is unsanitary, but if he/she were to use the tools, they would need to disinfect them before putting them back. Barber 2 uses the tools and does not disinfect them before putting them back. The customer comes in the following week with complaints of razor bumps. This situation could have been avoided if the barber exercised active listening. He selected what he wanted to take from the statement, instead of grasping the entire conversation. Barber 2 is an example of a marginal listener.

**Barber to Client:** Client explains how he wants his hair to be cut. The barber does not fully listen to the details because he is distracted. As a result, the haircut does not turn out the way the client desired. This could have been avoided if distractions were put aside and conscious listening took place. This is an example of both a non-listener and a marginal listener.

\*\*\*At Kampus Kuts we want to strive to be active listeners. Active listening is very important, whether communicating with co-workers, the owner, or our customers. Knowing exactly what they want done will help make their experience a more memorable one, as well as make your work environment a better atmosphere.

# Team Building

Team building is designed to help create a bond within your team and build a vision to take into the workplace. Team building improves communication, boosts morale, increases motivation, and serves as an icebreaker to help co-workers get to know each other. It also teaches effective communication strategies, improves productivity, and helps identify one's strengths and weaknesses. Great teamwork is one of the key factors associated with the success of any company.

There are four main types of team building exercises that will help to combine everything listed above:

1. *Communication Exercises*
2. *Problem Solving/Decision Making Exercises*
3. *Adaptability/Planning Exercise*
4. *Building Trust*

**These exercises will help barbers, managers and owners become more productive, increase ability to adapt and handle different situations, and allow them to gain a renewed focus.**

## **Classification Exercise**

### **Barber to Barber**

**Time Required: 10-15 minutes**

The classification game can be a quick icebreaker or a more complex activity. Before splitting the room into teams of three or four, explain the concept of "pigeonholding" someone, which means classifying someone as something or stereotyping someone. It should be made clear that this type of classification is subjective and not tolerated amongst the barbers or members of management. Instruct the barbers to introduce themselves to those in their team and quickly discuss some of their likes, dislikes, etc. After the introductions, reveal to the teams that it will be their job to discover how they should classify themselves- as a team- into two or three subgroups by using criteria that contains no negative, prejudicial, or discriminatory judgments. This exercise encourages co-workers to get to know each other better and enables them to collectively consider the nature of all barbers.

# Team Building Cont.

## **Life Highlights Exercise**

**Owner to Barber**

**Barber to Barber**

**Time Required: 30 minutes**

This is an excellent icebreaker exercise that's perfect for small and large groups. Begin by asking each barber and members of management to close their eyes for one minute and consider the best moments of their lives. This can include moments they've had alone, or shared with family or friends; these moments can pertain to professional successes, personal revelations, or exciting life adventures. After the participants have had a moment to run through highlights of their lives, keeping their eyes closed, ask each barber and members of management to take a moment to decide what 30 seconds of their life they would want to relive if they only had thirty seconds left in their life. The first part of the exercise enables participants to reflect back on their lives, while the second part enables them to get to know the other barbers and members of management on a more personal level. The owner or leader conducting the exercise should ask each barber and members of management what their 30 seconds entailed and why they chose it. This exercise will allow the barbers and members of management to get a feel for everyone's passions, personalities, and gain knowledge of similarities.

## **The One Question Ice Breaker Exercise**

**Barber to Client**

**Time Required: 15-20 minutes**

This icebreaker not only gets co-workers talking to each other, but it also gets them working with one another. Examples of scenarios that can be used are:

1. How do you respond if a client is unhappy with the amount of time it takes his/her barber to greet and provide service?
2. How would you deal with issues of clients, barbers, or members of management bad mouthing one another while clients are present?

The idea of this exercise is to create scenarios that pertain to conflicts in a barbershop setting. When the scenario is chosen each barber and member of management will ask one question, and give a suggestion in regards to settling the situation in a professional manner. This exercise gives each member of the team a chance to understand how one handles conflicts, while highlighting the proper ways to handle a conflict.

# Setting the Atmosphere



Be observant of the client's mood. Some clients prefer quiet and relaxation; others like to talk. Be a good listener, confine the conversation to the client's needs, and refrain from gossiping. Be sure to always greet a client by name, using a pleasant tone of voice. Always address clients by last name unless they prefer first names. Keeping the floors, personal stations, and supplies clean will prompt a client to come back. As a regular or new client you want to fill appreciated, sending out thank you emails to new clients will prompt new clients to return. Emailing promos, coupons and events will help to build and maintain your clientele.

An advertisement for Kampus Cuts Barbershop &amp; Beauty Salon. The top section features a barber pole on the left, a central image of a barber cutting a man's hair, and a woman's hair on the right. The text "KAMPUS CUTS" is written in large, bold, red letters across the center. Below this, the text "BARBERSHOP &amp; BEAUTY SALON" is written in a bold, black, sans-serif font. Underneath, the address "825 South Illinois Avenue Carbondale, IL 62901-2820" and phone number "(618) 549-2606" are listed. The bottom section shows a barber cutting a man's hair, with the text "YOUR BARBERS FAVORITE BARBER" and a stylized "K" logo.



# CONFLICT RESOLUTION

Barbers communicate with clients on a daily basis and need to have the proper skills to make their clients comfortable while receiving services to assure that they will have faithful customers and a good reputation. In this section you will learn what communication skills are required for resolving conflict and what negotiation skills are necessary.

## Effective Communication in the Resolution of Conflict

### Owner to Barber Communication:

1. **Be honest with employees.** As the owner, it is important that clear expectations of your employees behavior and attitude are made and understood. Perform employee evaluations. Make sure that when addressing an employee that you are in a private setting.
2. **Expect the best.** Always give employees the benefit of the doubt and expect the best intentions from them. Never make assumptions or jump to negative conclusions. Most often, employees are simply trying to be helpful and may be unaware that their actions are detrimental to the establishment.
3. **Be a mentor.** As the owner you will be viewed as an expert in your field. Thus, you must be willing to give insight on your knowledge and willing to gain knowledge from your employees.
4. **Share information.** Whenever possible, share information regarding business decisions with employees so they can be included in the process. Share your goals so employees can help you attain them.
5. **Follow the Rules.** If you expect employees to follow rules you must set an example and follow them as well.

### Barber to Barber Communication:

1. **Have respect for your co-worker.** Apply the golden rule; do unto others as you would have them do unto you. Practice with respect at all times, in all areas. Your workspace, your clients, your personal beliefs, etc.
2. **Nonverbal communication is important.** Be aware of how you interact even when not speaking. This includes tone of voice, body language and facial expressions.
3. **Understand your co-workers strengths and weaknesses.** Identifying your co-workers strengths and weaknesses can help eliminate conflict. This will also help in team building.
4. **Remain neutral.** In the event of conflict, avoid picking sides and notify management so that they can further handle the situation.

# Conflict Resolution Cont.

## Barber to Client Communication:

1. **Organize your thoughts.** What questions or information do you want your client to understand? If a client asks for a trim you will need to know exactly what their definition of “trim” is.
2. **Clarify.** Get a better understanding of your clients expectations before taking action.
3. **Repeat.** Once you understand what the client has asked for, repeat your interpretation of your clients request.
5. **Be observant.** Some clients prefer quiet and relaxation; others like to talk. Be a good listener and confine the conversation to the client’s needs. Refrain from gossiping and conversing about religion, politics, personal problems, or issues relating to other people.

\*\*\*\*\*”The only difference between a good day and a bad day is your attitude.”\*\*\*\*\*

## \*What Would You Do?:

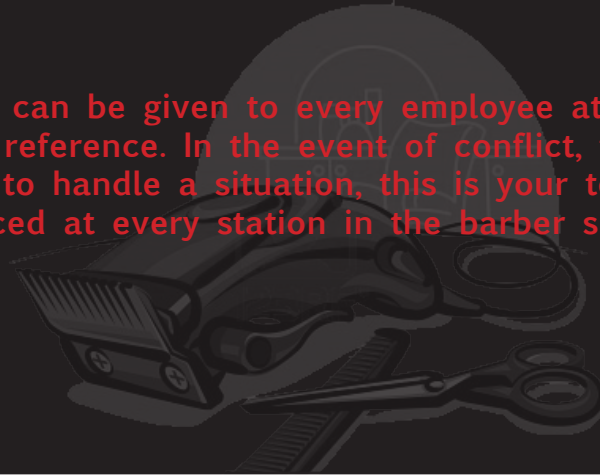
1. The barbershop price for a regular haircut is \$10. One of the barbers in the shop will often cut two clients for the price of one. This is considered unethical and against the barbershop’s rules because in essence, the barber is stealing money from the business. All of the other barbers notice what he is doing. How should the situation be handled?

2. A long standing client comes to get his haircut every Saturday for his standing appointment complains about never being seated in the chair for service when he walks through the door. He asks why the barber is so disorganized and adds that it is really simple to run a barbershop if there is a competent staff and an appointment book. How should the barber handle this situation?

3. The owner of the barbershop talks about religion openly in front of clients. There have been occasions when he has argued with other barbers in front of clients about his beliefs versus their faith. This makes the clients very uncomfortable and the barbershop has lost a lot of business. How should the barber address their issue with higher authority?

# The “Cheat Sheet”

This cheat sheet can be given to every employee at Kampus Kuts as a communication reference. In the event of conflict, this is your guide. If unsure of how to handle a situation, this is your tool. These can be placed at every station in the barber shop.



## Conscious Listening:

Strive to be an ACTIVE listener!

## Team Building:

These exercises can be used to build your team:

1. Communication Exercises
2. Problem Solving/Decision Making Exercises
3. Adaptability/Planning Exercise
4. Building Trust

Be aware of your client and their mood! Make your client feel like they're apart of your team!

## Conflict Resolution:

When resolving conflict with a client, here are some things to keep in mind:

**(LISTEN)** You first must identify the problem.

Then you ask yourself, what is the common goal to eliminate this problem?

Keep an open mind.

**(QUESTION)** Find out the views and feelings of the client as well as your views and feelings as the barber.

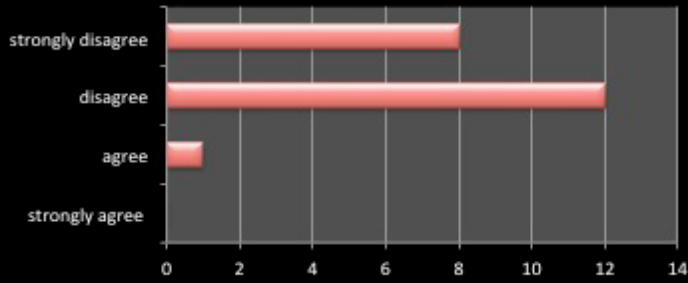
Show empathy to the client.

**(RESPOND)** Stay cautious of how you are projecting yourself to the client.

Remain calm and professional.

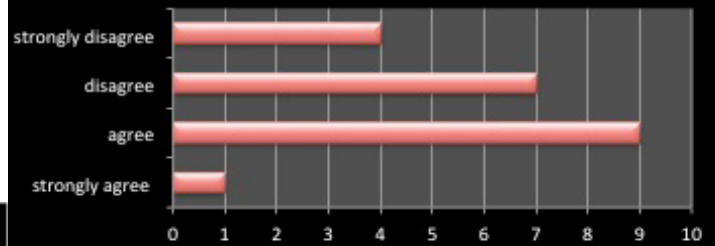
Lastly, **(COMPROMISE)** with your client. What do they want you to do and what are you going to do.

**I often witness conflict in a barber shop and/or hair salon.**

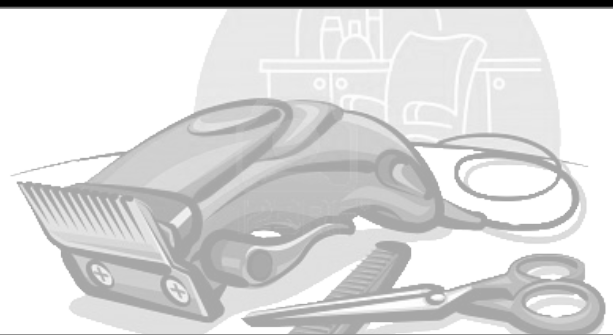
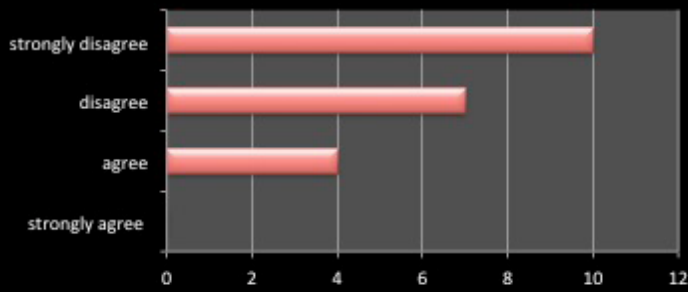


# Client Feedback

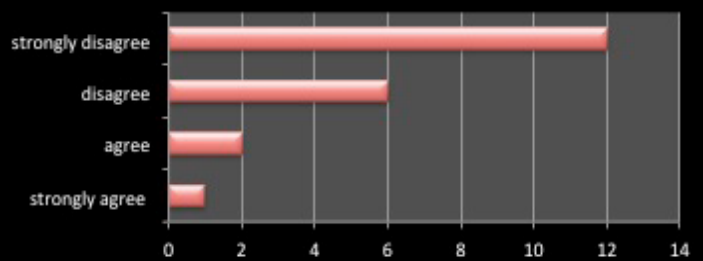
**I often have to repeat myself when discussing a desired hairstyle with my barber and/or stylist.**



**The environment in my hair salon and/or barber shop is uncomfortable.**



**I've changed barber/stylist due to conflict between myself and my barber/stylist.**



**I would recommend my barber/stylist to a friend.**

