



# How Leaders of One Company Engaged Their Team and Grew Their Business

Grabber School of Hair Design found that the trick to growing revenue and increasing employee morale at the same time is to “up” your culture.

## ABOUT GRABBER SCHOOL OF HAIR DESIGN

*Grabber School of Hair Design is a well-known and highly respected cosmetology school located in St. Louis, Missouri. They offer a premier program designed to help prepare students for a successful career in the fields of cosmetology, manicuring, and esthetics.*

*Students learn skills and techniques in the classroom that they practice in their in-house salon and they are taught how to run and grow a successful independent business.*

*When employees and instructors are fully engaged, the students thrive, communication is stronger, morale is higher, and turnover is low.*

## CHALLENGES FACED

A few months into her new role, the CEO began to see the increasing pattern of employee turnover and a breakdown in internal communication among departments. Adding a pandemic to the mix didn't help.

She knew that important cultural changes were imperative to help her turn things around and keep her business alive. The Up Your Culture Program was the perfect solution for her.

### They previously struggled with:

- Tension between employees
- Lack of clear values
- Employee turnover
- Ineffective relationships between staff and students

## UP YOUR CULTURE'S PROGRAM



Built around the four Engagement Elevators.



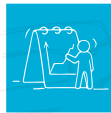
A best-in-class Culture and Engagement Survey to blueprint current culture and measure levels of employee engagement.



Interactive meetings and workshops for all people-leaders.



Take-Action Webinars and digital Culture Connection Tips reinforce the learning and help make it actionable.



A Closing survey to measure improvement.

## ENGAGE YOUR TEAM. GROW YOUR BUSINESS.

This CEO and her leadership team worked with Up Your Culture to begin a much-needed culture renovation to boost productivity and better engage their employees.

They began with a focus on Shared Mission - creating a strong foundation of company values upon which they would build their new culture, identifying Teamwork, Integrity, and Innovation as core to who they are as a company and what they value in their people.

After sharing the importance of these values with their employees and students, they brought everyone in on their plans to create a culture of engagement and openly communicated their plan. With a strong Shared Mission in place, they moved forward to master the additional Engagement Elevators and create lift in People Development, Valued Voice, and Earned Trust.

Over the course of the program, they consistently incorporated the recommended strategies and tools, building strong habits and making long-lasting changes to the dynamic in the entire building.

“Our instructors and staff are much more

**team-oriented** and enthusiastic about

supporting each other. Now that we’ve established

core values, we are incorporating them into

everything we do and making sure those values are

demonstrated and celebrated.”



## THE CULTURE BOOST THAT GETS YOU BACK ON TRACK

In a short time, the CEO has seen her leadership team flourish, internal communication improve, employees feel more energized and enthusiastic, and student enrollment numbers explode.

As a result of the Up Your Culture program, student enrollment and revenue have increased. While the organization typically enrolled 15-20 students per month, within a month of completing the program they saw an increase to 30 students, and the next month enrolled increased to 38 (and this was during a slow period where enrollments are typically flat or decreased).

*“Our management team has noticed that the employee morale and attitude has trickled down to the students. As we began to give the employees shout-outs and feedback for positively demonstrating our values, we noticed that the employees started giving shout-out to students for positive behaviors (without being coached to do so). We’ve noticed less student absenteeism (fewer students are taking Leave of Absences). And lastly, our management team was thrilled at the conclusion of our last fashion show, when the students started chanting our school name. It has been years since students and staff have had this kind of enthusiasm for our school.”*

“The Growth Guide made a **huge impact**

because it taught us how to effectively communicate,

understand, and motivate our employees. We

learned that instead of treating others how we

would like to be treated, we need to strive to treat

others how they would like to be treated.”

- CEO, Grabber School of Hair Design

