



WELCOME  
WELCOME  
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*to wild honey*

wh.

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#### VISION

Wild Honey Salon serves the community of Philadelphia by providing a space that values kindness, growth, and teamwork. We give our guests an exceptional salon experience that is unmatched, putting us on track to be one of the highest rated and most sought after salons in the area.

#### MISSION

To elevate the salon experience for the community of Old City Philadelphia as well as beauty professionals through our educated, kind, and team based environment. We do this so do that we are able to create wealthy and balanced lives for ourselves while leaving each guest and team member a little better than we found them.

**K P i s:**  
CORE VALUES  
RETENTION  
UTILIZATION

# WILD HONEY

## PART TIME STYLIST

### JOB PROFILE

#### INCOME POTENTIAL

*annual income potential based on level & hours*

#### MINIMUM QUALIFICATIONS

- *Licensed cosmetologist in the state of Pennsylvania*

#### AVAILABILITY

2-3 days a week

#### KEY RESPONSIBILITY AREAS

##### *Guest Experience*

- Full and complete consultation using the Wild Honey Consultation Method
- Execute the Wild Honey Experience Fundamentals
- Efficient and effective use of time
- Before and after of each guest

##### *Hair color and Cutting*

- We are a salon that is focused on color and cutting. All stylists are expected to offer cutting and color services on all hair lengths and textures including:
  - Base color/gray
  - Modern highlighting techniques including balayage, babylights, foilage, teasy-lights
  - Lowlighting, corrective color
  - Modern glossing techniques, including color melts and root taps
  - Understanding of color theory and each color line
  - Understanding of each product and how to use it

##### *Salon Cleanliness*

- Clean as you go
- Color bar neat after mixing color
- Shampoo area neat and clean after shampoo
- Immediately cleaning any color off chairs and floors
- Stylist tray organized
- Stylist station reset for every guest, before taking a break or leaving the salon
- Brushes, hot tools, and products put away after use
- Immediately cleaning any color that gets on floor or chairs
- Wash your color bowls (if applicable) and clean your station before taking a break or leaving salon

##### *Marketing*

- All team members are expected to have active social media profiles
- Post at least four quality photos weekly

##### *Education*

- Complete Wild Honey Onboarding Mentorship
- Attend all paid educational classes and meetings
- A genuine desire to learn more year over year

# *introduce* ABOUT US

WILD HONEY SALON

*"Visualize your highest self,  
then show up as them"*

## OUR STORY


"HELLO AND WELCOME TO WILD HONEY. ESTABLISHING OUR FIRST LOCATION IN 2013 WE SET OUT TO LEAVE OUR MARK ON THE BEAUTY INDUSTRY. WE REJECT THE NOTION THAT HAIRSTYLISTS CHOOSE THIS LIFE BECAUSE THEY DON'T KNOW WHAT ELSE TO DO, AREN'T EDUCATED, AND ARE DESTINED TO LIVE PAYCHECK TO PAYCHECK.

WE WANTED TO CREATE A SPACE OF PASSION, FUN, KINDNESS, TEAMWORK AND BADASS CAREERS IN THE BEST INDUSTRY IN THE WORLD. WE ARE SO EXCITED FOR YOU TO JOIN THE WILD HONEY AND CAN'T WAIT FOR US TO GROW TOGETHER!"

*brittany & joan xoxo*







# *the wild honey* VISION + MISSION

## Vision Statement

TO ELEVATE THE SALON EXPERIENCE FOR THE COMMUNITY OF PHILADELPHIA AS WELL AS BEAUTY PROFESSIONALS THROUGH OUR EDUCATED, KIND, AND TEAM BASED ENVIRONMENT. WE DO THIS SO THAT WE ARE ABLE TO CREATE WEALTHY AND BALANCED LIVES FOR OURSELVES WHILE LEAVING EACH GUEST AND TEAM MEMBER A LITTLE BETTER THAN WE FOUND THEM.

## Mission Statement

WILD HONEY SALON SERVES THE COMMUNITY OF PHILADELPHIA BY PROVIDING A SPACE THAT VALUES KINDNESS, GROWTH, AND TEAMWORK. WE GIVE OUR GUESTS AN EXCEPTIONAL SALON EXPERIENCE THAT IS UNMATCHED, PUTTING US ON THE PATH TO BE ONE OF THE HIGHEST RATED AND MOST SOUGHT AFTER SALONS IN THE AREA.

## *wh. core values*

01. I TAKE OWNERSHIP

02. I SHOW UP

03. I CHOOSE COURAGE OVER COMFORT

04. I AM KIND AND COMMITTED

*At Wild Honey our Core Values are very important to us.  
We want to show up for our team, our guests, and ourselves as the best we can be everyday.*

# CORE <sup>the wh.</sup>VALUES

## I TAKE OWNERSHIP

- I own my mistakes, discuss them in an honest way and apologize vs. blaming anyone.
- I understand the goals and priorities of the business.
- I lead by example.
- I am responsible for the energy I bring into every room, meeting, or situation, so I manage my emotional reactivity.
- I hold my team accountable in a productive way.

## I SHOW UP

- I work to exceed expectations in every detail of my work.
- I bring meaningful strategies and ideas to the team.
- I am committed to my professional career and my growth.
- I am eager to learn new things and education is a priority.
- I take full responsibility for our customers' experience.
- I do what I say I'm going to do.
- I have respect for the salon and the space that I service guests in with the same respect and care I would treat my home, or how I would want guests to enter my personal space.

## I CHOOSE COURAGE OVER COMFORT

- I reach out for help when I need it.
- I take risks.
- I will put myself out there even if I may fear criticism.
- I will face difficult tasks and conversations rather than avoid them.
- I want accountability and lean into feedback my team has for me.
- I do not let the fear of failure hold me back.
- I don't fear change, I embrace it.

## I AM KIND AND COMMITTED

- I recognize and congratulate others on their good work.
- I give myself and my team grace when mistakes are made.
- I work to promote myself.
- I practice gratitude.
- I have on time honest conversations with people rather than talking about them or pretending conflict isn't present or that I agree because that's what's easiest.

# *the wh.* BRAND STANDARDS



**THE GUEST EXPERIENCE** - AT WILD HONEY WE ARE HIGHLY FOCUSED ON GUEST HAPPINESS. WE DON'T WANT WILD HONEY TO BE SOMEWHERE YOU JUST GET YOUR HAIR DONE, WE WANT IT TO BE AN EXPERIENCE. WE WANT TO ENSURE EVERY GUEST FEELS SEEN, HEARD, AND VALUED WITHIN OUR SALON WALLS.

**EDUCATION** - WHETHER IT'S NEW HAIR TRENDS, TECHNIQUES, OR WAYS WE CAN ENHANCE THE GUEST EXPERIENCE WE LOVE TO LEARN NEW WAYS WE CAN GROW AS A TEAM.

**TIME BASED PRICING** - WE BELIEVE CHARGING BASED ON TIME IT TAKES TO COMPLETE A SERVICE SETS US UP FOR SUCCESS. THIS PREVENTS THE CLIENT FROM FEELING UNFAIRLY CHARGED, AND WE CAN SET CLEAR EXPECTATIONS WHILE PROVIDING THE BEST SERVICE POSSIBLE.

**TEAM ENVIRONMENT** - AT WILD HONEY WE LIKE TO FOSTER A TEAM CENTRIC ENVIRONMENT. WE SUPPORT CHEERING EACH OTHER ON AND WORKING TOGETHER TO MAKE SURE OUR GUESTS AND OUR TEAMMATES ARE TAKEN CARE OF.

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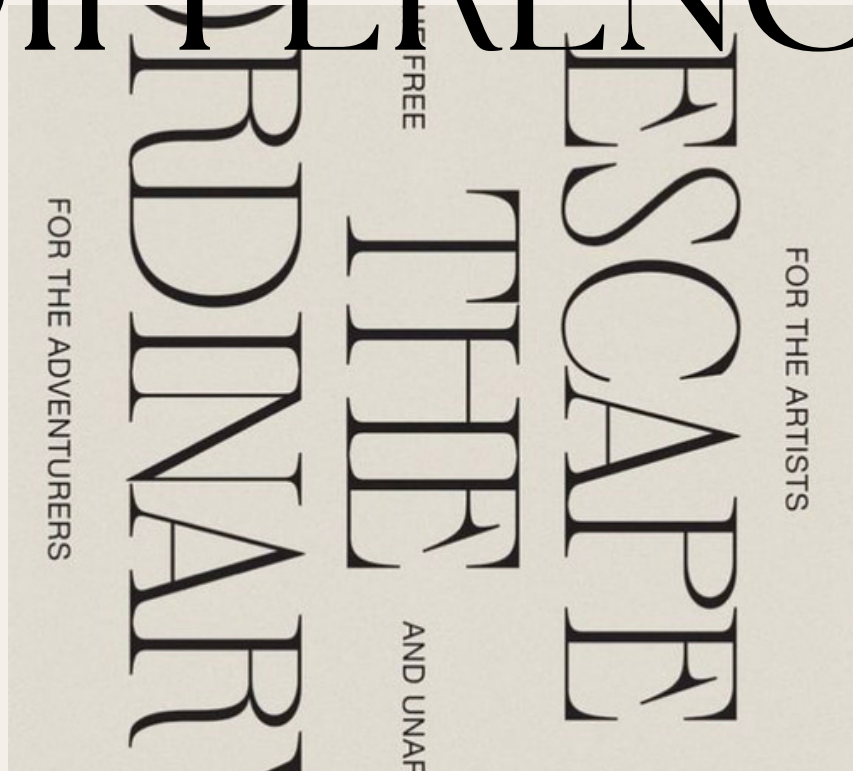
# OUR LINES

L'ORÉAL<sub>PARIS</sub>  
PROFESSIONNEL

KÉRASTASE  
P A R I S

REDKEN  
5 T H A V E N U E N Y C

# the wh. DIFFERENCE



We never want Wild Honey to be just a place to work or get your hair done, we want it to be a *feeling*. We want to give our guests and team an experience that is truly unmatched. We believe by having an environment filled with passion for our careers, emphasis on education, respect, kindness, fun and dedication to true human connection we can help the whole team achieve their dreams and have clients leave our chairs a little better than we found them.

By taking extra care and perfecting our guest experience we believe that guests won't mind paying a premium price which allows us to assist our team in achieving the wealthy and balanced lives of their dreams.



# ANNIVERSARY

*program*

## *anniversary program*

Our anniversary program is outlined below. As a token of our appreciation and your dedication to the Wild Honey Salon Company we will be gifting you the following.

MILESTONE	STYLIST level 1-3	SENIOR STYLIST level 4-5	MENTOR STYLIST level 5+	BOARD MEMBER MENTOR STYLIST level 5+
3 YEARS	HAIR TOOL AND CLASS TICKET	PAID EDUCATION AND/OR CERTIFICATION OF YOUR CHOICE UP TO \$1000.	n/a	n/a
5 YEARS	\$300 FLIGHT GIFT CARD,\$300 HOTEL GIFT CARD	\$400 FLIGHT GIFT CARD,\$400 HOTEL GIFT CARD  CLASS TICKET	\$500 FLIGHT GIFT CARD,\$500 HOTEL GIFT CARD  CLASS TICKET	n/a
7 YEARS	\$500 FLIGHT GIFT CARD,\$500 HOTEL GIFT CARD	\$500 FLIGHT GIFT CARD,\$500 HOTEL GIFT CARD  CLASS TICKET	\$700 FLIGHT GIFT CARD,\$700 HOTEL GIFT CARD  CLASS TICKET	n/a
10 YEARS	\$500 FLIGHT GIFT CARD,\$500 HOTEL GIFT CARD  CLASS TICKET	\$700 FLIGHT GIFT CARD,\$700 HOTEL GIFT CARD PAID VACAY DAY CLASS TICKET	\$1000 FLIGHT GIFT CARD,\$1000 HOTEL GIFT CARD PAID VACAY DAY CLASS TICKET	\$1200 FLIGHT GIFT CARD,\$1200 HOTEL GIFT CARD 4 PAID VACAY DAYS CLASS TICKET

Anniversary perks subject to change.