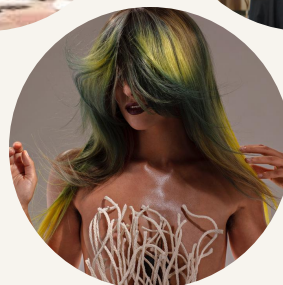


HOW TO

BUILD THE NEXT GEN OF CULTURE THAT DRAWS TALENT

WITH AMBER & CHET POPE



AMBER POPE

@AMBERPOPEHAIR



CHET POPE

@CHETPOPE

Who is the

THE NEXT GEN OF
TALENT?

There is hope on the
horizon

Generations

BABY BOOMERS

1946-1964

GENERATION X

1965-1980

MILLENNIALS

1981-1996

GENERATION Z

1996-2012

GENERATION
ALPHA

2013-2024

27 the
salon





WHAT DOES
GEN Z
WANT?

WHAT ARE
WE BUILDING?

WHAT MAKES US
DIFFERENT?



WHAT DOES
GEN Z
WANT?

WHAT ARE
WE BUILDING?

WHAT MAKES US
DIFFERENT?

I WANT TO SEE
THE STEPS IN
ACTION!



DETAILED PERFORMANCE | APRIL 2026

27th
the salon

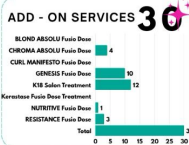
Add-On
Services

Client
Rebooking

Retail to
Service %

Client
Feedback

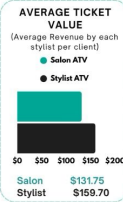
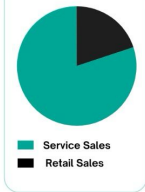
Average
Ticket Value



Describe your plans for celebrating success or pushing your limits.

CLIENT FEEDBACK
(Customer Satisfaction scores on a scale of 1 to 5)

- Average rating: ★★★★★ 5/5
- Review Snapshot:
She has been doing my hair for over 2 yrs I am one of her regulars. I can't say enough about how excellent my hair looks and continues to look between appointments. The color is on point, the cut is on point and she even cuts it with a flat iron all the girls in the shop are just wonderful it makes my day when I see that I have a hair appointment because it's just so refreshing to go into a salon that is so bubbly and I love it!
WOXOXOXO - 08/14/2026



My Goal is....

My Steps are....

How can I be rewarded?

TOTAL SALES \$17,948.46

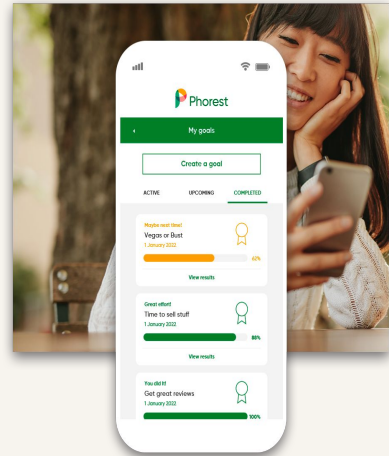
"Attendance, Dependability, Reliability"
4
TIME OFF REQUEST

RANK #1

27th
the salon

Weekly KPI Checklist

Day	Number of Clients	Add ons	Pre booked	Retail
TUESDAY	4	1	3	1
WEDNESDAY	6	2	2	0
THURSDAY	5	2	3	2
FRIDAY	4	2	2	1
SATURDAY	6	4	4	2



WHAT DOES GEN Z WANT?

clarity of pathways

structure

value alignment

celebration

real impact

tangible progress

coaching

meaningful work



CONSISTENT COMMUNICATION

**CLARITY OF ROLE &
EXPECTATIONS**

**LEADERS THAT EMOTIONALLY
REGULATE**

**ZERO TOLERANCE FOR TOXIC
HIERARCHY**

what
does
gen z
want?

flexible autonomy

**WORK LIFE
BOUNDARIES**



flexible autonomy

**WORK LIFE
BOUNDARIES**



**TO GIVE INPUT & HAVE A
VOICE**



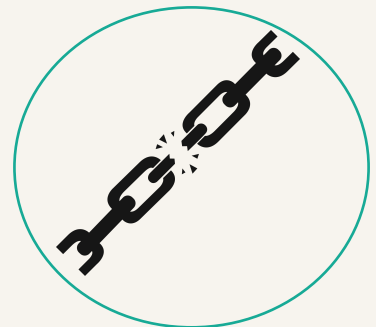
**WORK LIFE
BOUNDARIES**



**TO GIVE INPUT & HAVE A
VOICE**

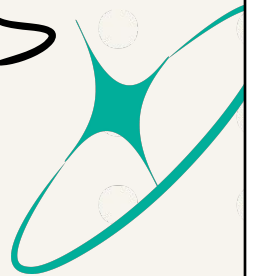


**PROFESSIONAL BRANDING
FREEDOM**





WHAT MATTERS MOST?



CLARITY

GROWTH

PSYCHOLOGICAL SAFETY

TECHNOLOGY

PURPOSE

LEARN HOW TO LEAD & INSPIRE THE NEXT GEN OF YOUR TEAM TO GREATNESS

LEARN THE LANGUAGE

- empathy
- transparency
- coaching

WHAT NOT TO DO

- unclear expectations
- be wishy washy
- give negative feedback publicly

LEARN HOW TO LEAD & INSPIRE THE NEXT GEN OF YOUR TEAM TO GREATNESS

create moments to align the
team + get the buy in of
the mission

use storytelling +
analogies!



THEY WANT:

- a clear pay structure
- to understand commission structure vs. hourly structure
- how service pricing vs. time pricing works
- "why" policies exists

TEACH THEM:

- Cost per service
- Empower with profit drivers that are just for them
- Color margins and why it matters

 **MONEY
MATTERS**

"MYSTERY FEELS
LIKE
MANIPULATION"

HOW TO

**MARKET TO
THE NEXT
GENERATION
OF PROS**



WHAT CAN
YOU OFFER
THEM?

WHAT CAN YOU OFFER THEM?



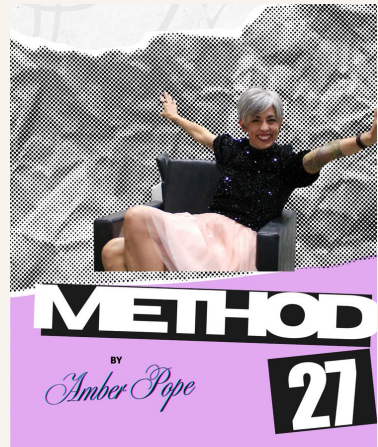
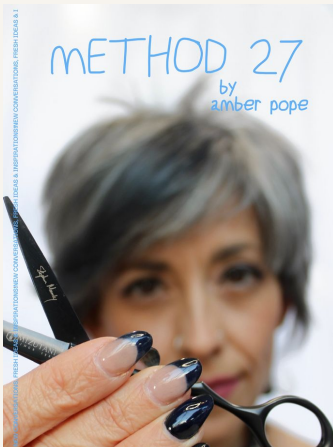
- education of skills
- money literacy
- communication education
- salon business education

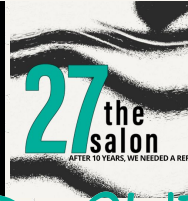


HOW TO CONNECT?



professional newsletter





HOW TO STAND OUT: MARKET YOUR MISSION

- Show your leadership skills
- Highlight your business cred
 - What tech do you offer
- Communicate your why and your purpose
- How are you showing up in your community to do more

THANK YOU!

@AMBERPOPEHAIR



@CHETPOPE



LET'S STAY CONNECTED!

27
coaching
compass:

