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Creative Solutions Classes
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Build and Maintain a Clientele - It takes five times more money to attract new customers than it does to retain them. Learn about relationship marketing and how to turn your customers into your best marketing strategy.

Business Trends Workshop - What is the future of your business? You don't need a crystal ball if you study business trends. In this workshop, we'll evaluate current and future trends, what the trends mean to your business, and explore your company's future opportunities.

Client Connections - Increasing client retention is the most powerful way to increase your business, making the ability to build strong client relationships an essential skill for success. Learn how to build rapport and trust, communicate to build customer loyalty, and increase retention.

Conflict Solutions – Conflict is not a problem in itself – it's what we do with it that counts. Turn your organization's frustrations into fulfillment and discover how this important leadership skill can improve communication, morale, performance, and trust. Learn the common causes of conflict, how to approach confrontations, and how to utilize conflict to build a powerful team.

Consultative Selling - People love to buy and hate to be sold. Don't be "pushy"; give your clients solutions to their problems. Learn to ask the right questions to uncover needs, how to recognize the answers, and how to see the opportunities for success.

Communicating with Clients - One of the most difficult things about working with clients is that everyone is different. Learn how to connect with clients and develop skills to create profitable professional relationships.

Create a Mission, Vision, and Core Values Statement (Team or personal) - How do you know you have arrived if you don't know what your success looks like?

Cultural Synergy - The culture, or personality of your business, can make the difference between surviving and thriving. Learn how to work together to appreciate individual differences, handle difficult situations, and create a fun cooperative work environment.

Effective Communications - The most essential ingredient for a successful team is effective communication skills. Create a healthy work environment by learning how to be a more active listener and a better communicator.

Finding Balance – One of the most pressing challenges we face in business today is how to find a balance between work and everything else. Learn how to manage stress, how to spot stress warning signs, and survival strategies that will help you get more out of life.

Inspirational Leadership -- Leadership makes people want to achieve high goals and objectives, while, on the other hand, bosses tell people to accomplish a task or objective. Drive your organization to higher levels of cooperation and success by motivating your team with the insights and skills that separate leaders from bosses. Learn how to use your influence and judgment to help your team perform at their peak and how to inspire others so that your goals become your team's goals.

Internal Locomotion -- Motivation is the key to making things happen in your life. Discover how to overcome complacency, adjust your internal self-talk attitude, manage day-to-day stress, and get re-energized about your career.

Low- Cost Marketing WORKS! -- Need to get the word out about your business on a limited budget? You can build a strong brand, establish a competitive edge, and attract more customers without spending a lot of money. Discover how to get more bang for your marketing buck with unconventional, creative guerilla marketing tactics and fresh, creative, and cost-effective ways to optimize your marketing budget to build a strategy to win potential new customers.

Presentation Basics - Whether you're presenting suggestions to customers, information to coworkers, or facts to any audience, the ability to present your ideas is important to success. Learn how to get your points across faster, more effectively, and with greater confidence.

Reception Connection: Essential Skills for Front Desk Staff Certification Program – As the first and last contact point for your customers, the image the front desk team projects is a direct reflection of your organization. This six-hour training communicates how to manage the information hub of the business. Includes communication skills, people skills, personal attitude, and how to make a lasting impression on customers.

Smart Scents: How Aromatherapy Works for You - Heard all the hype but still don't really know what it all means? In this hands-on seminar you will learn why aromatherapy works, how to work with essential oils, how to create personal blends, and how to incorporate aromatherapy into your services and business. This seminar also includes your own personal blend massage oil, mixed in class, for you to take home.

Superior Service - Customer service is more important than ever for attracting and keeping a strong customer base. Learn critical factors for success, the customer's point of view, and develop strategies to retain more customers.

Teach Smart Series – This series of seven, two-hour classes is designed for anyone who wants to sharpen their skills for teaching learner-centered training programs to adult learners. Discover how adults learn and retain information, how to communicate with your audience, and what your audience is telling you. Refine your presentation skills and learn how to develop more effective programs. *(This program has been approved by the Kansas State Board of Cosmetology for Cosmetology School Instructor Continuing Education Hours.)*

Team Building - Image your team working together toward a common goal. Learn how to work together with greater appreciation, respect, harmony, and success.

Treasure Hunt -- Embark on a fun learning journey to uncover the true secrets of how to be more successful in your career. In this seminar, Interactive teams find clues and solve exercises to uncover the treasures of self-development, business building, and teamwork. (This is a 4-hour class)

Classes Specifically for the Creative Industry

Creative Time Management – Most time management classes try to give cookie-cutter solutions that may not work for creative people. Learn how to make the most of the time tamers and combat the time wasters to help creative minds better organize their time.

The Business of Art Series: The Business of Art – Are you ready to make a living from your creative talents? Take charge of your career and go from starving artist to superstar by being strategic about your creative business. In this workshop, you'll discover fresh, creative, and cost-effective ways to organize your business and finances, be a better money manager, and build a plan to make your dreams a reality.

The Business of Art Series: Self-Promotion - What are you doing to get your art out of the studio and in front of potential buyers? You can take charge of your career by getting the word out about who you are and what you do. Discover creative ways to get confident and organized, create the tools you need to be more marketable and build a plan to promote yourself and sell your work.

Business of Art: Finance & Taxes

Are you managing your money, or is it managing you? Half the battle of having a successful art career - and avoiding unwanted tax and legal problems - is simply knowing what's going on with your money. Discover tips for taming the tax preparation paperwork monster, which expenses you can deduct, the tax implications of bartering, and what you need to do to take care of the tax man.

Classes Specifically for the Salon Industry:

Front Desk Success: Building Your Business from the Front Desk: Your front desk team is instrumental to your success and can add to the productivity of your business. In this class, receptionists and business owners/managers learn practical ways to turn your front desk into a growth driver by increasing retail and service sales, impacting customer loyalty, and contributing to the success of your team.

Make More Money: Essential Skills to Increase Your Paycheck – Even during tough times, you can learn how to increase your paycheck by working smarter. This class covers the basics that will help you be a more successful stylist, including building a loyal clientele, consultative selling skills, and customer service strategies that will take your business to the next level.

Super Size Your Service Sales: Would you like to increase your income without working more hours? In this interactive seminar for new and experienced stylists, you'll learn how to increase the amount of business you're doing with your current customers, how to market and sell chemical and additional services, and how to increase client retention to achieve your financial goals.

Win Color Clients - Color clients are the most loyal clients. Learn how to turn color shy clients into clients for life, how to recognize opportunities, and market your color business to get the "let's do it!" answer.

Winning Consultations - How to communicate with your clients to ensure a win/win experience. Learn what questions to ask, how to listen for opportunities, and how to ensure every client's needs are being discovered and serviced.