

Personality Profiling Cheat Sheet for Salon Owners

Introduction

In [Episode 62](#) of Marketing 100 on [The Salon Business Show](#), we talked about the danger of building a team of "mini-mes." This cheat sheet gives you the practical tools to put that advice into action. Instead of relying on expensive formal assessments, use this guide to identify and leverage different personality types within your salon team.

Understanding these personality patterns helps you build a balanced team where diverse strengths complement each other rather than compete. You'll learn to spot different styles during interviews, manage each type effectively, and create strategic pairings that enhance your salon's performance.

The Maestro

Spot them by: Precise movements, organized station, detailed consultation process, meticulous about timing

Strengths in Your Salon

- **Technical Excellence:** Delivers consistent, precise results every time
- **Process-Driven:** Creates systems that improve salon efficiency
- **Quality Control:** Maintains high standards that elevate your salon's reputation
- **Reliability:** Clients know exactly what to expect

Potential Challenges

- May struggle with last-minute changes or walk-ins
- Sometimes perfectionism slows down service times
- Can appear critical of less detail-oriented teammates

Management Approach

- Provide clear expectations and structured feedback
- Recognize their attention to detail publicly
- Allow them to create systems and procedures
- Give advance notice of changes whenever possible

They Complement: The Innovator, The Nurturer

The Connector

Spot them by: Animated conversations, remembers client details, builds rapport quickly, active on social media

Strengths in Your Salon

- **Client Retention:** Builds strong, loyal client relationships
- **Atmosphere Creation:** Generates positive energy in the salon
- **Team Bonding:** Helps integrate new team members
- **Marketing Asset:** Natural at attracting clients through word-of-mouth

Potential Challenges

- May run over appointment times due to chatting
- Sometimes focuses more on relationship than technical precision
- Can find detailed paperwork draining

Management Approach

- Channel their social energy into client events and team building
- Provide gentle reminders about time management
- Pair with more technically-focused team members for balance
- Give them opportunities to represent the salon publicly

They Complement: The Maestro, The Visionary

The Innovator

Spot them by: Experimental techniques, up-to-date on trends, customized solutions, creative station setup

Strengths in Your Salon

- **Trend Leadership:** Keeps your salon current and fresh
- **Problem-Solving:** Creates unique solutions for challenging clients
- **Education Value:** Inspires and teaches other team members
- **Differentiation:** Helps your salon stand out from competitors

Potential Challenges

- May get bored with routine services
- Sometimes proposes ideas that are impractical to implement
- Can overwhelm more traditional clients

Management Approach

- Provide creative freedom within practical boundaries
- Channel innovation into education and special projects
- Balance their schedule with both creative and standard services
- Recognize and showcase their creative contributions

They Complement: The Maestro, The Stabilizer

The Nurturer

Spot them by: Attentive listening, calming presence, extra touches of comfort for clients, empathetic responses

Strengths in Your Salon

- **Client Comfort:** Makes even anxious clients feel at ease
- **Team Support:** Provides emotional backbone during busy times
- **Conflict Resolution:** Defuses tension naturally
- **Sensory Experience:** Enhances the comfort aspect of services

Potential Challenges

- May take client criticism personally
- Sometimes absorbs salon stress and needs decompression
- Can have difficulty with boundaries on occasion

Management Approach

- Create a supportive environment with clear boundaries
- Allow them to incorporate comfort elements into services
- Check in regularly about emotional well-being
- Pair with high-energy types to create balance

They Complement: The Driver, The Connector

The Driver

Spot them by: Goal-oriented questions, efficiency-focused, direct communication, competitive achievements

Strengths in Your Salon

- **Results Focus:** Consistently hits or exceeds targets
- **Leadership Potential:** Takes initiative and drives projects forward
- **Efficiency:** Maximizes productivity without sacrificing quality
- **Growth Mindset:** Pushes themselves and inspires others

Potential Challenges

- May come across as abrupt to sensitive clients
- Sometimes prioritizes outcomes over team harmony
- Can become frustrated with slower-paced colleagues

Management Approach

- Set clear, measurable goals and recognize achievements
- Channel competitive energy into productive targets
- Provide leadership opportunities within the team
- Encourage awareness of impact on team dynamics

They Complement: The Nurturer, The Visionary

The Stabilizer

Spot them by: Consistent performance, calm under pressure, methodical approach, loyal client base

Strengths in Your Salon

- **Reliability:** Provides consistent service through all conditions
- **Crisis Management:** Stays level-headed when challenges arise
- **Team Anchor:** Creates stability that allows others to take risks
- **Client Comfort:** Makes clients feel secure and valued

Potential Challenges

- May resist necessary changes
- Sometimes needs extra encouragement to try new techniques
- Can be overlooked because they don't seek attention

Management Approach

- Introduce changes gradually with clear rationales
- Recognize their consistent contribution regularly
- Provide private learning environments for new skills
- Leverage their institutional knowledge when implementing changes

They Complement: The Innovator, The Driver

The Visionary

Spot them by: Big-picture thinking, future-focused questions, inspiration-driven, conceptual approach

Strengths in Your Salon

- **Strategic Direction:** Helps evolve your salon's concept and brand
- **Trend Forecasting:** Anticipates industry shifts before they happen
- **Inspiration:** Motivates team with meaningful purpose
- **Innovation:** Conceptualizes new service offerings and experiences

Potential Challenges

- May overlook immediate practical details
- Sometimes generates more ideas than can be implemented
- Can become disconnected from day-to-day operations

Management Approach

- Balance their visionary thinking with practical execution steps
- Create regular opportunities for strategic input
- Pair with detail-oriented team members for implementation
- Provide big-picture context when communicating expectations

They Complement: The Connector, The Stabilizer

Building Your Balanced Team

Step 1: Assess Your Current Team

Map your existing team members onto these personality types. Where do you see clusters? Where are there gaps?

Step 2: Identify Your Own Type

As the owner, which type most resembles you? This is where you're most likely to hire "mini-mes."

Step 3: Prioritize Complementary Types

For your next hire, focus on the types that complement both your personality and address gaps in your team.

Step 4: Adjust Your Interview Process

Use the "spot them by" indicators to identify different types during interviews. Ask questions that reveal their natural tendencies.

Step 5: Create Intentional Pairings

Strategically schedule complementary types to work together, amplifying strengths and balancing weaknesses.

Quick Assessment Questions

Use these questions in interviews to help identify personality types:

1. **"Walk me through how you prepare for your day at the salon."** (Organization vs. Flexibility)
 2. **"Tell me about your favorite client interaction and why it stands out."** (People-focus vs. Results-focus)
 3. **"How do you handle a day when everything goes off-schedule?"** (Adaptability vs. Structure needs)
 4. **"What aspect of salon work energizes you the most?"** (Creative vs. Technical vs. Social elements)
 5. **"When learning something new, what approach works best for you?"** (Conceptual vs. Practical learning)
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