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SHANNON VANFLEET LLC COMPANY OVERVIEW



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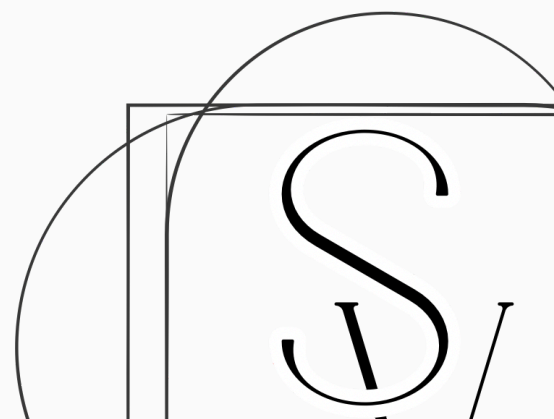
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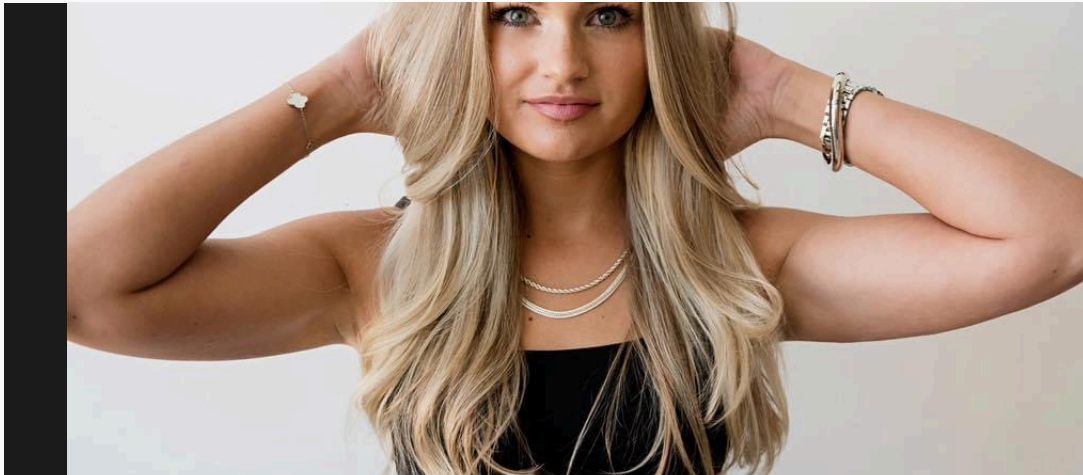
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INTRODUCTION

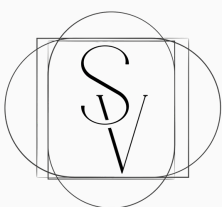


Step right into Shannon VanFleet LLC! Whether you're eyeing to be a new client or scouting for a new gig, this little treasure trove spills the beans on how I run the show.

I knew I wanted to be a hairstylist since 2nd grade when I stitched together my first braid on a paper doll for a class project.

As soon as I was able to enroll in cosmetology classes, I did. At the ripe age of 18, I was licensed and working full time.

15 years later and I am immensely proud of what I've built, and I still believe the best is ahead of me!

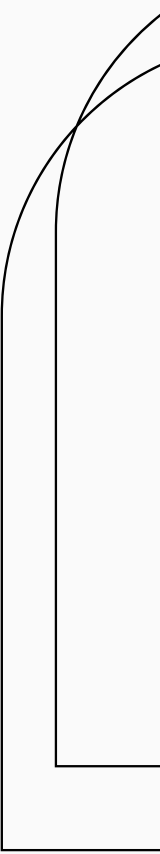


VISION & MISSION STATEMENTS

As a stylist, I work to amplify existing confidence through meticulously tailored hair extensions.

As a leader, I aim to mentor aspiring stylists from no experience to six-figures without sacrificing work-life balance, allowing you to pursue your dream lifestyle (whatever that looks like to you) through a rewarding and fulfilling career.

As a company, we recognize that true greatness is in the details. We prioritize the often neglected elements of the customer experience to deliver unparalleled results and care.



CORE VALUES

BALANCE

I believe that your work should be a compliment to your life, not dominate it. I know that the best stylists are the happy stylists. I aim to create balance by capping a work week at no more than 4 days/32 hours. I believe in holidays off. I believe in extended maternity leave. I believe in being able to be home for supper every night. I believe in never missing a soccer game. At SVLLC, I have designed my business model to prioritize freedom and flexibility so that team members can enjoy the life that this career provides and not resent this industry by being over worked and underpaid.

DEVELOPMENT

I will always strive for progress and growth, continuously learning, innovating, expanding services based on client needs, and developing the new generation of talent.

PRESENTATION

I will aim to elevate the normal into something exceptional. I don't skimp on the details. No element will be short changed. I've combed through every detail and left no stone unturned when it comes to those luxury touches and continue to look for more ways to improve the experience.

CONSIDERATION

I will always be mindful of the untold stories that my clients and coworkers may be battling. I will always hear out their concerns with empathy. I will keep our conversations gentle. I will honor this space as a place of positivity. I will never be the first to bring up traumatic topics. I will bear in mind the ambient ears of others in the room and use respectful language and direct conversation away from controversial or triggering topics

CONNECTION

I aim to grow in trusting relationships with my clients so that they may feel comfortable coming to me with all feedback. I never want my clients or employees to feel afraid to approach me with their concerns. I will go out of my way to build bonds within my company so that we look forward to spending our time with those in this workspace

KEY BRAND STANDARDS

Coaching

Team members must be open to receiving feedback and coaching

Education

Team members must be committed to yearly continued education and upholding state requirements to maintain an active license

Down time

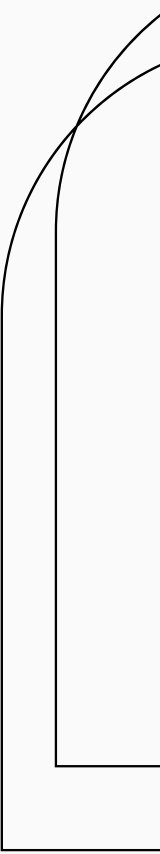
Team members are expected to use the majority of down time to complete tasks that are not appointment related, such as inventory, orders, and marketing tasks. Short amounts of personal phone use is allowed.

Dress code

Attire should be clean, wrinkle free, and on trend. Avoid clothing that is too short, too low cut, suggestive, or shows undergarments. Elevated casual attire is permissible on occasion. Hair and makeup should be done before clients arrive.

Luxury Language

In line with our core values of consideration and presentation, SVLLC has adopted elevated verbiage inside of the salon space. Certain word swaps have been made to help the client feel at ease. For example, we say "lightener" instead of "bleach".



POSITIONS & GROWTH PATH

All positions will receive compensation as a W2 employee through direct deposit payroll. Wages are hourly and performance-based raises can be earned quarterly during reviews if KPIs are achieved.

ASSISTANT Compensation Range: \$14-\$16 per hour

Requirements

- Active Illinois cosmetology license or recent graduate with pending license

Key Role Responsibilities: Prepping for clients, Setting up station, mixing color, handing foils, keeping area neat, rinsing and drying extension wefts, tandem drying clients, putting away supply orders, capturing social content

Perks & Benefits: thorough pre-training, frequent debriefs during training, quarterly opportunities for raises and promotions, accrued paid time off, a quarterly education fund bonus of \$50 (\$200/yr)

LEAD ASSISTANT Compensation Range: \$17-\$19 per hour

Requirements

- All "Assistant" requirements
- Excelled in the "Assistant" role for at least 90 days

Key Role Responsibilities: All "Assistant" duties as well as inventory management, weft repair, rooting and toning wefts, marketing assignments, updating client files, inventory and ordering

Perks & Benefits: All "Assistant" benefits as well as monthly technical training and a quarterly education fund bonus of \$150 (\$600/yr)

CO-STYLIST Compensation Range: \$20-\$25 per hour

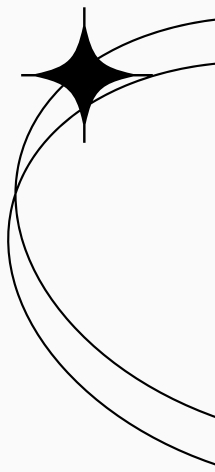
Requirements

- All "Assistant" requirements
- Excelled in the "Executive Assistant" role for at least 1 quarter
- Enrolled in the IBE certification course

Key Role Responsibilities: All "Assistant" and "Executive Assistant" duties as well as training new assistants, tandem beading and stitching IBE.

Perks & Benefits: All "Assistant" and "Executive Assistant" benefits as well as a quarterly education fund bonus of \$250 (\$1,000/yr)

HIRING PROCESS



- Step 1- Apply at shannonvanfleet.com/careers
- Step 2- In-person interview with Shannon
- Step 3- Offer letter review meeting and new hire paperwork
- Step 4- Immediate access to assistant guidebook, on-boarding & pre-training videos

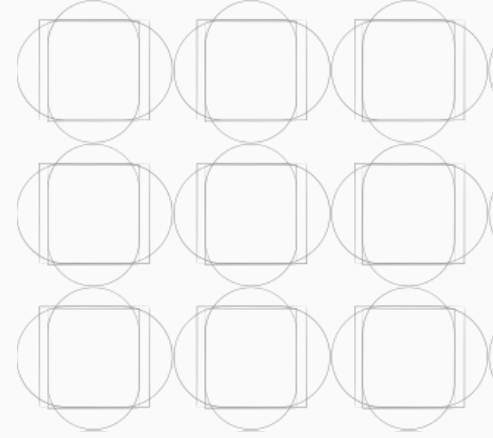
TRAINING PROGRAM

Some assistants are thrown into the deep end, learning on the go, while others undergo a 6-month training before getting hands-on experience. With this system, you can start working on hair quickly, progressing through phases to build confidence, and refine skills along the way.

- Step 1- Review assistant guidebook, watch on-boarding & pre-training videos
- Step 2- Meet with Shannon for a model day
- Step 3- Daily debriefs for the first month and weekly debriefs for the following two months.

After these 90 days you should feel fully confident in the Assistant role. You will then have the opportunity to earn a pay increase, or elect to progress through the growth paths to become a lead assistant or co-stylist.

5. PERKS & BENEFITS



At SVLLC, my goal is to pave the way for your success. Everything you desire in life is within reach. Your career is a key to unlocking your own definition of success!

MENTORSHIP

I am blessed to be where I am in my career and want to see those around me flourish as well. A rising tide lifts all boats. I have had to learn the hard way in certain instances and my goal is to help you avoid such trials and reach your goals even faster than I did

FORMAL TRAINING

I want you to be prepared from the get-go. I won't leave you to navigate things alone without proper guidance. We'll use mannequin work and models to ensure you feel at ease and ready. Daily debriefs will be conducted to help you remember each skill acquired. Additionally, monthly technical training are offered for higher positions.

EDUCATION FUND BONUSES

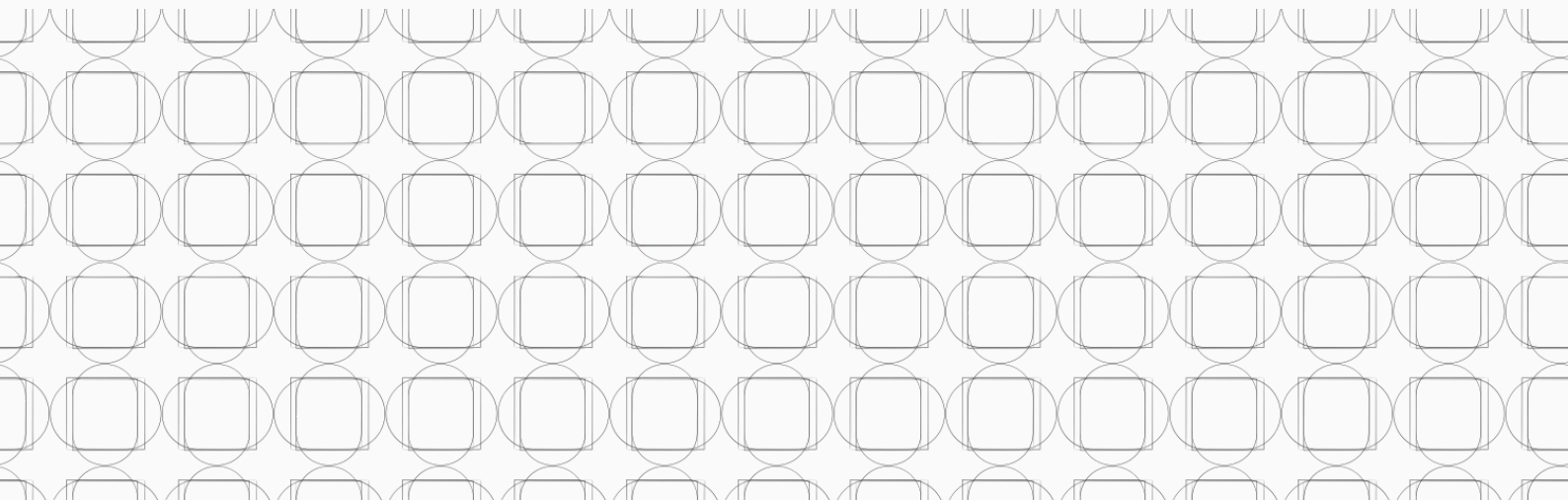
One of our core values is development. Constantly improving our skills and staying current with trends is essential to staying up-to-date. Each quarter, an amount will be added to an education fund account that you are able to redeem for classes of your own choosing

PAID TIME OFF

In compliance with the Illinois Paid Leave for All Workers Act (PLAWA) For every 40 hours worked, you will earn 1 paid hour to be added to a PTO fund, redeemable upon request. Maximum of 40 hours per year.

8. NEXT STEPS

If SVLLC is where you envision beginning your career,
kindly complete the questionnaire at
Shannonvanfleet.com/assist and submit your resume and
cover letter for consideration





Thanks for
stopping by!