

BRIDGING THE GENERATIONAL DIVIDE

**INSIGHTS FROM THE BEAUTY CHANGES LIVES
INDUSTRY LEADER ROUNDTABLE**

BEAUTY
CHANGES
LIVES

INDUSTRY LEADER

**ROUND
TABLE**

INTRODUCTION



The 2nd Annual Beauty Changes Lives Industry Leader Roundtable was held on Sunday, April 21st, 2024 at the Loews Chicago O'Hare hotel.

The roundtable brought together approximately 70 leaders from various segments of the professional beauty, barbering and wellness sectors to address one of the industry's most pressing challenges: the generational divide.

In today's rapidly evolving world—shaped by social media and diverse values—bridging the gap between generations is crucial for the industry's future. This challenge impacts all aspects of our own businesses, as well as school, salon, spa, brand and event activities.

This white paper shares key findings from the roundtable, setting the stage for both individual and collective activities to better support our businesses and our industry.

<https://beautychangeslives.org/roundtable/>

ROUNDTABLE FORMAT



Moderated by Reuben Carranza of Amika/EvanNYC/Ethique, the program began with a presentation by Anne Smart of Generation6 Consulting, who provided insights into the different generations. Following this, leaders split into two groups for interactive activities and facilitated discussions. Patrick Neville of Paradigm Advisory Group led the Icon group, while Alison Alhamed of R+CO led the Trailblazer group.

The roundtable's goals allowed for a generation-specific exploration of the topic, enabling participants to:

- Address and understand the generational gap within the beauty industry, considering each generation's unique priorities, perceptions and expectations
- Identify strategies to attract, retain and empower talent across different generations
- Develop actionable guidelines to close the gap and foster a more inclusive, future-proof industry

The groups were asked to discuss the following questions:

- What is the one thing I'd like the other group to understand about me?
- What do I see as the inter-generational challenges related to communication and education?
- What do I see as the inter-generational challenges related to work structure?
- What do I see as the inter-generational challenges related to recruitment and retention?

After these discussions, the groups reconvened in the main room, where each facilitator shared their group's insights, and the moderator summarized the key takeaways.

ROUNDTABLE PARTICIPANTS

FACILITATORS

Alison Alhamed	VP Digital Media + Marketing, R+Co
Patrick Neville	CEO, Paradigm Advisory Group
Reuben Carranza	Group CEO, amika, EvaNYC, Ethique
Anne Smart	Consultant, Generation6
Steve Reiss	Executive Director, Industry Relations & Insights, Pivot Point International

ICONS

Jim Bower	Founder/CEO, SalonInteractive
Bernard Bronner	Chairman, Bronner Bros.
Charles Brown	CEO, CLICS
Mike Bruggeman	Chairperson, Board of Directors, One Well World
Penny Burns	Founder, Beauty Cast Network
Beth Carson	CEO, Sam Villa
Pete Castellanos	Executive Vice President, Global Sales, John Paul Mitchell Systems
John Costanza	Group Vice President, Beauty Industry Group
Steve Cowan	CEO and Founder, Professional Salon Concepts
Kristin Firrell	Vice President, Salon Development, John Paul Mitchell Systems
Belinda Gambuzza	Owner, Salon Visage
Frank Gambuzza	Owner, Salon Visage
Tony Gordon	President, Gordon Salon
Deidra Green	Director, DE&I, European Wax Center
Phil Horvath	CEO, Chatters
Harlan Kirschner	CEO, The Kirschner Group
Jill Krahn	President, SPEC
Tom Kuhn	CEO and Founder, Qnity
Coral Lahiani	Founder/Owner, The Coral Lahiani Institute for Advanced Cosmetology
Lynelle Lynch	CEO, Owner, Bellus Academy
Colleen Martorano	Vice President of Global Professional Sales and Education, amika
Marisa Meadows	Sr. Vice President, People and Culture, Tricoci
Keya Neal	Founder, Kolour Kulture
Edwin Neill	President, Neill Corporation
Robert Passage	Chairman & CEO, Pivot Point International
Ada Polla	CEO, Alchimie Forever
Denise Provenzano	Owner, Zano Salons & Pivot Point Academy
Karen Short	CEO, Universal Companies
Greg Starkman	CEO and Founder, Innersense Organic Beauty
Nick Stenson	SVP Store and Services Operations, Ulta Beauty
Kristen Swanson	VP Salon Sales, Aveda
Jana Westerbeke	Owner, Gadabout
Frank Westerbeke	Owner, Gadabout

ROUNDTABLE PARTICIPANTS

TRAILBLAZERS

Emily Alders	Director of Education, Sola
John Bronner	SVP Trade Show Operations, Bronner Bros.
Matt Carroll	Vice President of Sales, Millennium Systems International
Kristen Chase	CMO, Tricoci
Jamison Codner	Director of Smiles, Sunlights Professional & Jamison Shaw Hairdressers
Randy Cotten	President, SalonInteractive
Elizabeth Faye	Founder of Hair Love University, Coach & Speaker, Hair Love University
Julie Fortier	Senior VP Education - North America Zone, L'Oréal
Stefanie Fox	Founder, Talent Match
Ashley Fraser	Beauty Partnerships, Square
Sydney Gambuzza	Coordinator, Franks Barber Shop
Andriana Gavrilovic	Chief Marketing Officer, Sola
Jessica Gil	Director of Industry Relations & Engagement, European Wax Center
Michael Gordon	Marketing Director, Gordon Salon
Kristen Hanson	Director New Business, Distribution and Strategic Partnerships, Aveda
Irina Hossu	CFO, Chatters
Konrad Howard	Founder, Booksy
Daniel Johnson	Founder, The Salon Chair Guys
Ameet Kallarackal	Founder, Glammatic
Ali Khan	CEO, Martinni
Teresa Lopez	General Manager, L'Oréal
Anna Manukyan	Senior Director Education and Creative, Ulta Beauty
Byrd Mena	Founder/Creative Director, Sharpfade Wahl Pro
Megan Murray	Senior Director Field Operations, Ulta Beauty
Corey Passage	Assistant Vice President, Marketing, Pivot Point International
Barry Quinn	President, Phorest
Tippi Shorter	Rank Global Artistic Director, Mizani
Will Simpson	Head of Partnerships, Vish
Jenny Strebe	Chief Energy Officer, AllR Professional
Julia Travaglia	Professional Accounts Coordinator, amika

KEY INSIGHTS – SUMMARY

Theme 1: Empathy and Communication Skills

Misunderstandings and differing communication styles between generations often lead to frustration. Icons seek respect for their experience and established processes, viewing themselves as mentors. In contrast, Trailblazers demand a reason behind traditions and favor efficiency and flexibility in communication, reflecting their upbringing in a digital, fast-paced world.

Theme 2: Work Ethic, Values, Work-Life Balance and Identity

Differing views on loyalty and work-life balance mark another area of contention. Icons equate loyalty with longevity and a strong workplace presence, while Trailblazers associate it with job performance and efficiency, valuing flexibility and personal time.

Theme 3: Technology and Workplace Dynamics

Technology's role in the workplace is a divisive issue. Icons often feel marginalized by new technologies, whereas Trailblazers see them as tools for enhancing productivity and innovation.

Theme 4: Historical Perspective and Respect for Tradition

Icons emphasize the importance of history and tradition, viewing them as foundational to the industry's integrity. Trailblazers, however, often question the relevance of traditional methods in a rapidly evolving environment.

Theme 5: Diversity and Inclusion

Diversity is important to both groups and encompasses not only demographic diversity but also a diversity of ideas and representation in decision-making.

Theme 6: Wellness

The importance of wellness and mental health has come to the forefront, particularly since the COVID-19 pandemic began. It's acknowledged that younger professionals may lack the experience and emotional maturity to cope with stressors and may require additional guidance.

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Understanding and Empathy

- Icons feel frustrated because they feel they're still relevant and want to share their knowledge, but trailblazers constantly question everything. Icons want to be seen as mentors, not challenges, and believe that when there's a specific way of doing things, it's for a reason.
- Trailblazers are frustrated because they grew up in a world where "of course, we question everything." They believe earning the right to be a mentor isn't just about seniority. They often feel excluded from decision-making tables and resent being told what to do and how to do it—as they want to explore all their options.

Workplace and Communication Styles

Entrepreneurial vs. Process-Based Mindset

- Icons: Embrace established processes and prefer regular, formalized meetings and updates. They provide direct instructions and value consistency in how things are done.
- Trailblazers: Question institutionalized practices and prefer adaptability over rigid processes. They are impatient with unnecessary formalities, such as long meetings and outdated references or analogies. They prioritize efficiency and focus on achieving results rather than following strict procedures.

Concise vs. More Expansive Communications Platforms

- Icons: The phone is a direct and personal connection, perfect for sharing detailed information and building relationships. Email provides an organized structure and detailed content and is the go-to for storing important documents.
- Trailblazers: The phone embodies efficiency and agility, allowing for quick responses and multitasking. Text messaging emerges as their communication tool of choice—concise and immediate.

ROUNDTABLE FINDINGS

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Perceptions of Loyalty

- Icons see loyalty is a cornerstone of their professional ethos. They view loyalty as a deep commitment to the company, demonstrated through their unwavering presence and active engagement. Being loyal means being readily available and fully immersed in the company's mission and values.
- Trailblazers see loyalty as not about being physically present or adhering to rigid work structures but about delivering quality work and accomplishing tasks efficiently. They value results and personal well-being over mere appearances of busyness. Wanting flexibility is not a reflection of their work ethic.

Work-Life Balance and Identity

- Icons often view their work as central to their identity. They see their job not just as a means of earning a living but as a defining aspect of who they are. For them, craft brings not only professional fulfillment but also personal satisfaction and a sense of accomplishment. Retirement and being irrelevant raise questions about what they might lose—not just financially but also in terms of their purpose and identity.
- Trailblazers see work as just one component of their lives and seek personal growth and development through their work. They celebrate achievements but also emphasize moving forward and not dwelling on past successes. Time off is important—you are not a hero for not taking PTO. They expect to be judged based on actions and merits rather than appearances, expressing themselves authentically through their attire and personal style choices, including tattoos and natural hair.

ROUNDTABLE FINDINGS

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Technology and Empowerment

- Icons acknowledge the benefits of technology but feel inadequacy and a loss of control compared to their younger counterparts. They often rely on others for tech-related tasks and may feel marginalized in a digital-centric environment.
- Trailblazers embrace technology as a tool for increasing productivity, streamlining processes and improving outcomes. Utilizing features like Airdrop and AI, instead of printed handouts and notetaking, they seek to integrate technology into all their work practices. They see this as being efficient, not cheating.



ROUNDTABLE FINDINGS

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Is it a Classic or a Relic?

- Icons value the industry's history and traditions, viewing them as proven pillars that provide stability and guidance. They emphasize the importance of preserving legacy practices—they don't see things as disposable and see foundational principles as a way to ensure things last.
- Trailblazers prioritize adaptability and innovation, believing that there is no roadmap and that progress requires a willingness to challenge the status quo. For them, tradition should not be blindly upheld if it hinders growth and evolution in an ever-changing landscape.

Earning Respect

- For both decision-making and mentorship, Trailblazers see respect and leadership earned, not merely conferred by title or position.



ROUNDTABLE FINDINGS

Theme 5: Diversity and Inclusion

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Diversity is important to both groups and encompasses not only demographic diversity but also a diversity of ideas.

Diversity of People and Ideas

- For trailblazers, diversity means fostering an inclusive workplace where all voices are heard and valued. This includes respecting individual identities and pronouns and recognizing the importance of personal expression beyond work.
- Additionally, diversity of ideas is essential, with teams expected to represent diverse viewpoints. Rather than top-down decision-making, they expect collaborative processes where every perspective is considered and justified before influencing outcomes.



ROUNDTABLE FINDINGS

Theme 6: Wellness

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The importance of wellness and mental health has come to the forefront, particularly in the wake of the COVID-19 pandemic. There is a strong consensus on the value of addressing these issues given the unique character of the salon industry.

The Need for Support

- Icons stress the importance of addressing mental health concerns and providing support to individuals facing various challenges. They acknowledge that younger professionals may lack the experience and emotional maturity to cope with stressors and might require additional guidance. But to understand that while some issues stem from generational differences, others may be rooted in individual personality traits.
- Both groups also acknowledged the need for financial literacy to ensure people can effectively manage their personal finances as key to securing their personal well-being.



ABOUT BEAUTY CHANGES LIVES

Beauty Changes Lives is a 501(c)(3) non-profit organization dedicated to making careers in beauty and wellness a first choice. Through its scholarship, mentorship, and education programs, Beauty Changes Lives is empowering the next generation of professionals and elevating the industry.

Beauty Changes Lives is a proud founding member of the Unite as One (UAO) coalition of beauty and wellness associations. Beauty Changes Lives actively supports UAO activities including legislative initiatives, the kNOw Beauty Secrets industry recruitment and retention campaign and the Cultural Intelligence committee.

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**BEAUTY
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ABOUT PIVOT POINT RESEARCH

Pivot Point is dedicated to beauty and wellness.

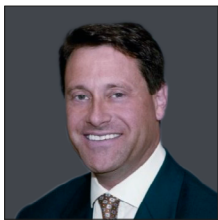
Our team includes over 30 professionals with industry-specific licenses, and we have extensive experience with beauty schools, salons, spas, barbershops, chains, brands, distributors, and media. We understand industry relationships and trends, ensuring your research objectives are met with actionable, real-world insights.

Whether your research is for internal intelligence or to support sales and marketing, we can help you explore all your research options. And, knowing that quick turnaround is often a consideration, our industry relationships and experience help us provide you with the most time-effective solution.

To learn more please complete the form below. We look forward to working with you!

INQUIRY FORM - <https://www.pivot-point.com/research/>

The Pivot Point Research Leadership Team



Steve Reiss
Strategic Marketing & Business Insights

15 years providing custom research solutions to leading beauty industry groups, with a focus on leveraging research insights to create effective strategies supporting business goals.



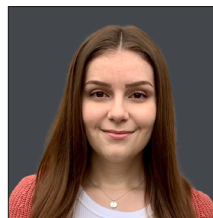
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Secondary Research

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Christina Mooshil
Data Visualization

Specializes in combining analysis, design and storytelling to create visual data representations that help people understand and evaluate information more easily.