



working with



We're privileged to be supporting our fantastic client Sally Beauty with **big change throughout the global organisation**. Here's the story so far...

## Change equals empowerment at Sally Beauty

Sally Beauty is a growing worldwide beauty brand with in excess of 5,000 stores. Big changes are happening with this exciting company following a consolidation of the UK and European businesses along with functional change and a focus on store team empowerment.

European COO Warren Scarr and UK Operations Director Renee Bowman engaged Leading Edge for support to design and deliver transformational activities that will ignite this change and help shape the company's future.



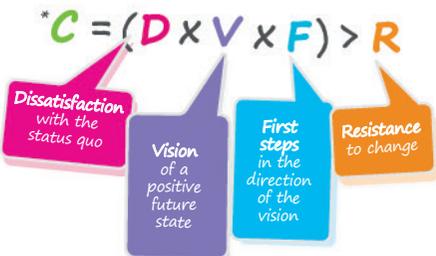
## Partnering for success

Sally Beauty's change journey was already underway when we met to explore the support need with Warren and Renee, immersing ourselves in their strong brand and sharing with them our points of view and beliefs as a foundation to build a great relationship.

We created an initial two-day event with Ops Leadership colleagues to set the scene for change, engage them in the change (and agree the best way to engage the store teams in the change) and support them to develop an exciting vision for shaping the company's future.

Our Point of View on Change has Dannemiller's Change Equation at its heart. We bring this to life through four key components to sustainable change:

1. Shirtless Dancing\* (that's our 'Brave Lone Nuts')
2. Nurturing 'First Followers' as Equals
3. Enabling Highly Effective Teams
4. Accelerating the Change



\* First Follower: Leadership Lessons from a Dancing Guy – Derek Sivers



“Thank you for your support in helping us to ‘shape our future’ and aligning us as a team. These past 2 days delivered far more than I had hoped for and I’m excited by the journey we are about to embark on.”

Renee Bowman,  
UK Operations Director,  
Sally Beauty

Read on for more about Sally Beauty's journey... ↪

## Having an impact

As a direct output of the Ops Leadership event, we then planned and created with the leaders of Sally Beauty a two-day 'Pit Stop' roadshow to engage all 240 Store Managers. The event was owned by the Territory Managers (TMs) and District Managers (DMs).

Our Team Coaches ran a train-the-facilitator support session to prepare these senior leaders to confidently run a series of change activities at the roadshow. With Leading Edge opening each activity from the stage, TMs and DMs then ran the activities with Store Manager groups to ignite the change. This partnership approach proved highly effective, visibly boosting the TMs' and DMs' confidence, cementing the change and further aligning the operations team.



The 'Pit Stop' event theme was pivotal for bringing to life this new level of empowerment whereby the store teams have the flexibility and freedom to perform to their best. In this new world, Store Managers are the racing car drivers and everyone else in Sally Beauty is the Pit Stop team, focused on helping them win their race.

Following the UK roadshow, our support for Sally Beauty has continued in Europe for Olivier Badezet, who's the Managing Director Europe. He engaged Leading Edge to run a European Summit for 67 senior leaders (from France, Germany, Belgium, Spain and The Netherlands) with a focus on performing effectively as one European team that leads transformation.

For this leadership group, we set the scene with a Growth/Fixed Mindset activity before focussing on contracting as one European team to take the reins and lead with initiative.



## Making a difference

By truly partnering with Sally Beauty on its significant change journey, Leading Edge has supported the company's Ops Leaders to engage with the Store Managers, confidently visualise the change and create excitement around the opportunity this brings

Our support is focussed on change which engages the whole organisation for high performance – a strong Leading Edge belief and one that is enabling sustainable change for the organisation

We've built a great partnership with Sally Beauty that continues to grow as we support the company's senior leaders with transformational change activities in the UK and across Europe

"The days were positive and fun, even when we had to ask ourselves tough questions about how we could be better versions of ourselves.

Leading Edge took the Sally Vision and, with the buy-in and support of the UK Ops Leaders, delivered what I think was one of the best conferences I've attended, which delivered positive results swiftly after.

Territory Manager, Sally Beauty UK



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