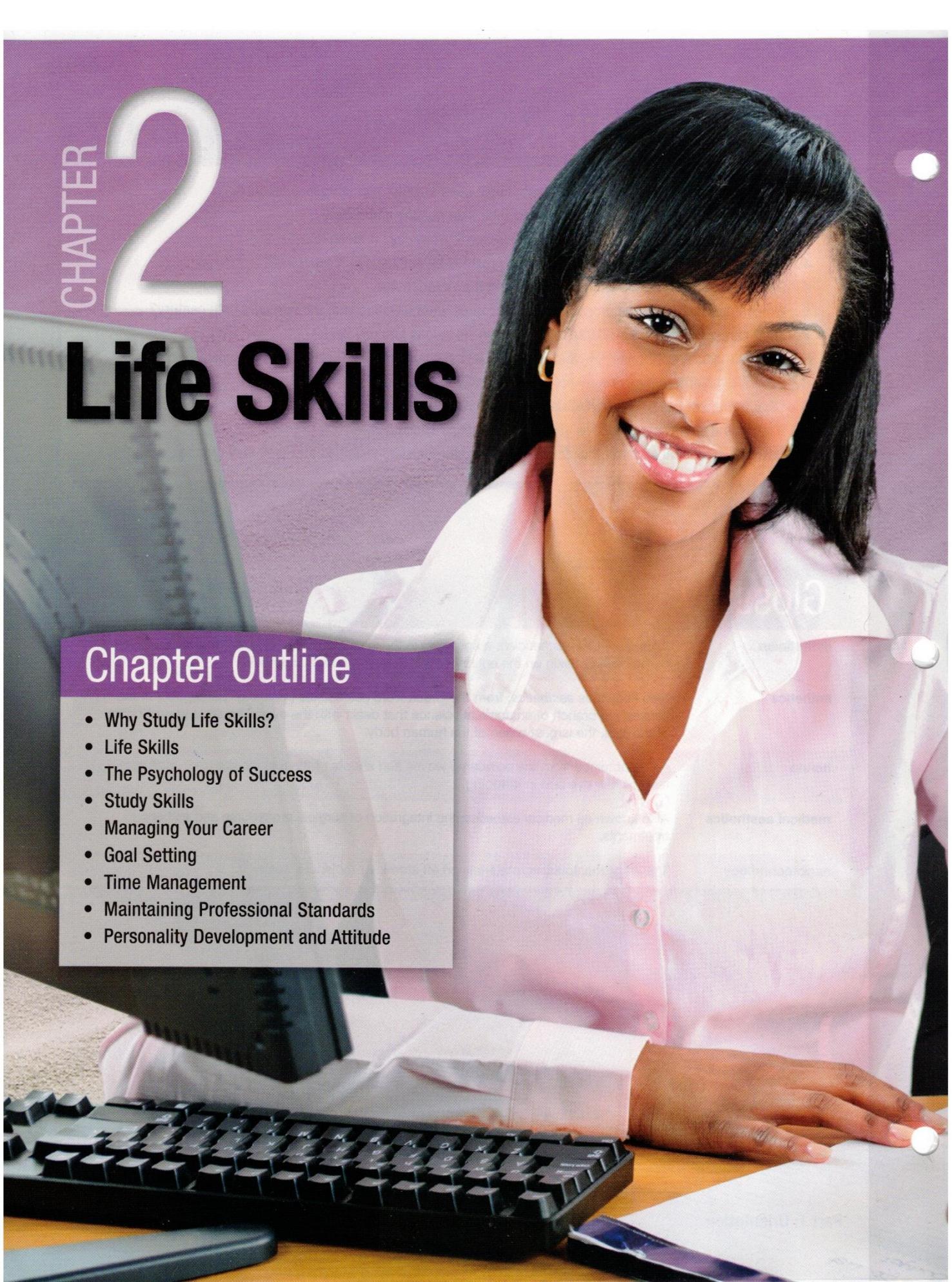


CHAPTER 2

Life Skills

Chapter Outline

- Why Study Life Skills?
- Life Skills
- The Psychology of Success
- Study Skills
- Managing Your Career
- Goal Setting
- Time Management
- Maintaining Professional Standards
- Personality Development and Attitude



Learning Objectives

After completing this chapter, you will be able to:

- L01** List the principles that contribute to personal and professional success.
- L02** Describe good study habits.
- L03** Create a mission statement.
- L04** Explain how to set long-term and short-term goals.
- L05** Discuss the most effective ways to manage time.
- L06** Define ethics.
- L07** List the characteristics of a healthy, positive attitude.

Key Terms

Page number indicates where in the chapter the term is used.

ethics
pg. 32

game plan
pg. 24

goal setting
pg. 28

mission statement
pg. 27

perfectionism
pg. 24

prioritize
pg. 30

procrastination
pg. 23

Why Study Life Skills?

As an esthetician your primary job responsibility is promoting skin health and beauty. To be successful in this people-oriented business you will need excellent life skills.

- Practicing good life skills will lead to a more rewarding and productive career in the beauty and wellness industry.
- Estheticians work with many different types of people. Developing good life skills will help you to keep those interactions positive in all situations.
- Well-developed life skills will help you to manage your personal and professional life in a meaningful and productive manner.
- Good life skills promote healthy self-esteem, which in turn helps you achieve your personal best.

Life Skills

All of the technical skills you are now acquiring in school are vastly important. But the way you handle yourself and behave toward others will ultimately determine whether you can attain—and sustain—success. Even the best technical skills must rest on a solid foundation of life skills, which are tools and guidelines that prepare you for living as a mature adult in a complicated world. Acquiring life skills empowers you to move beyond the personal and professional challenges that all of us face in our daily lives. Keeping an open mind and learning as much as you can about who you are is the first step in reaching your personal best and developing a rewarding career. Becoming a lifelong learner will help you to stay fresh, motivated, and engaged in your life and in the lives of those around you.

Many life skills will lead to a satisfying and productive existence. Some of the most important are:

- Demonstrating that you care about others.
- Adapting to situations around you.
- Staying the course with your goals.
- Seeing projects to completion.
- Developing meaningful relationships.
- Building a professional network.
- Learning how to take care of your finances.
- Using common sense and reasoning things out.
- Staying calm in stressful situations.
- Taking responsibility seriously.

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- Mastering techniques that will help you to be more organized.
- Maintaining a sense of humor.
- Acquiring patience.
- Always striving to do your best.
- Remaining honest and true to yourself in all your endeavors.

As you practice these skills, be prepared to reinvent yourself from time to time. A wise mentor can be an invaluable resource, steering you to books, tapes, and free classes on personal development. Use every social and business opportunity to apply the knowledge you acquire to hone your interpersonal and communication skills. Seek out new friends who are on a path of personal growth and meet regularly to share new and exciting information about what you are learning. When you let people see you in new and different ways, you expand your consciousness and create space for the unlimited possibilities that are available to you.

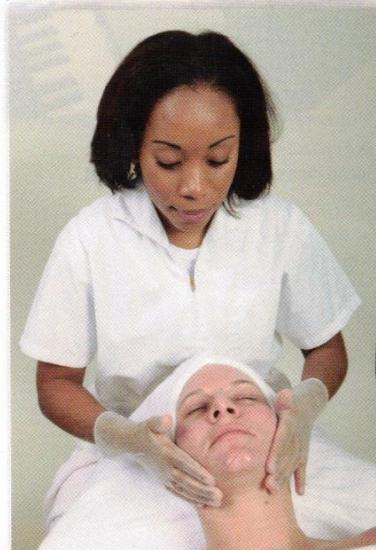
The Psychology of Success

Well-developed life skills are the cornerstone of a successful career. The real test lies in endurance. Are you passionate about learning and committed to reaching your highest potential? Do you see yourself sustaining this passion 1 year, 5 years, or even 10 years from now? While esthetics school is challenging, it becomes much easier when you put that extra amount of effort, enthusiasm, and excitement into your studies. If your talent is not fueled by the passion necessary to sustain you over the course of your career, you can have all the talent in the world and still not be successful (**Figure 2–1**).

Guidelines for Success

Defining *success* is a very personal matter. Some basic principles, however, form the foundation of personal and professional success. You can begin your journey to success right now by examining and putting the following principles into practice.

- **Build self-esteem.** Self-esteem is based on inner strength and begins with trusting your ability to reach your goals.
- **Visualize your success.** Imagine yourself working in a successful skin care salon where clients perceive you as a person of confidence, competence, and maturity. See yourself as a polished professional with many requests for your services and a full appointment book. The more you visualize yourself as a successful esthetician, the more easily you can turn the possibilities in your life into realities.
- **Build on your strengths.** Practice doing whatever helps you to maintain a positive self-image—playing the piano, cooking, or



▲ Figure 2–1
Loving your work is critical to your success.



▲ **Figure 2–2**
Spend time on the things you do well.

teaching yoga, for example (**Figure 2–2**). How do you feel when you have mastered something difficult? If you can apply the same discipline and commitment to esthetics, you are bound to achieve similar success at work. There are many work-related skills, such as eyebrow shaping and makeup artistry, that you can strive to perfect. The things you are good at do not have to be things you can see, touch, or feel. Perhaps you are a good listener, or a caring friend, or a conscientious parent or considerate coworker; such attributes are equally important to the esthetician's success.

- **Learn from your mistakes.** There is very little room for error in esthetic procedures, especially when working with chemicals and sophisticated equipment that have the potential to cause injury or harm to a client, so it is important to practice until you are confident. If you do make a mistake, rather than wasting precious energy on self-critical and negative thoughts, think about how you could have avoided it and what you will do to prevent the same mistake from happening a second time. When you see the opportunity for growth in everyday challenges, you are a problem solver, not a victim. This level of maturity benefits everyone involved: you, your clients and your employer, and it ultimately gives people the confidence they need to have faith in your skills and abilities.
- **Define success for yourself.** While there may be many people you look up to and admire, do not depend on other people's definition of success. What is right for your father, your sister, or your best friend may not be right for you.
- **Practice your presentation skills.** Develop good communication skills, such as speaking with confidence, standing tall, and using good grammar when you speak. An awareness of how you come across to others will not only help you to earn the respect and trust of your clients, it is critical to networking with colleagues and other business associates who have the potential to influence key decision makers.
- **Develop good networking skills.** There are many ways to connect with colleagues and business associates to further your career. The list in Chapter 21, Career Planning, will help you to get started. If time and finances are an issue, investigate on-line social networks in which you can participate. Do not overlook local business and higher-education opportunities within your community. Participating in networking groups and seminars outside of the industry will help you to broaden your perspective and build business.
- **Keep your personal life separate from your work.** People who talk about themselves or others at work lower morale and cause the whole team to suffer. It may be tempting to share day-to-day happenings, but too much information can lead to a host of problems at work. Putting the focus on your personal life rather than the task at hand can leave you vulnerable to the judgment of others. It also

undermines efficiency and is something most bosses frown upon. We will talk more about this topic and the best way to manage relationships with coworkers in Chapter 4, Communicating for Success, and Chapter 21, Career Planning.

- **Keep your energy up.** A healthy lifestyle is a tremendous asset in reaching your goals. Be sure to get enough rest and pace yourself. Success means having a clear head, a fit body, and the ability to refuel and recharge throughout the day. (Take the Self-Care Test in **Figure 2–3** to determine how well you take care of yourself.)
- **Respect others.** Use good manners. Avoid interrupting. Do not discuss your personal life with a neighboring coworker, even if you think clients cannot hear you. (They can and do.) As your awareness grows, this kind of respect will become a way of life. When you treat people kindly, they will respect you, and their respect helps build your self-esteem.
- **Stay productive.** Work on eliminating any bad habits that can keep you from maintaining peak performance. Three key bad habits that can keep you from maintaining peak performance are: (1) procrastination, (2) perfectionism, and (3) the lack of a game plan.

Procrastination is putting off until tomorrow what you can do today. This destructive yet common habit can lead to a host of unwanted problems. For example, a well-intentioned, “I’ll study tomorrow,” may

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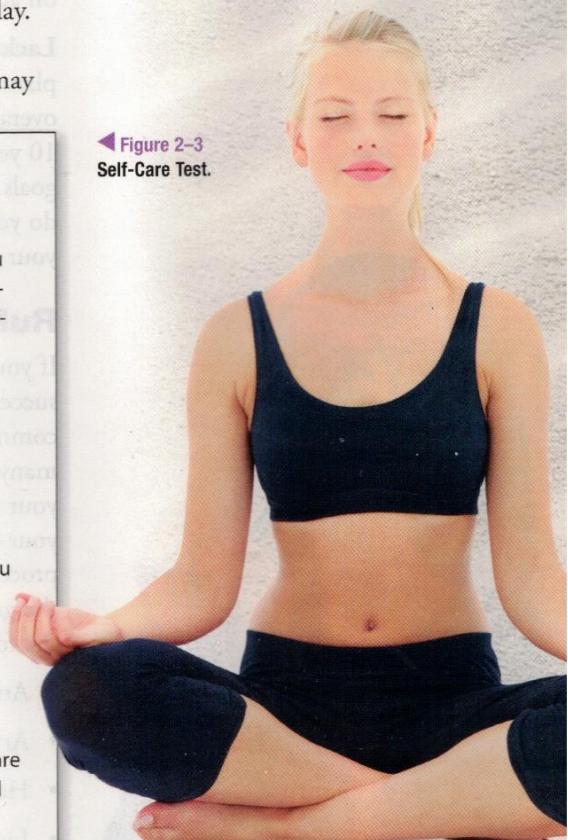
The Self-Care Test

Some people know intuitively when they need to stop, take a break, or even take a day off. Other people forget when to eat. You can judge how well you take care of yourself by noting how you feel physically, emotionally, and mentally. Here are some questions to ask yourself to see how you rate on the self-care scale.

1. Do you wait until you are exhausted before you stop working?
2. Do you forget to eat nutritious food and substitute junk food on the fly?
3. Do you say you will exercise and then put off starting a program?
4. Do you have poor sleep habits?
5. Are you constantly nagging yourself about not being good enough?
6. Are your relationships with people filled with conflict?
7. When you think about the future are you unclear about the direction you will take?
8. Do you spend most of your spare time watching TV?
9. Have you been told you are too stressed and yet you ignore these concerns?
10. Do you waste time and then get angry with yourself?

Score 5 points for each yes. A score of 0-15 says that you take pretty good care of yourself, but you would be wise to examine those questions you answered yes to. A score of 15-30 indicates that you need to rethink your priorities. A score of 30-50 is a strong statement that you are neglecting yourself and may be headed for high stress and burnout. Reviewing the suggestions in these chapters will help you get back on track.

◀ Figure 2–3
Self-Care Test.



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ACTIVITY

Develop your definition of success. What does it look like to you? You may draw it, paint it, create a vision board from images or words cut from a magazine, or write it out in outline form. Whichever method you use be sure to post it somewhere so that you can see it every day, and your definition of success will become more real to you.

find you cramming for an exam at the last minute, a situation that is likely to cause additional stress if you must stay up all night to prepare and then arrive for your test anxious and exhausted. Procrastination may also be a symptom of feelings of inadequacy, or taking on too much. Learn to ask for help when you are unsure of the correct procedure and balance each day by limiting the number of extracurricular activities and frivolous distractions. Too much time spent watching television, surfing the Internet, or engaging in social computing ultimately takes time away from more important obligations, such as studying.

Perfectionism is an unhealthy compulsion to do things perfectly. There are times when estheticians must adhere to strict protocol performing tasks exactly as specified. For example, when practicing cleaning and disinfection procedures, applying chemicals, or using equipment that has the potential to cause injury or harm. In this case striving for perfection is a worthy goal. In other situations, exceptionally high standards can interfere with your ability to get the job done in an efficient manner. Here is where self-imposed, irrational, or unattainable goals—such as a need to shine counter tops and equipment until you can see your image—may be unnecessary and counterproductive. A more practical and less frustrating approach to work is one that focuses on achieving the best results in the most efficient way possible.

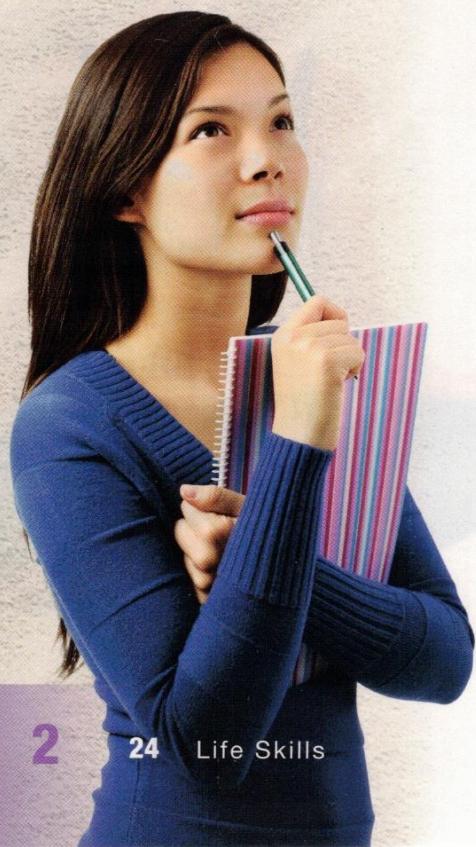
Lacking a game plan. Having a **game plan** is the conscious act of planning your life, instead of just letting things happen. While an overall game plan is usually organized into large blocks of time (5 or 10 years ahead), it is just as important to set daily, monthly, and yearly goals. Where do you want to be in your career 5 years from now? What do you have to do this week, this month, and this year to get closer to your goal?

Rules for Success

If you were to ask several successful estheticians what the key to their success is, you will likely find one single trait in common—a lifelong commitment to learning. Education is a powerful tool that can open many new doors, but to be successful you must take ownership of your education. During this beginning stage of your esthetic training, your instructors will be there to support and guide you in the learning process, but the ultimate responsibility for learning is *yours*. To derive the greatest benefit from your education, you must commit yourself to the following rules:

- Attend all classes.
- Arrive for class early.
- Have all necessary materials ready.
- Listen attentively to your instructor.
- Highlight important points.

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- Take notes for later review.
- Pay close attention during summary and review sessions.
- When something is not clear, ask questions to gain a better understanding.

Following these simple rules will help you to gain the most from your current program, but it is important to remember that your learning will not stop here. Education is the foundation of your career and the basis from which you will continue to grow as a professional. Finishing school is not the end of learning. The esthetic industry is constantly changing. There are always new trends, techniques, products, and information. Read industry magazines and trade journals, develop a library of reference books, attend trade shows, and continue your education with advanced educational classes throughout your career. Developing good habits at the onset will take you a long way on the road to success.  L01

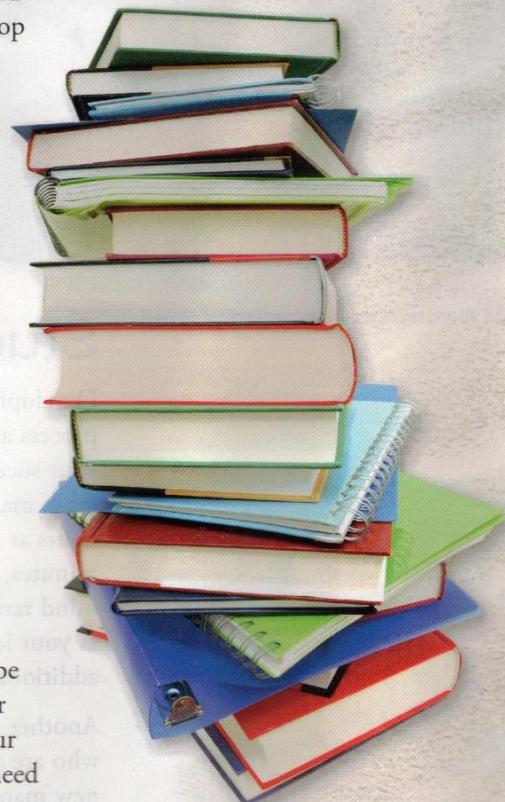
Motivation and Self-Management

Motivation propels you to do something; self-management is a well-thought-out process to achieve what you want in the long term. When you are hungry, for example, you are motivated to eat. But it is self-management that helps you to decide how you will nourish your body, where you will get food, and how much of it you will actually ingest. A motivated student finds it much easier to learn. The best motivation for you to learn comes from an inner desire to grow your skills as a professional—a lifelong pursuit that is motivated by the ever-changing world of professional beauty and a strong desire to be the best esthetician you can be.

If you are personally drawn to skin care, then you are likely to be interested in the material you will be studying in school. If your motivation comes from some external source—for instance, your parents, teachers, friends, or a vocational counselor—you will need to determine if their well-intentioned encouragement fits with your career goals and desires. To achieve success, you need more than a passing interest or an external push; you must feel a sense of personal excitement and a good reason for staying the course. Remember—you are the one in charge of managing your own life and learning. To do this successfully, you need good self-management skills.

Tapping into the Creative Mind

Self-management requires a strong commitment to owning one's personal power. There are many inner resources that can be called upon to accomplish this goal. One important self-management skill we can draw on is the creative mind. Creativity is often equated with artistic talents such as painting, acting, and writing. In the beauty business, creativity is generally associated with applying makeup, hairstyling,



or doing artificial nails. The creative mind is also an unlimited inner resource for solving problems and generating new ideas. To enhance your creativity, keep these guidelines in mind:



▲ Figure 2-4
Build strong relationships for support.

- **Do not be self-critical.** Criticism blocks the creative mind from exploring ideas and discovering solutions to challenges.
- **Do not depend on others for motivation.** Inspiration may come from many sources, but tapping into your own creativity is the best way to manage your success.
- **Change your vocabulary.** Build a positive vocabulary by using active problem-solving words like *explore*, *analyze*, *solve*, *create*, and so on.
- **Do not try to go it alone.** In today's high-pressured world, many talented people find that they are more creative in an environment where people work together and share ideas. This is where the value of a strong salon and spa team comes into play (Figure 2-4).

Study Skills

Developing good study habits is an important part of the learning process and the initial yardstick from which you can begin to measure your success. If you find studying overwhelming, break it down into more manageable tasks. For example, instead of trying to study for 3 hours at a stretch and suffering a personal defeat when you fold after 40 minutes, set the bar lower by studying in smaller chunks of time. If your mind tends to wander in class, try writing down key words or phrases as your instructor discusses them. Any time you lose your focus, request additional help, but be prepared with questions based on your notes.

Another way to get a better handle on studying is to find other students who are open to being helpful and supportive. The more you discuss new material with others, the more comfortable you will become with it, and the more successful you will be. If possible, study together (Figure 2-5).



▲ Figure 2-5
Studying with friends can be effective and fun.

Establishing Good Study Habits

Part of developing consistently good study habits is knowing where, when, and how to study.

Where

- Establish a comfortable, quiet spot where you can study uninterrupted.
- Have everything you need—books, pens, paper, proper lighting, and so on—before you begin studying.

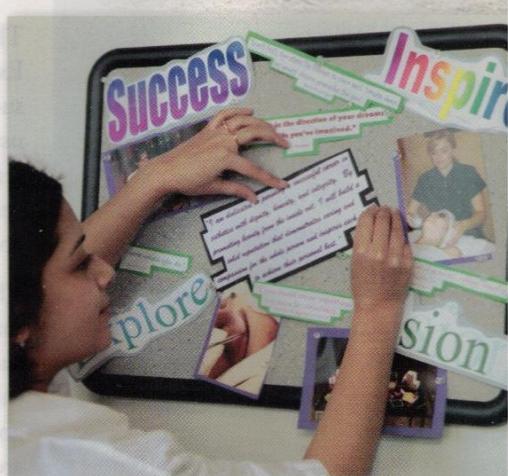
- Remain as alert as possible by sitting upright. Reclining will make you sleepy!
- When**
- Start out by estimating how much study time you need.
 - Study when you feel most energetic and motivated.
 - Make good use of your time by planning study periods at peak attention times.
 - Be creative and take advantage of any down time that is available—for example, while waiting for a doctor's appointment, haircut, oil change, and so on; during work breaks; or while commuting to work or school if you take the bus or train.

How

- Study a section of a chapter at a time, instead of the entire chapter at once.
- Make a note of key words and phrases as you go along and use these as a quick study guide to prepare for vocabulary tests, etc.
- Test yourself on each section to ensure that you understand and remember the key points of each chapter.
- If you are time challenged, consider using audio recordings of your lessons and review these while running, walking, or driving, instead of listening to the radio or music.

Remember that every effort you make to follow through on your education is an investment in your future. The progress you make with your learning will increase your confidence and self-esteem across the board. In fact, when you have mastered a range of information and techniques, your self-esteem will soar right along with your grades. **L02**

▼ Figure 2–6
A vision board with a personal mission statement.



Managing Your Career

No matter how hard you study, or how creative, talented, and motivated you are, you are bound to face a few challenges along the way. Knowing how to manage your career will make all the difference in overcoming those challenges and staying focused on your goals.

Design a Mission Statement

Every successful business has a business plan. An essential part of this plan is the **mission statement**, which establishes the values that an individual or institution lives and works by, as well as future goals (Figure 2–6). If you are going to succeed in life, you too will need a well thought-out sense of purpose and a reason for being.

FOCUS ON

Your Plan for Success

Invest in yourself by coming up with a game plan. You may think it is easier to just coast along from day to day, but the road to success is best reached with a clear vision that will lead you to exactly where you want to go. By consciously planning your life instead of just letting things happen, you become an active participant in the manifestation of your goals. Begin by asking yourself where you want to be in 10 days, 10 months, or 10 years. What kind of resources and training will you need to get there? It may seem harder at first to approach life in this way, but you will find it brings greater rewards. Winners are people who decide what they want to do, set a goal, and stick to it.

Remember you are a winner.

Your personal mission statement does not have to be elaborate. Start with one or two sentences that communicate who you are and what you want for your life. One example of a simple yet thoughtful mission statement is: "I am dedicated to pursuing a successful career in esthetics with dignity, honesty, and integrity. By promoting beauty from the inside out, I will build a solid reputation that demonstrates caring and compassion for the whole person and inspires each client to achieve their personal best." Whatever you want for your future will be based on the mission statement you make now. It will point you in a solid direction and help you feel secure when things are temporarily not working out as planned. For reinforcement, keep a copy of your mission statement where you can see it and read it every day. L03

Goal Setting

Some people never have a fixed goal in mind. They go through life one day at a time without really deciding what they want, where they can find it, or how they are going to live their lives once they get it. They drift from one activity to the next with no direction. Does this describe you? Or do you have drive, desire, and a dream? If so, do you have a reasonable idea of how to go about meeting your goal?

Goal setting is the identification of long-term and short-term goals that helps you decide what you want out of your life. When you know what you want, you can draw a circle around your destination and chart the best course to get you there. By mapping out your goals, you will see where you need to focus your attention and what you need to learn in order to fulfill your dreams.

FOCUS ON

The Goal

Make this commitment to yourself: I have taken the first steps on my journey to success. I have given myself the courage to enroll in school. By taking this step, I have made the conscious decision that I want more from my life for myself and for those for whom I am responsible. This decision will help me to accomplish my dreams.

How Goal Setting Works

What are you working toward at this time in your life? Can you picture your goal in your mind? Is it working with patients in a dermatology clinic or a skin care salon? Perhaps you have a vision of owning your own profitable day spa.

There are two types of goals: short-term goals and long-term goals. Examples of short-term goals are to get through a midterm exam successfully or to finish your esthetics course. Short-term goals are usually those you wish to accomplish within a year at the most. Long-term goals are measured in larger sections of time such as 2 years, 5 years, 10 years, or even longer. Examples of long-term goals are owning your own salon or writing a book on skin care.

The important thing is to have a plan and re-examine it often to make sure you are staying on track (**Figures 2–7 and 2–8**). The most successful professionals continue to set goals for themselves even after they have accumulated fame, fortune, and respect. They adjust their goals and action plans as they go along, but never forget that their goals are what keep them going. L04

HERE'S A SAMPLE OF HOW TO SET AND TRACK SHORT-TERM GOALS.

NUMBER	GOAL SETTING CHECKLIST	COMPLETION DATE	DONE
1.	Read Chapter 2. Action Steps: Read first part at lunch; finish it after dinner.	6/09/2013	<input type="checkbox"/>
2.	Practice speaking to clients in a pleasing voice. Action Steps: Do with family tonight.	6/10/2013	<input type="checkbox"/>
3.	Create my own mission statement. Action Steps: Review sample in Chapter 2; write my own.	6/15/2013	<input type="checkbox"/>
4.	Start researching trends. Action Steps: Search on-line, read trade and beauty magazines. Make a 5-word "trend list."	6/20/2013	<input type="checkbox"/>
5.	Prepare to pass the Chapter 2 exam. Action Steps: Review what I read, ask instructor any questions, have study session with 2 friends.	7/10/2013	<input type="checkbox"/>
6.	Practice being on time! Action Steps: Set alarm for 15 minutes earlier. Give self \$1 every time get to class 10 minutes early.	Start 6/20 5 days in a row by 7/20	<input type="checkbox"/>
7.	Build my vocabulary. Action Steps: Buy book or find Web site. Learn 1 new word a day.	Daily	<input type="checkbox"/>

▲ Figure 2–7

Here's a sample of how to set and track short-term goals.

MY GOALS

NUMBER	GOAL SETTING CHECKLIST	COMPLETION DATE	DONE
1.			
2.			
3.			
4.			
5.			
6.			
7.			

▲ Figure 2–8

Use this as a template and fill in your own goals!

Time Management

Time management is essential to goal setting. It is also an integral component in living a healthy life. We need time for rest, time to exercise, time to eat, time to play, time to work, and time to spend with friends and family. If we are able to manage our time carefully, we can live more fulfilling lives and actually contribute more to the lives of others. Some ideas for managing your time as efficiently as you can are as follows:





▲ **Figure 2–9**
Write out a plan to help you reach
your goals.

- Learn to **prioritize**. Make a list of tasks that need to be done in the order of most-to-least important. To-do lists for the day or week are very helpful (Figure 2–9).
- Never take on more than you can handle. Learn to say no firmly but kindly, and mean it. You will find it easier to complete your tasks if you limit your activities and do not spread yourself too thin.
- Learn problem-solving techniques, and use them.
- Give yourself a time-out whenever you are frustrated, overwhelmed, irritated, worried, or feeling guilty about something. Brooding only reinforces frustration and will cost you valuable time and energy.
- Plan to make dates with friends and family members; doing so helps us to be well-rounded and provides a solid support structure.
- Reward yourself with a special treat for work well done and time managed efficiently.
- Exercise to stimulate clear thinking and planning.
- Develop your own personal mission statement. This can help you stay on track, and it is useful to determine whether a project or job is good for you.
- Commit to making effective time management a habit.

Time Management in Esthetics

When it comes to esthetics, being on time is a large part of being professional. We would not stay in practice very long if we were unable to be on time, and balance that time with each client wisely. On the job, punctuality is a professional responsibility. Time means money, as



Real-Life Goal Setting

Many salon managers will assist you in setting goals, based on the salon's criteria. One common goal you may be asked to reach is to retail a certain dollar amount or percentage of gross sales, for instance, "Must retail a minimum of \$2,000 per month or 30 percent of gross service income."

Goals may also be tied to your performance and income level. For example, you may be required to maintain a certain client retention rate or increase the number of services sold to repeat clients to receive a bonus or increase your sales commission. In turn, estheticians are generally encouraged to set goals that will support higher earnings for the salon, like increasing retail or service sales. Salon managers will help you break down financial goals into attainable, daily goals. For instance, if you are looking to increase your gross income by \$10,000 more a year, you will need to bring in an additional \$27.39 a day. Of course, you don't work 7 days a week. A more realistic number is based on working 5 days a week, 52 weeks a year, or 260 days. That's \$38.46 per day more you need to gross. There may be several different ways to increase your income depending on how you are paid. For example, you may try to sell more retail products to half your clients, or increase the number of add-on services and back-bar treatments if your salary also includes a commission on services.

the saying goes. If you cannot perform a certain number of services or allow enough time to maximize the results of treatments clients will become dissatisfied, and you will quickly fall behind in monetary goals. To achieve long-term financial success and client satisfaction, you must carefully plan each day (**Figure 2-10**).

You must have a solid understanding of how long each treatment will take as well as a method for maintaining an organized approach. If you are just starting out, this means practicing each treatment until timing becomes second nature. Most facials require at least 1 hour to perform. When combined with additional consultation and retail responsibilities, the average treatment time generally totals about 1 hour and 15 minutes.

Getting used to working within these parameters requires training and discipline. Probably the most helpful advice you will receive as an esthetician is “Be prepared.” The following guidelines will help you do just that.

- At the end of the day, begin organizing for the next day. Clean and organize your treatment room, and replenish supplies as needed.
- Pull each scheduled client’s record and review the last treatment. Decide on *possible* treatment procedures based on previous notations. Make sure all necessary equipment is sanitized and ready for use.
- Note any special considerations. Depending upon your employer’s policy, ask a new client to arrive 10 minutes early to fill out a client intake form. While the client is changing, review the history.
- For clients with special needs, know that you may need to spend more time with them, and plan your schedule accordingly.
- Look at the retail products the client is using, and have them available. Leave enough time to review progress on home-care or to recommend a program if the client is new.
- Build time into your schedule for making important follow-up or sales calls.
- Make time for lunch and a few minutes to visit with a friend or coworker to enjoy your day. **L05**

We live in a hurried world. An important part of your work that should not be overlooked is the added benefit of relaxation that most clients expect. If you are rushed, your clients will not be able to relax and fully enjoy the treatment. By taking time to prepare in advance, you can give your clients your undivided attention. A few minutes of deep breathing or silent meditation can also help to relax and refresh your mind in-between clients. This is probably the best way to demonstrate your professionalism.

ACTIVITY

It’s estimated that as much as 4 hours a day are spent checking e-mail, texting, looking at Web sites, and watching videos. To find out if you are managing your time well, try this:

- Write down the time in the morning when you first go on-line, check e-mail, or send a text message.
- Do what you normally do, then note the end time for these activities.
- Throughout the day, try to estimate and add to your list how much time you spend on these activities.
- Add up the total time at the end of your day.

Are you surprised? Time-management experts recommend that you work for the first 45 minutes or hour of the day and avoid e-mailing, Web browsing, and texting. Instead, plan your day, review reading materials for school, or do other work. This can be the best time to accomplish something concrete, because it is quiet and often interruption-free. Starting your day being productive helps you develop good time-management skills for life.



▲ **Figure 2-10**
Organize your to-do list for the day, week, and month.

Real-Life Time Management

There are two critical areas of time management in the salon. Showing up for work on time each day is the first step in managing your day successfully. The second, and perhaps the most important aspect of time management, is to stay on time with your treatments, so you can give each client the undivided quality time they deserve and avoid keeping the next client waiting for her scheduled appointment. This means mastering the service during the time allotted. Salons vary in how they book facials, which may range anywhere from 30 minutes for a mini-facial to 90 minutes for an advanced or signature treatment. Scheduling an additional 10 to 15 minutes in-between treatments gives the service provider time to review home-care treatment protocols and recommend additional service and retail products. In most cases you will also need to allow time to clean up and prepare for the next client.

Many salons today use computerized systems to help practitioners stay on schedule. Some employ personal digital assistants (PDAs) or pagers to alert service providers when the next client has arrived. A simple digital text sent to the front desk can be a tremendous help if you would like to know if there is time to add on a service immediately. With experience, you'll learn to accommodate late clients and add-on services like a pro.

Maintaining Professional Standards

An important part of professional development is a commitment to upholding ethical standards. **Ethics** are the moral principles by which we live and work. Good character, proper conduct, and moral judgment expressed through personality and human relations skills are ethics in action. Ethics are sometimes referred to more simply as a code of conduct. In different professions, codes of ethics are classified by boards or commissions. In esthetics this is most often generated by the Board of Cosmetology; for example, each state board of cosmetology sets the ethical standards that must be followed by all estheticians who work in that state. These guidelines are essential to maintaining the credibility and integrity of our profession, protecting consumers, and earning the public's trust. Ethical dilemmas tend to arise when we are confused about our boundaries or inexperienced in how to handle situations.

To be clear, estheticians are expected to be knowledgeable about skin care. They are trained to perform specialized skin care services and to advise and educate clients on products and techniques. To do this well, they must maintain competency, act responsibly, protect client confidentiality, avoid exploitation, and demonstrate exemplary conduct.

Obtaining the appropriate state license or certificate to practice esthetics is the first step in establishing credibility (**Figure 2-11**). Estheticians should always adhere to the regulations and guidelines of their state licensing board and should be aware that each state may vary in what an esthetician may or may not do in that particular state. Estheticians should also be conscious of regulations set forth by the Food and Drug Administration (FDA) and other government agencies, such as the Federal Trade Commission (FTC) and the Consumer Product Safety Commission (CPSC), whose function is to protect the consumer and prevent the public from being duped by false claims and advertising. **L06**

As skin care professionals, we can all appreciate the consumer who is wary of purchasing the ever-present "miracle in a jar." So how do we gain the public's trust? Here are some general guidelines that will help you maintain credibility and build confidence.

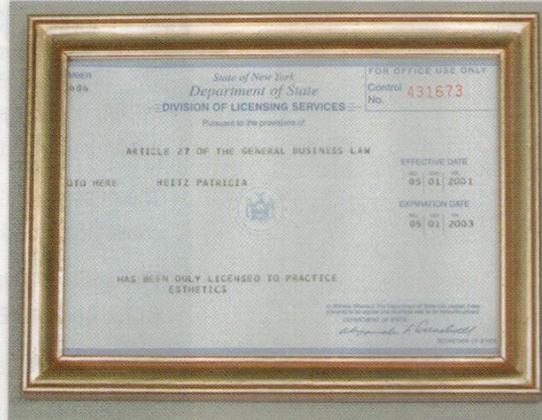
- Obtain the necessary credentials to practice in your state.
- Join and participate in professional organizations that take an unbiased approach to esthetics.
- Make sure your behavior and actions match your values. For example, if you believe it is unethical to sell products just to turn a profit, then do not do so. However, if you believe a client

needs products and additional services for healthy skin maintenance, it would be unethical not to give the client that information.

- Show respect for your colleagues and supervisors. Do not make derogatory comments about other practitioners or undermine your employer's policies and price structure.
- Know your boundaries. Do only what you are trained to do. Do not offer advice or make recommendations outside of your area of expertise. This means understanding when to decline a service or opinion and refer the client to the appropriate professional.
- Keep client relationships professionally friendly. Clients often confide very personal information. Practice respectful listening, maintain professional boundaries, and do not gossip. Do not give advice or share personal information.
- Be honest and truthful. Do not make false claims about products and techniques. When you do not have the answer, simply say, "I don't know, but I'll find out for you."
- Do not rely on promotional literature by manufacturers to ensure a product's efficacy. Conduct your own research, particularly on controversial methods or ingredients, by having the staff try the products before you make claims about them (Figure 2–12). Also, it is fine to tell a client that a product is new in the office, and that you are trying it out. Make sure you can stand behind the products you use or recommend.
- Be open to seeking consultation from more experienced colleagues or other professionals.
- Stay informed. Attend as many continuing-education seminars as you can (but recognize that one workshop does not make you an expert). Subscribe to professional trade publications and read as much as possible.

Personality Development and Attitude

Professional standards set the tone for the esthetician's personal endorsement of proper business protocol. Some occupations require minimal human interaction. For example, a bookkeeper may have limited opportunity to interact with clients and colleagues. As an esthetician, though, you will be dealing face-to-face with people from all walks of life throughout your day. While a good deal of the services you provide will be performed working one-on-one with clients, you



▲ Figure 2–11
A license establishes that an esthetician is a qualified practitioner.

FOCUS ON

Stress Management

Deep breathing is a simple but very effective practice. Breathe deeply into the lungs through the nose. Your abdomen should extend outward as you inhale. When you fully exhale, the abdomen will contract inward. Try to integrate deep breathing into your day as often as possible. Deep breathing calms and energizes simultaneously. It can also lower blood pressure and is a true stress-buster!



▲ Figure 2–12
Always try products yourself before recommending them to others.



Did You Know?

The National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA) is an organization that was developed to support estheticians and the public in which they serve. The following is their mission statement:

The mission of the NCEA is to represent the esthetic profession by defining and conveying standards of practice, while educating the industry and the public.

The code of ethics as printed by the NCEA is as follows:

NCEA Code of Ethics

Client Relationships

- Estheticians* will serve the best interests of their clients at all times and will provide the highest quality service possible.
- Estheticians will maintain client confidentiality, keep treatment and documentation records, and provide clear, honest communication.
- Estheticians will provide clients with clear and realistic goals and outcomes and will not make false claims regarding the potential benefits of the techniques rendered or products recommended.
- Estheticians will adhere to the scope of practice of their profession and refer clients to the appropriate qualified health practitioner when indicated.

Scope of Practice

- Estheticians will offer services only within the scope of practice as defined by the state within which they operate, if required, and in adherence with appropriate federal laws and regulations.
- Estheticians will not utilize any technique/procedure for which they have not had adequate training and shall represent their education, training, qualifications and abilities honestly.
- Estheticians will strictly adhere to all usage instructions and guidelines provided by product and equipment manufacturers, provided those guidelines and instructions are within the scope of practice as defined by the state, if required.
- Estheticians will follow, at minimum, infection control practices as defined by their state regulatory agency, Centers for Disease Control & Prevention (CDC) and Occupational Safety & Health Administration (OSHA).

Professionalism

- Estheticians will commit themselves to ongoing education and to provide clients and the public with the most accurate information possible.
- Estheticians will dress in attire consistent with professional practice and adhere to the Code of Conduct of their governing board.

*For the purpose of the NCEA Code of Ethics, the use of the term Esthetician applies to all licensed skin care professionals as defined by their state law.

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Did You Know?

When you smile, a number of physiological changes take place. Laughter can rev up your immune system, lower your blood pressure, and help you sleep better. Laughing is good for the soul, whether at work or at play.

FOCUS ON

The Positive

Some say that attitude is everything and that, with a winning attitude, you cannot miss being a success. So ask yourself: "Am I a winner?"; "Do I have faith in my success?"; "Do I get along with others?" If you can answer yes, then you may be able to create the life you want. If the answer is no, then you have more work to do on the attitude front. This is a process that continues throughout your life.

clients will understand your ideas and suggestions as well. Clients can go virtually anywhere to receive skilled treatments, but they stay with estheticians who create the best atmosphere, treat them with respect, and have good interpersonal skills (Figure 2-13, page 35).

- **Discretion and confidentiality.** Do not share your personal problems with your clients or tell other people the concerns they may have shared with you. This is not simply a matter of courtesy, in esthetics it is a professional responsibility.
- **Maintain boundaries.** Have a one-minute rule on sharing information about yourself and respect the limits of your esthetics license. Remember the appointment is about the client and her skin, and you are an esthetician, not a counselor. **L07**

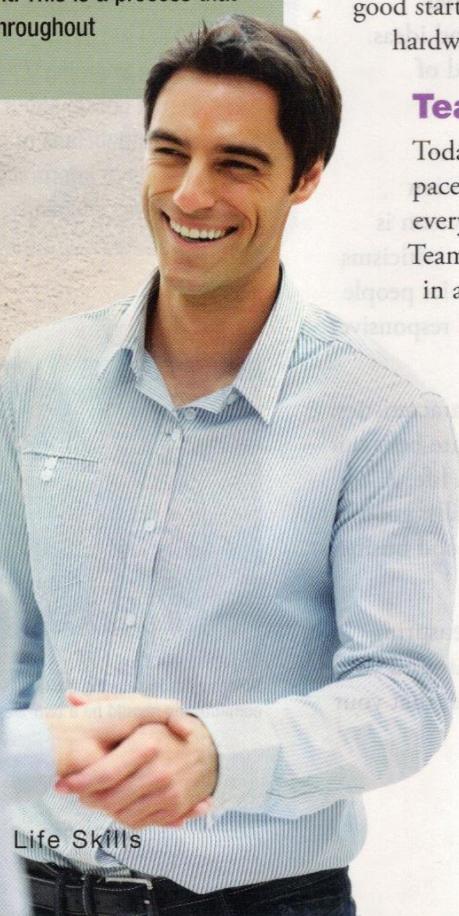
Work Ethic

As employees we all want to be valued for the contributions we make. Employers are equally concerned about the contribution you will make and are looking for people who are loyal and committed to doing a good job. But it takes more than getting up in the morning and showing up at work to earn that respect. Establishing a good work ethic requires you to be mindful about how you approach each day, how you treat others, and how you support your employer's needs. A willingness to give the best of yourself, accept constructive criticism, grow and learn from your mistakes, and adapt to changes in the workplace demonstrates a positive attitude that will get you off to a good start. A good work ethic includes being trustworthy, reliable, hardworking, respectful, and supportive of others.

Teamwork

Today's salon and spa environment can be hectic and fast-paced. To maintain a stress-free and productive environment, every staff member must be focused on working cooperatively. Teamwork is essential to developing a positive work ethic in a salon environment. Staff members need to know they can rely on each other for help and support. When each person pulls their own weight and is dedicated to sharing responsibility, stress is alleviated and common goals are achieved.

Team members who are equally invested in providing quality service in a relaxing, supportive, and nurturing environment are also better able to encourage one another to do the best job possible. The result is a caring and respectful work environment where everyone can be successful.



Review Questions

1. List several principles that you can put into practice to create personal and professional success.
2. How do you describe good study habits?
3. How do you create a mission statement? (Give an example.)
4. How do you go about setting long-term and short-term goals?
5. What are some of the most effective ways to manage time?
6. What is the definition of ethics?
7. What are the characteristics of a healthy, positive attitude?

Glossary

ethics	The moral principles by which we live and work.
game plan	The conscious act of planning your life, instead of just letting things happen.
goal setting	The identification of long-term and short-term goals that helps you decide what you want out of your life.
mission statement	A statement that establishes the values that an individual or institution lives and works by, as well as future goals.
perfectionism	An unhealthy compulsion to do things perfectly.
prioritize	To make a list of tasks that need to be done in the order of most-to-least important.
procrastination	Putting off until tomorrow what you can do today.