

Employability Skills

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Academic and Employability Skills

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Introduccion

In the future I would like to be able to run my own nail salon with the possibility to expand to diverse types of services such as massages and even create my own range of product. My report will be talking about a few different skills that I need to run a successful nails salon that can provide high quality services. Also, the ability to work with others and provide healthy and friendly environment for my employers. In this industry many times you work with other females and often conflict may arise due.

The fallowing research will help me improve time management, delegating skill, marketing, communication, and teamwork skills. I believe to provide the best experience to costumer and get them to want them to come back is to understand these fields. Not only are my customer important but the people you work with, so it is important to communicate effectively within the company.

Time Management

“The aim of enjoyable time management is to achieve the lifestyle balance you want”
Donaldson-Feilder.E .

Sometimes I find myself getting carried away putting too much time into a simple task like cleaning, in the future this could happen to maybe with spending too much time speaking to a customer. Here are a few easy tips that can help me organize my time better.

1. Make one booking list, this will allow me to prioritize urgent and non-urgent tasks and give me an idea of how long it might require completing a customer's request. It is important to keep this list handy.
2. Quality over quantity focus on the outcome of customer and not how busier it could be.
3. Take a break; the usual is to take 30 minutes rest go for a walk or eat something out.
4. 4 D's DELETE junk mail. Do, deal with urgent task first. Delegate if you can get help pass the task on to someone else. Defer arrange time to deal with non-important tasks. NHS (2018)

Pomodoro technique

Invented by an Italian man Francesco Cirillo in the 1980s named after a tomato timer he used himself

It's a method that center the attention in to suppling the user to work with its maximum focus and potential.

The process is you work on a task for 25 min then take a pause of 5 min after repeating this four times take a break of 20 mins. It's an easy time management philosophy that can give you results quickly. Splitting a task in to 4 pomodoro will help you get less frustrated and finish sooner. Cummings T. (2020).

I think this method will be useful in my business when I need to make staff meeting to resume how the week went or when I need to talk to suppliers.

I would apply the pomodoro technique for recruitment 25 min will be an interview that can allow me to know this person a bit better and 25 min where she can show me her/his skills.

Delegating skills

It is not easy to find people you can rely on, but at the same time it is impossible for just one person to take care of everything. Passing on a task to someone else means you can no longer control the outcome of the situation, allowing them to make decision on your behalf.

Delegating does not mean just passing on work you do not want to do onto others, it is finding the right person with the right skills to take over a task you have assigned them to do. Ineffective delegating can happen when tools and sources are not supplied efficiently or there has not been a real understanding or knowledge of the task. After sometime efficient delegating levels up employers' competency and capability on taking more complex tasks.

“5 steps to advance your managerial delegating”

1. As a manager it is your job to map out what the task requires and who can you delegate it to.
2. Assign the right person; pick a team member who has the skills and interest in getting involved with this task, employees are more productive when they are given a period and a budget.
3. Confirm with employee understands the task; do not expect that the person you assigned fully understood the first time it is always better to double check they know what you are expecting by asking them questions.
4. Do not take tasks back guide them through the process and teach your employee how to handle the situation.
5. Provide tools and resources also communicate regularly stay in contact to keep an update on the timing of the delivery date by simple questions like ‘any problems?’ Haughton J (2017)

Personally, I like to be the ‘boss’ of my house I get to tell others what to do and when to do it without abusing my ‘power’, most of the time I like doing things myself that way I am sure it's done properly. Over time I have learned what tasks I can pass on and who to pass it on and not stress, when I open my nail boutique, hopefully I can put this into practice like work out who is better nail sculpting or taking booking.

Marketing skills

Marketing means letting people know what product or services an organization/company has to offer. To target the right audience, I need to investigate and collect data that will allow me to find out what customers want and expect. continuously u can find some skills that can be immensely helpful

1. Creativity also means finding innovative solution to business issues example: If I open my salon in an earlier salon that had bad reputation but execute an original reopening marketing campaign under new management, this could take my business to the next level.
2. Communication: it's important to be able to speak to customers after all nails take time to get done listen to what they want to acknowledge their needs and preferences for instance what works on some clients may not work for others.
3. Analytical and Critical thinking: is understanding the obstacles my business has in expanding its services to a wider range of client example: if I want to create a product and sell it, I would have to find out what kind of permission I would need. Also having a clear feeling of what is out there already in the market is essential in the start of my business, so I need to be creative.
4. Digital: modern marketing has four essential parts; social media, search engine optimization (SEO), analytical tools and email campaigners. Computer knowledge is necessary but simple skills like basic coding, stylist engineering or video production skills can help you really stand out. Platforms like Facebook and Instagram are a great for digital advertisement. Bright Networks (2020).

Communication skills

Teamwork and leadership are fundamental for a business to run a successfully these five subjects to business communication I found useful for my kind of business.

1. Collaboration: partnering with other organizations requires you to be a good listener and asking open questions, be polite and consider their point of view. Also, people tend to make decision based on how they feel or perceive things this will help to understand their conclusion.
2. Public speaking: is the ability to interact with a crowd and present your ideas clearly. Anxiety is the most common obstacle when it for speaking in public starting with a personally story can help to start and keep the audience engaged.
3. Listening: is reading body language and hearing at the same time what someone is saying, avoid interrupting and show interest by making short comments like; "I see" or "yes". If a disagreement occurs don't be judgmental, uncomfortable discussion can be hard but most of the time they can be very helpful.
4. Nonverbal communication: body language can tell you a lot about the other person attitude or interest. Gestures, posture, or tone of voice are non-communication language that can also let others know how u want to be perceived.
5. Written communication: we often communicate with customer and suppliers by email it can be formal or informal each should be treated as a written letter. Be friendly but also formal this will help develop your business reputation, make sure your email clear and respectful if you are not sure ask yourself 'is it correct?', 'is it respectful?' and 'is it necessary?'. Online j (2017)

Teamwork skills

Being a good team player and having a positive attitude display leadership and effective communication skills.

Two types of teamwork skills I need to run my business.

1. Conflict management: is negotiating with team members to settle a conflict and agree as a group on what makes everyone happy, If the issue is not fixed this can mean people unwilling to work and a hostile environment for everyone.
2. Reliability: it is comforting for your team to know they can count on you to be able to handle sensitive information for instant if an employer cannot attend for personal reason he/she will call and open about this issue, instead of just not showing up for work. Doyle A (2019)

S.W.O.T Analysis

Strength: Working with distinct types of high-quality products such as acrylic, builder gel, and acrygel each product requires an individual technique, all our product will be manufactured in the UK.

Weaknesses: not over loading booking it is a new salon unfamiliar environment it will take time before we can build a good team and reputation.

Opportunities: Use digital platforms advertise services with creative ideas for summer or festive seasons. Unique one to one service.

Threats: cheaper products, cheaper labor. The competition is high so supplying a good customer service is essential, staff demands some might like to get cash in hand instead of having to wait for monthly wages.

Conclusion

Communications is essential in any field of business, as any type of miscommunication can have a minor or major consequence within the business. When you communicate with others it's important to be clear and consistent this allows employers to understand and be more efficient and content in the work environment. Personally, I've worked in big and small hotels, the disadvantage of working for large corporations there is less communication with higher management. I never felt like I got to know my place of work, on the other hand working in a smaller hotel allows me to interact with other staff members regardless of job position I feel like I always want to do exceed their expectation because I speak to everyone almost every day and if I don't perform my job properly I would be embarrassed to be called out. This report has helped to learn how to manage my time better at work and home also it has given me to have a better understanding on skill that I would need to be a better boss and team player.

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