

To understand the skills required for my future career, I compared two hairdressing job adverts: a Hair Stylist position and a Salon Manager position. Although the responsibilities are different, both roles require strong communication, customer service, teamwork and knowledge of the hairdressing industry.

The Hair Stylist advert focuses mainly on practical skills. Important skills include cutting, colouring, styling and consulting with customers about their hair. A stylist also needs good communication because they must understand what the client wants and provide professional advice. Customer service is another important area because clients are more likely to return when they feel welcomed, listened to and satisfied with their service. Time management is also necessary because stylists may have several appointments during the day.

The Salon Manager advert requires many of the same skills but adds leadership and business knowledge. A manager needs to motivate employees, organise staff rotas, monitor performance and deal with customer complaints. They also need knowledge of sales, stock control, targets and salon procedures. Leadership is particularly important because the manager is responsible for creating a positive working environment and helping staff achieve their goals.

There are several common skills between the two adverts. Communication, teamwork, customer service, organisation and knowledge of health and safety are important in both positions. Both roles also require professionalism and the ability to work under pressure. These skills are important because a busy salon needs employees who can remain calm while providing a high standard of service.

One key skill I could use in my future employment is communication. As a future salon manager, I would need to communicate effectively with customers and employees. For example, if a customer was unhappy with their haircut, I would listen carefully to their concerns and explain how I could help resolve the situation. I would also communicate clearly with staff when organising appointments, rotas or targets.

Overall, comparing the two adverts has helped me understand that becoming a salon manager requires more than technical hairdressing skills. I will need to develop leadership, communication, customer service and business knowledge. By gaining experience in hairdressing and developing my management skills, I can prepare myself for progression into a salon management position.

Self-Assessment and Evidence of Readiness

My career goal is to develop a successful career within the hairdressing and beauty sector and eventually progress towards becoming a salon manager. A salon manager needs a combination of customer-service, leadership, business and communication

skills. I have therefore completed a SWOT self-assessment to understand my current strengths and weaknesses and identify opportunities and threats that could affect my future career.

Strengths

One of my strongest qualities is my ability to work with other people. A salon depends on teamwork because different employees have different responsibilities. I understand that treating colleagues respectfully and communicating clearly can help create a positive working environment. This would be important as a manager because employees are more likely to perform well when they feel supported and valued.

Customer awareness is another strength. Customers are central to the success of a salon, and I understand the importance of listening to their needs. Good customer service can encourage repeat business, positive reviews and recommendations. As a future manager, I would want customers to receive a professional and welcoming experience.

I am also motivated to progress. Having a clear career ambition encourages me to think about what qualifications, experience and skills I need. Motivation is important because management positions require continuous development.

Problem-solving is another strength I can develop further. In a salon, problems can occur unexpectedly, such as cancellations, unhappy customers, staff shortages or stock issues. I understand that problems should be approached calmly rather than ignored. Developing this ability further would help me become a more effective manager.

Weaknesses

My biggest area for development is gaining real management experience. Understanding management theory through education is useful, but managing people in a real workplace requires practical experience. I need to learn how to delegate responsibilities, resolve disagreements, monitor performance and support employees.

Another weakness is financial management. A salon manager needs to understand whether the business is making a profit. This requires knowledge of revenue, expenses, wages, stock costs and budgets. I need to improve my ability to understand financial information so that I can eventually contribute to business decisions.

I also need to develop my leadership style. Leadership is not simply telling people what to do. An effective leader should motivate employees, recognise their strengths, provide constructive feedback and create clear expectations. I can develop this through group

projects, volunteering for leadership responsibilities and observing experienced managers.

Digital marketing is another development area. Modern salons use social media to promote hairstyles, services, special offers and customer transformations. I need to improve my understanding of content creation, social-media marketing and online customer engagement. These skills could help me support a salon's growth.

Opportunities

There are several opportunities that can help me achieve my career ambitions. Gaining employment or work experience in a salon would allow me to understand how a real business operates. I could learn about appointments, customer service, stock management, staff responsibilities and daily salon operations.

Professional courses are another opportunity. Training in leadership, management, customer service, digital marketing and business finance would increase my knowledge and employability.

I could also seek mentoring from an experienced salon manager. A mentor could provide advice about career progression and explain the challenges involved in managing a salon.

Threats

One threat is the level of competition within hairdressing and beauty. Employers may prefer candidates who already have management experience. I can reduce this threat by building experience gradually and gaining additional qualifications.

Changing customer trends are another threat. Customers increasingly discover hairstyles and beauty services through social media. If a salon does not respond to trends, it could lose customers to competitors. I therefore need to keep developing my digital and industry knowledge.

Another threat is financial pressure on businesses and customers. Rising operating costs can make it difficult for salons to maintain profitability, while customers may have less disposable income. Understanding business finance and customer retention would help me respond to these challenges.

Evidence of Readiness

My academic achievements demonstrate several transferable employability skills.

Completing assignments has required me to research information, analyse problems, communicate ideas and meet deadlines. These skills are relevant to management because managers need to make decisions based on information and communicate those decisions effectively.

My involvement in educational activities and group work can also demonstrate teamwork and responsibility. Working with other people requires listening, cooperation and completing tasks within agreed deadlines.

My career planning is further evidence of readiness. I have identified a specific career direction and recognised that I need to develop leadership, financial, digital and management skills. This shows that I am thinking about my future and taking responsibility for my development.

Feedback from tutors, peers and experienced professionals can also support my progression. If I receive feedback that my communication is strong but my confidence or organisation needs improvement, I can use that information to create specific development goals.

In conclusion, my SWOT analysis demonstrates that I have a strong foundation for a future career in hairdressing management. My teamwork, communication, motivation, customer awareness and problem-solving abilities are valuable strengths. However, I need to develop practical management experience, financial knowledge, leadership, organisation and digital marketing skills. By gaining work experience, completing relevant training, using feedback and continuing to learn, I can improve my employability and become better prepared to achieve my goal of becoming a successful salon manager.

Employment Goals and Personal Development Plan

Name: Malachi

Career Area: Hairdressing, Hair Media and Makeup

My name is Malachi, and I want to develop a career that combines hairdressing, hair media, makeup and management. My SWOT analysis showed that I have strengths including creativity, communication, motivation and teamwork. However, I have also identified weaknesses that could prevent me from progressing if I do not address them. These include limited leadership experience, confidence, organisation, financial knowledge and digital marketing skills.

Short-Term Employment Goals

My first goal is to gain employment or work experience within the hair and beauty industry within the next 6–12 months. This is important because practical experience will allow me to apply the knowledge I have gained through education to a real workplace.

My second goal is to improve my professional confidence. I want to become more comfortable communicating with customers, colleagues and managers. I will achieve this by taking part in presentations, group activities and customer-service opportunities.

My third short-term goal is to develop my digital skills. Hair and makeup professionals increasingly use social media to showcase their work and attract customers. I want to learn how to create professional content and understand how social media can support a salon or personal brand.

Long-Term Employment Goals

My long-term goal is to progress into a senior role within the hair and beauty industry within 3–5 years. I would like to work towards becoming a salon manager or another position involving leadership and responsibility.

I also want to develop skills in hair media and makeup because these areas can create additional career opportunities. My aim is to become someone who understands both the creative and business sides of the industry.

These goals are important to me because I want a career where I can be creative while also developing leadership and business skills. Management would allow me to support other employees, improve customer experiences and contribute to the success of a business.

Personal Development Plan

Weakness	Development Action	Timeline	Resources	Measurement
Confidence	Complete presentations and practise speaking professionally	3–6 months	College, tutor support	Tutor and peer feedback
Leadership	Volunteer to lead group tasks	3–6 months	Group projects	Feedback and successful completion
Limited experience	Apply for salon jobs/work placements	6–12 months	CV and job websites	Number of applications/interviews
Digital skills	Learn social-media marketing and content creation	6 months	Online tutorials	Create sample promotional content
Financial knowledge	Study basic budgeting, sales and profit	6–12 months	College	

resources| Complete financial tasks

Organisation| Use weekly schedules and deadlines| Immediate| Phone/calendar| Fewer missed deadlines

Progress Review

I will review my progress every three months. I will consider whether I have completed my planned activities and whether my confidence and professional skills have improved. I will also ask tutors, colleagues and other professionals for constructive feedback.

If I discover that I am not making enough progress, I will change my approach. For example, if I struggle with confidence, I will increase the number of presentations or communication activities I complete.

Conclusion

As Malachi, I understand that achieving my career ambitions will require commitment and continuous development. My personal development plan focuses on the weaknesses identified in my SWOT analysis and gives me practical actions to improve them. By gaining experience, developing confidence, improving my digital skills and learning about management, I will become more employable and better prepared for a future career in hairdressing, hair media, makeup and salon management.