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The Cowboy Colourist Framework

TAMING THE CHAOS WITHOUT KILLING
THE FUN

The Cowboy Colourist Framework



A simple system to convert colour
leaks into profit habits

1. OBSERVE

FOR YOUR 15-MINUTE MEETING

IDENTIFY THE SINGLE BIGGEST LEAK THIS WEEK. CHOOSE WHAT IS COSTING YOU THE MOST NOT WHAT SIMPLY ANNOYS YOU.

Example Leak Points



Excess colour left in bowls



High redo rates on blondes



Overuse of specific shades

Look at the past week with curiosity, not judgement. Check bowls, note repeat mistakes, review grams used, and listen to team comments or frustrations. Your goal is to spot the one leak that made the biggest financial or time impact – that's your weekly focus.



2. TARGET

MAKE IT MEASURABLE NAME THE FOCUS AS A CLEAR OUTCOME

FORMULA: REDUCE / IMPROVE / INCREASE + SPECIFIC METRIC

Example



Reduce bowl waste by 20%

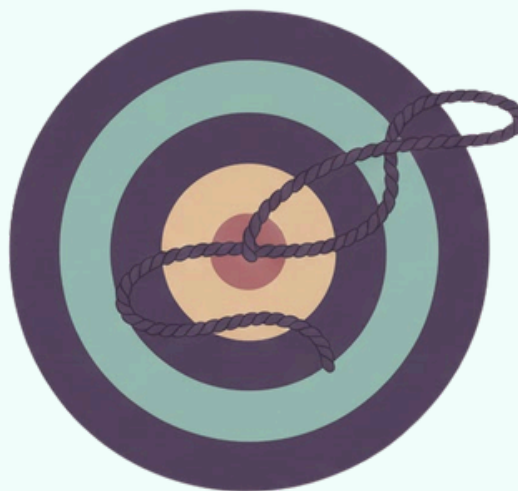


Reduce redos on bland toners



Create formulation to move and remove idle tubes

Turn last week's leak into a measurable goal. Pick one number, one behaviour shift, or one result that you can track across the week. If you can't measure it, you can't improve it - keep it simple and specific.



3. TRANSLATE

This is the rule for the week.

TURN INSIGHT INTO BEHAVIOUR

CREATE ONE PRACTICAL RULE THE TEAM MUST FOLLOW.

Example



Start all mixes 20g lighter and build only if needed



All blonding formulas checked by senior before application



No freehand guessing – scales only

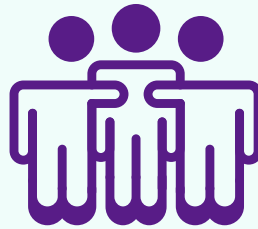
Choose the behaviour that will have the biggest impact this week. Write it in clear, simple language so your team can action it instantly. Think: “What would stop this leak from happening again?” Your goal is one rule, one behaviour, one focus.



4. EMBED

KEEP IT ALIVE DAILY

MAKE THE FOCUS VISIBLE AND REPEATABLE



1. Put the weekly rule where everyone can see it - the board, the break room, the mixing area.

2. Talk about it daily so the team knows it matters.

3. Coach micro-moments: praise when they follow it, redirect gently when they don't.

4 Repetition builds the habit - visibility keeps it alive.

- WRITE IT ON THE TEAM BOARD
- MENTION IT IN THE MORNING HUDDLE
- COACH IN THE MOMENT, NOT AFTER THE FACT

5. REVIEW

NEXT MEETING REFLECTION

ASK:

- DID BEHAVIOUR CHANGE?
- DID NUMBERS SHIFT?
- WHAT DID WE LEARN?

THEN EITHER:

- LOCK IT IN AS A NEW STANDARD
- OR REFINE AND REPEAT THE FOCUS



THE COWBOY COLOURIST FRAMEWORK



REPEAT WEEKLY.

This framework creates:

LEAN SHELVES. CALM CASHFLOW. CONFIDENT PRICING.

- ✓ Consistent team behaviour
- ✓ Predictable colour cost control
- ✓ Calm, structured profit growth

Before



After

