

THE

7 Step Smart Incentive Plan

Seven simple steps to create a behaviour driven incentive structure your team will actually flow.

Before You Begin.

When creating and implementing an incentive for your team or individuals within it, make sure your purpose and outcome is crystal clear and that the incentive aligns with your team meeting topics.

We use incentives to reinforce one specific behaviour we've already agreed matters. Not to drive motivation or create unwanted pressure.

The 7 Steps at a Glance

- 1 Choose ONE Behaviour Only
- 2 Define What Counts (No Grey Areas)
- 3 Decide How It's Tracked
- 4 Align It to your Team Meeting schedules
- 5 Set the Timeframe
- 6 Choose a Reward That Supports the Team
- 7 Close the Loop

1

Choose ONE Behaviour Only

Pick the behaviour discussed in the team meeting.

EXAMPLES:

- Accurate colour mixing (no over-mixing)
- On time starts and handovers
- Charging for colour services properly
- Reducing Re-do's
- Pre quoting colour services
- Clean bowls and colour bar resets

PRO TIP

If you can't explain it in one sentence, it's too big.

2

Define What Counts (No Grey Areas)

Ensure the whole team understand the rules of play

What actions count, what actions don't count, what doesn't count at all.

**THIS BEHAVIOUR
COUNTS WHEN:**

**THIS DOES NOT
COUNT:**

**THIS LOSES POINTS
OR RESETS
PROGRESS:**

Clarity here prevents resentment later.

3

Decide How It's Tracked

Tracking should already exist or be simple enough to implement & run daily.

TRACKING CHECKLIST

- What data is used (numbers, tracking, system, tally)
- Who tracks it
- How often it's updated

HOW IT'S SHARED - CHOOSE ONE

- Manager/owner updates
- Game-ification
- System report
- Visual tracker at the colour bar

WHO TRACKS IT: MANAGER/OWNER/TRAINER/SELF LED

WHEN IT'S UPDATED AND WHERE:

WEEKLY/DAILY/WHITEBOARD/PRINTOUT/GROUP PAGE

4

Align It to your Team Meeting Schedule

Morning Huddle or Team Meeting check-in (5 mins):

- What is going well?
- What has slipped?
- What support is needed?

This keeps it neutral and normal. No shaming, just course correction.

5

Set the Timeframe

Short and focused works best.

2 weeks

3 weeks

4 weeks

Best length is 2-4 weeks

Too long = fatigue. Too short = noise with no result

6

Choose a Reward That Supports the Team

Best rewards reinforce culture, not comparison.

CHOOSE FROM:

- Team lunch or experience
- Early finish or flex time
- Education credit
- Dollar value or gift of choice from a menu
- Money into social club
- Prize pool to be shared equally by all
- Salon upgrade everyone uses

AVOID:

- Vague cash rewards
- Prizes only one role can win
- Anything that pits people against each other

7

Close the Loop

At the end of the incentive

- Acknowledge the behaviour change
- Name what improved
- Call out winners, present prizes
- Decide what becomes “how we do things around here”

An incentive ends, the habit stays.

What YOU Need to Do Before Launching

1. Choose one behaviour only

One incentive = one focus.

- Eliminate overmixing
- Capture extra product charges
- Pre-quote every colour service

2. Set a baseline, then your goal

Know your:

- Current averages
- Current problems
- Current habits

Incentives reward change, not effort alone.

3. Decide the reward

Good rewards:

- Time off
- Team experience
- Prize pool

We recommend you collaborate with your team and ask them what the **RULES** and **REWARD** should be.

*"We are HERE now, where do you think we could get to?
If we get there, what is a fair reward?"*

*Set a **GOOD, GREAT, EXCELLENT** goal, that way the team can aim for **GOOD**, strive for **EXCELLENCE***

4. Build the tracking first

Before you announce the incentive, make sure you have:

- Tracking sheet ready
- Materials needed for tracking, monitoring and measuring
- Owner or manager responsible
- A how we run this plan in place

Avoid the 'figure it out as you go' approach

5. Set the timeframe

Best length: 2-4 weeks

Worked Example

Colour Wastage Incentive

Current wastage report over 4weeks = 150g across the salon per week, 600g per month.

Goal: reduce it over the next four weeks.

WEEK	RESULT
Good	Reduce to 100g
Great	Reduce to 75g
Excellent	Reduce to 50g

RESULTS EXAMPLE

Week 1	105g of waste
Week 2	98g of waste
Week 3	67g of waste
Week 4	125g of waste

TOP TIP

Award both a weekly prize for each week they hit it AND a grand prize at the end of 4 weeks.

Common Mistakes to Avoid

- Rewarding results without checking the outcome
- Letting one role or person carry the incentive
- Changing the rules halfway through, announcing a new goal, behaviour or stretch without examples

Incentives are designed to amplify systems, not to replace them.

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resources for savvy salon owners.

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