

PBA EXECUTIVE SUMMIT: PART 1 RECAP

PBA's Executive Summit has been bringing together beauty industry leaders and executives since it first began. In response to the new COVID-19 guidelines 2020 has placed on us all, however, we had to do a little *reinventing* to make the lucky seventh summit a success.

This year's Executive Summit, *The Beauty of Reinvention*, is a two-part virtual series that aside from the screen, isn't all too different! And as PBA's first-ever virtual event, we've gotta say... Part 1 was a roaring success!

Part 1 featured Keynote Speaker Josh Linkner, 5x tech entrepreneur and New York Times best-selling author, and Kecia Steelman, Chief Store Operations Officer and President of International Ulta Beauty.

Josh Linkner

Josh Linkner is personable, passionate, and firmly practices what he preaches. One thing he feels extra strongly about? Creativity.

Josh left our industry leaders with practical and specific tools to use in the months (and years!) to come that put creative problem-solving and innovation into daily practice. If 2020 has taught us anything, it's that past models of success have been thrown out, and we need to embrace new and fresh approaches to meet the challenges of today.

But how does one go about reinventing elements of their business? Josh shared with us five core mindsets of reinventors:

1. Start before you're ready.

Don't wait until things are perfect to try something new! Start now and simply fix elements as you go; no one needs to know that things behind the scenes aren't perfect. That's your little secret. :)

2. Break it to fix it.

You know the old saying, "If it ain't broke, don't fix it?"—yeah, ignore that. Breaking something apart and looking at it closely lets you see what's working, then allows you to reconstruct it in a way that makes it even better. Take it as a challenge to improve the things you don't think need it yet; you can beat the rest of the world to the upgrades. YOU'RE the innovative thinker now, after all!

3. Use every drop of toothpaste.

2020 has turned us into an incredibly scrappy, resourceful, and creative bunch. We're doing more with less, and when you're forced to keep things going but with half the resources, your creativity *skyrockets*. Be the MacGyver of the beauty industry: trade his duct tape for shears and paper clips for bobby pins, and see what kind of colossal change you can come up with!

4. Reach for weird.

Too often we gravitate to obvious and simple approaches. But we're scrappy, remember?! Forget the typical list of Options A, B, and C... what's Option X? Instead of obvious and simple, push creative boundaries and search for the weird answers. What "bad ideas" could be looked at another way, unearthing a hidden gem? Go on and find it!

5. Fall 7 times, stand up 8.

The most successful people you know have secretly *failed more than you know*. So what makes them so successful? They learned from their failures. Don't let setbacks define you; use them as a way to learn something new. Define what went wrong and use your new arsenal of creative skills to get back up again and try a different solution. Allow the mistakes to make you stronger and bounce back faster.

For a deeper dive into these five core mindsets, plus a ton more advice on how to leverage creativity to achieve success, [register for Part 2](#) of the Executive Summit on October 7th. Not only will you get to watch another round of [amazing speakers](#), but you'll be able to watch Josh's presentation on demand!

Kecia Steelman

We've all watched Ulta grow and prosper through the hardest months of our generation, and this is the face behind it all! As the Chief Store Operations Officer and President of International Ulta Beauty, Kecia leads all store and salon service operations at Ulta—that's over 1200 stores and over 40,000 associates!

If you've got questions about how to come together and work through difficult times successfully, Kecia is the one to call! During the Executive Summit, Kecia explained how crucial it is to lead through values, *especially* during times like these. Some of the value standards Kecia touched on include:

- Safety Measures.

Be conservative about safety protocols to keep employees and customers healthy and safe. Do everything you're able to do, but still, be as safe as possible!

- Transparency.

Be transparent with employees through open conversation and dialogue about things happening within the organization. Let them know they're a key part of something meaningful and a driver of the company's success.

- Surround yourself with people who think differently.

Working with people that have different ideas and perspectives allows you to leverage each other and learn from each other. Hearing different points of view can help you make better leadership decisions.

- Make diversity & inclusion a top priority.

Consumers and employees are both looking to organizations to lead on this topic. While you may not be able to single-handedly change the world, you can change the role your company plays in the world.

We've all made major changes this year, reinventing things in order to stay afloat. We're so proud to have people open to leading these changes and willing to help those around them find success, even when navigating rough waters. A huge thank you to Josh Linkner and Kecia Steelman for joining us in the Executive Summit!

Now that you've scratched the surface of Part 1, you've probably realized you *need* to hear the full presentations, right? We understand. They were that good.

Simply [register](#) to join Part 2 so you don't miss out on another chance for greatness. Once you register, you'll gain full access to watch Part 1 on demand, where you'll learn some truly incredible insights provided by Josh Linkner and Kecia Steelman.

Part 2 of the Executive Summit will be held on October 7th at 11:00AM PST/2:00PM EST. Learn who will be speaking [here](#)!

This year's Executive Summit, a two-part virtual series, was the perfect embodiment of its theme: The Road to Reinvention. Due to COVID-19, PBA had to do a bit of reinventing to successfully hold the event... and just like the rest of the beauty industry, we made the unthinkable work!

Attendees of the virtual series included top executives from some of the biggest names in beauty, such as L'Oreal, Henkel, Kao, SalonCentric, Moroccanoil, Wahl, Modern Salon, CosmoProf, Living Proof, JC Penney, Kenra, Sam Villa, Ulta Beauty, Zotos, and Green Circle Salons.

Consumer Trend Insights

Part II of the Executive Summit kicked off with Denise Herich, Co-Founder of The Benchmarking Company, a consumer research firm that conducts quantitative and qualitative research for brands about their industry and consumers. They have worked with an abundance of top beauty brands: bareMinerals, NARS, Oribe, Madison Reed, and more.

Needless to say, the beauty industry has gone through massive changes because of the COVID-19 pandemic. The Benchmarking Company has been gathering research since the beginning of the pandemic that shines a light on a variety of insights regarding the behavior of both consumers and beauty industry professionals.

Denise provided our attending industry leaders with a deep dive into topics like:

CONSUMERS:

- How have her behaviors changed?*
- How is she using beauty to de-stress?*
- How has her beauty spending changed?*
- Does she feel safe and comfortable at the salon?*
- How have her service habits changed?*
- What does she expect from her salon or spa now?*

BEAUTY PROFESSIONALS:

- How have personal and business earnings changed?*
- How have client service demands and visits changed?*
- How are salons performing new safety protocols?*
- How many feel comfortable or concerned about safety measures?*
- What has the impact been on salon retail?*
- What are their salon expectations moving forward?*

Each category contained numerous statistics that gave Executive Summit attendees an unparalleled level of insight into the industry and where it stands. More than ever, we are collectively in uncharted territory. Such in-depth, detailed information has never been so valuable.

On top of the wealth of data, Denise also helped to answer everyone's question: Where do we go from here? By providing key takeaways from the surveys gathered, Denise described what changes can be implemented and provided guidance on where reinvention will be needed most to meet customer needs.

Industry Insight Panel

A panel discussion followed, where leading industry experts discussed several pressing topics about the beauty industry during the COVID pandemic, what they've done to reinvent their business models, and how they plan to continue growing while preparing for an unsure future.

The Executive Summit 2020 panel included:

- **Bertrand Fontaine**, President at SalonCentric.
- **Christina Russell**, CEO of Sola Salon Studios and The Woodhouse Day Spas.
- **Stefan Mund**, Regional Head for Beauty Care Professional North America at Henkel.
- **Yene Damtew**, hairstylist, educator, and owner of Aesthetics Salon in the greater Washington DC metropolitan area. Former stylist to the Obama family.

This year's panel members shared valuable insights regarding consumer behavior in their respective fields, and why reinvention has become a necessity for stability and growth during the pandemic.

Something extra special that attendees witnessed was the panelists' reactions, thoughts, and opinions regarding the extensive research that had been shared just before their session—it was their first time hearing those statistics, too.

A few takeaways from the panel include:

- *Leaders must be authentic, consistent, vulnerable, transparent, and flexible during times of uncertainty, both internally and externally.*
- *Regular and frequent communication with clients about the changes being made in your salon is key: keep them in the know about your safety measures, use marketing to share how you're operating, and highlight your focus on safety and cleanliness.*
- *The biggest challenge for the entire industry is to make sure your salon or brand has a consistent message among all channels.*
- *All actors in the industry need to be ready to move technology to new levels—the beauty industry has always been behind in technology, but now it's important to catch up. The new normal calls for digitalization.*

Get Full Access to the Executive Summit Part II

The pandemic has thrown us all for a loop, and it's okay to admit if you're not quite sure what to do next. That's why we highly encourage you to use the PBA Executive Summit to your advantage. Take the data and let it help guide your next steps. Get inspired by your fellow industry experts and create your own innovative version of success!

While we've only shared the basics of Part II with you here, trust us when we say it'll be impossible to experience it in full without gaining new knowledge, ideas, and inspiration. It may be too late to catch it live, but you can still access Part II through October 30 by purchasing it online [here](#). This will provide you with the full video recording of Part II, along with The Benchmarking Company's report.