



LETTER FROM DR. KARI

I would like to take this opportunity to welcome you to the #DKMaster Team. I owned a salon and managed teams of stylists for 14 years. My salon, Mahogany Hair Revolution, was a full service natural hair care salon. I have built a leading brand in the hair industry that continues to grow as I continue to build teams that will revolutionize the industry “one head at a time” all around the world.

My hair care approach stands apart from all the rest. I know that there is a strong connection between how people look and feel. My goal is that we all work with our clients in order to bring together the total person.

Our philosophy is to treat everyone as a personal guest and this is the experience that all clients should experience when receiving service from a #DKMaster. I call this the “DK Salon Experience,” and it is required that all Masters are committed to creating this experience.

I believe beauty professionals can communicate with clients in ways that even a psychologist cannot. By helping our clients make positive changes in their hair, we CAN and DO affect their self-image and self esteem.

Within this caring and nurturing environment, clients can experience the DK Goddess Locs, which are designed to be easy to care for, lightweight, protects the hair from daily manipulation and gives the client the feel of natural locs. Goddess Locs are in demand by everyone. Supportive hair maintenance techniques and product education completes this look and makes it an excellent protective style option.

Remember that we are in the personal service business and your attitude is as important as your skills. Working as a member my team combined with your fearless commitment, you will have a rewarding career.



OUR TRAINING PROGRAM

Our training program is a necessity for all #DKMasters. It must be completed to our satisfaction before you commence receiving referrals for clients by joining our directory and being promoted on our social media platforms. I have provided you with these "SUCCESS GUIDELINES" and ongoing training, which will help you in achieving excellence.

The following "SUCCESS GUIDELINES" are to help you successfully fulfill your requirements and carry out our policies within your business. I encourage you to become familiar with the guidelines

All #DKMasters are evaluated according to his/her successful completion of the Certification Course, productivity, and goals. I realize mutual trust and respect are cultivated in an atmosphere of harmony and enthusiasm. I desire your support on all these policies. Your overall success and career development is my aim.

Purpose of DK Goddess Loc Master Training System

The training system assures the future of the Goddess Loc salon service and original technique. It not only prepares new #DKMasters for the challenge of working with clients, but also motivates established service technicians in becoming more productive professionals.

The Goddess Loc Training System encourages an atmosphere of teamwork across the nation. If properly executed, it also produces consistently good stylists who thoroughly understand the techniques of their team members.



WORKING GUIDELINES FOR DK GODDESS LOC MASTERS

Code of Professionalism

As a #DKMASTER you are:

- ❖ Caring & open minded.
- ❖ Non-judgmental
- ❖ A team player who can put ego aside in order to contribute to the overall success of the team
- ❖ Balanced in your work and professionalism.
- ❖ An avid listener.
- ❖ An excellent communicator.
- ❖ Willing to learn, grow, and succeed.
- ❖ Willing to make a contribution.

Guidelines to Professionalism

1. Listen to the client: This is an important skill to learn and invaluable once we master it. When you listen to the client you will know what their needs are.
2. Service: Serve your client to the best of your ability at all times and never deny your client the proper amount of service time.
3. Consult: Always consult with your client prior to any service. Make sure the client understands the cost of the Goddess Loc service. In doing so, you establish good communication and avoid costly mistakes and misunderstanding. A professional consultation will always foster a good relationship with your client.
4. Teamwork: Cooperation and teamwork with your colleagues is paramount to success. Help your co-worker whenever possible, irrespective of their level of expertise. Each individual member is an integral part of the team.
5. Gossip: Avoid gossip between clients. It is negative and detracts from the professionalism we are striving to maintain. To participate in gossip is to allow



negativity to enter into your work. Negativity threatens the growth, prosperity, and harmony of our organization. Do not allow it to continue. Be positive and proactive and not a complainer. Be proud to be part of our team and this industry.

6. Support: Be supportive of each other. Have respect for each other. You are more likely to thrive in an honest and respectful environment than a negative one.
7. Star: Your client is the star. Make him/her feel important. Take an interest in your client and he/she will feel important. Keep conversation between others in your environment to a minimum because it can make the client feel unimportant.
8. Language: Speak correctly at all times. Do not showcase yourself. Be humble, courteous and respectful at all times.
9. Tips: Tips are accepted but not expected.
10. Be professional: Once a professional, always a professional. If your client requests a Goddess Loc style that you have doubts may be suitable or correct for him/her, recommend the service that you know is in the client's best interest. If the client insists on having the service and you feel after the consultation that the client is still unable to understand the implications of what he/she is asking, seek support from Dr. Kari. If the service is still requested, please ensure that the client signs a release form.
11. Communication: Good communication is the key to mutual understanding between every member of the team. The responsibility for communication is a two way street.
12. Open Door Policy: The #DKMaster team functions with an OPEN DOOR POLICY, which means that team members are free to email Dr. Kari about any aspect of their work. As a team, we will use our best endeavors to address your problems or direct you to the appropriate expert.
13. Your Own Ideas: While doing work you may come up with ideas or another way of doing things. I welcome all suggestions as long as they are made in a professional and friendly manner. Please write down your suggestions and relay them to Dr. Kari.



Social Media Guidelines

Our brand is our reputation and we want to build a strong audience by using a cohesive message about who we are and what we represent. Always remember to:

PROTECT YOURSELF, PROTECT THE BRAND.

To do that there are a few things I want you to consider when posting and promoting your DK Goddess Loc Training experience or DK Goddess Loc service.

- Be honest about who you are, skill level and the services you provide
- Take extra care to protect both DK Goddess Locs and yourself
- Remember that professional, straightforward and appropriate communication is best.

When posting use the following tags:

@trainwithdrkari

@drkariwill

#DKGoddessLocMaster #DKSquad #DKMaster



FORMS & RELEASES

WORKING GUIDELINES AND ACKNOWLEDGEMNT OF RECEIPT

I acknowledge receipt of a copy of the DK GODDESS LOC MASTER PROFESSIONAL GUIDELINES, which outlines the benefits, policies and responsibilities to maintain consistency with the brand. I will familiarize myself and comply with the information contained in the Guidelines.

I understand and agree that Dr. Kari has the right to unilaterally amend, modify, or withdraw provisions of the Professional Guidelines. Changes in the guidelines will generally be communicated to me through official notices by email. I accept responsibilities for keeping informed of these changes.

I also understand that these guidelines are not a contract of employment and shall not be deemed as such, and that I am an independent contractor at will. I agree that by offering the DK Goddess Loc service and representing the DK Goddess Loc Brand I will abide by present and future professional guidelines and procedures.

Employee's Name

Employee's Signature



Date Signed