



Why

Version 2.0

February 15, 2015

WHAT IS SEMION BARBERSHOP?

- Founded in 2011, Semion Barbershop represents the realization of a dream shared by its founders: to bring soul back to the hair care industry.
- The story of Semion Barbershop began back in 1999 when Semion Kikirov immigrated to the United States. Taking part in a long-standing family tradition, Semion and his siblings, Bella and Roman, learned the trade of barbering and became the 4th generation of Kikirov barbers. In 1999, Semion joined Astor Place, at the time New York City's premiere barbeshop with over 100 barbers on the floor. Mentored by Astor's top producers, Semion not only acquired the advanced technical skills of his trade, but also cultivated a unique perspective on his beloved craft of barbering.



WHAT IS SEMION BARBERSHOP?

- In 2001, the Kikirov family moved to Denver, Colorado, and took in the lay of the land, visiting different salons and barbershops like Fantastic Sam's, Supercuts, Great Clips, and Floyd's. Semion spent the next 9 years as one of the top producers at Floyd's Barbershop before finally deciding it was time to chart his own path.
- What makes Semion Barbershop different from other establishments?! The answer is simple: It's *WHY* we do what we do. If there is no *WHY*, then there is no Semion!



WHAT IS SEMION BARBERSHOP?

- Our determination and vision is to challenge the increasingly robotic hair industry and transform it into a profession full of purpose. Although each individual is unique in terms of their background and experiences, **one must remember that one person's freedom ends where another's freedom begins.** In other words: respect, professionalism, patience, understanding, and courtesy are the essential elements of Semion Barbershop.
- Humility, open communication, integrity, and support are the foundation of Semion Barbershop.



SEMION BARBERSHOP **FOR ALL**

- Contrary to all the marketing guidelines about targeting specific demographic segments, we at Semion Barbershop have our doors open **FOR ALL!** This means that everyone who walks into our barbershop is entitled to service of the highest quality.
- To put it another way, “**FOR ALL**” represents our understanding that each of us occupies a different stage of life, from the innocence of childhood all the way to the age of wisdom. We celebrate the fact that we live in a world of diversity; after all, the United States is a country of immigrants. Even though we are a barbershop, a name which usually connotes strictly male-oriented services, we proudly offer our services to men, women, and children, alike. Our approach is to provide services to all ages, genders, ethnicities, religions, etc... groups whom we like to refer to simply as **PEOPLE!**



WHAT IS WITH THE SEMION LOGO?



- You may have noticed that Semion Barbershop is not called “*Semion’s* Barbershop.” Our name is not an accident. We do not believe that Semion Barbershop is the possession of one individual or even a small group of individuals. Rather, this concept is the product of the ideas and hard work of many people. Furthermore, it is an evolving concept that recognizes and adapts to new trends by listening to those inside and outside of the organization.
- As for our logo, it is taken from the silhouette of one of the founders and serves as a reminder that we all are just shadows in time. Thus, we must endeavor to remain humble no matter where life takes us.



OUR MISSION:

- Every origin story begins with a mission, and ours is unwavering. Our mission has two functions: first, it states our purpose to us; and second, it provides us with a standard that will guide us in our actions.
 - To bring the soul back to the hair industry.
 - FOR ALL
 - More than just a barbershop



OUR VISION:

- Our vision tells us how we will accomplish these goals.
 - People: Motivate creativity and personal growth.
 - Place: Create and share positive energy.
 - Product: Quality and Satisfaction = End Result



OUR VALUES:

- Our values guide us in our behavior towards one another.
 - Humility: no one is perfect, so be prepared for challenges.
 - Support: by helping each other, we actually help ourselves.
 - Integrity: be true to yourself and to those around you.
 - Communication: share ideas, experiences, concerns, and more.
 - Responsibility: I did it and I own it.
 - Passion: free and empowered to change.

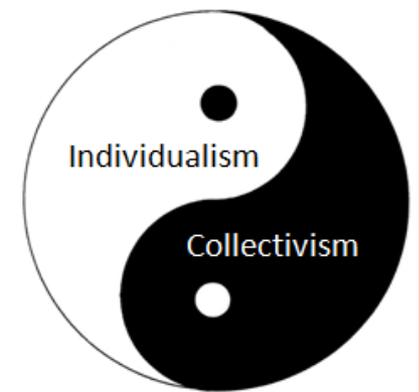


COMBINATIONS I, II, III

- Whenever a person does something, that person must be aware of its purpose so that he/she will be able to participate with determination and enthusiasm.
- Our purpose is comprised of 3 distinct yet complementary combinations.



COMBINATIONS # I



- On the one hand, our organization embraces individualism and personal uniqueness. On the other hand, we equally embrace collectivism and the overall well-being of one another. Reconciling these two concepts is not an easy task, as it requires constant attention, consideration, modification, adaptation, and above all, **humility**. These tools are required to navigate a careful balance between individualism and collectivism.
- We understand the challenges we will face in order to attain our goal. But what are the alternatives in this industry? The only way to understand the contrast between light and darkness is to experience both. Even though most of us have experienced the hair industry personally and have a solid understanding of what is out there, we must continuously remind ourselves to be cognizant of the present reality.



IF NOT SEMION THAN WHO?

- 1. On one end of the spectrum, there are heavily systemized organizations in which no individualism is allowed. These organizations are typified by:
 - **uniforms,**
 - **hourly pay or unreachable commission,**
 - **no cell phones on the floor,**
 - **no one cares about your opinion,**
 - **no hope to grow, changing companies**
 - **basically clock-in, clock-out, follow the rules, and don't complain. (Chain Stores)**



IF NOT SEMION THAN WHO?

- 2. Slightly further along the spectrum are those organizations that have modestly changed the “pay system” into a combination of commission and hourly pay, but that basically retain the same philosophy of no individualism and a constant movement towards heavy management. (Chain Stores)
- Semion has surpassed Floyd’s Barbershop in terms of:
 - highest commission in “absolute” dollars and
 - easily attainable commission base



IF NOT SEMION THAN WHO?

- 3. Near the opposite end of the spectrum are salons that offer “perceived” quality services, albeit at an overpriced rate. To get to that point, an organization must be highly professional and maintain a loyal clientele. (i.e. Uptight Boutiques)
- Since 2008, the trend has shown that people gravitate towards reasonable pricing and above all, convenience.
- Thus, local establishments that offer both convenience and right pricing are gaining salon market share.



IF NOT SEMION THAN WHO?

- 4. On the opposite edge of the spectrum are small barbershops or salons that offer barbers a booth to rent and the freedom that comes with it. However, such arrangements also entail an increased risk to job security and growth, as it is not organized to ensure smooth day-to-day operations. (Local Establishments)
 - **No marketing**
 - **No training**
 - **No guaranteed hourly (“you” pay minimum \$1000/month busy or not)**
 - **Your taxes are “doubled” (employer and employee)**
 - **You bring your own back-bar products**
 - **You do everything yourself!**



WHAT IS WRONG WITH OUR INDUSTRY?

- 2 Questions:
- **1. Why are chain stores so heavily managed and systemized?**
- **2. How come local establishments do not usually reach the size of larger companies?**
- The answer to these two questions can be found somewhere in the middle.
- Large chains believe that they cannot give employees too much freedom and growth since individuals cannot be trusted with the well-being of the organization as it becomes less organized.



WHAT IS WRONG WITH OUR INDUSTRY?

- Local establishments do not reach the size of the larger companies because the only way to grow is to be consistent, efficient, and effective (a.k.a. having a structured system).
- *PLEASE KEEP THESE QUESTIONS AND ANSWERS IN MIND WHILE BECOMING FAMILIAR WITH SEMION!*



WHAT IS WRONG WITH OUR INDUSTRY?

- Now that we have identified the various types of organizations which operate in the industry, we would like to pinpoint exactly where Semion currently stands on that spectrum and where we see ourselves growing towards in the future.
- We would like to begin by saying that there is simply no point to Semion Barbershop if it becomes just another one of the organizations mentioned above. After all, what is the point of having another barbershop that makes no difference? We strongly oppose and will ensure that we do *not* become like any of those organizations. We believe this so strongly that we are willing to help those who do not believe in our culture to find another place where they will be **happy**.



WHAT IS WRONG WITH OUR INDUSTRY?

- With that in mind, where is Semion now? Before we opened our first store, we analyzed the market and understood the strengths and weaknesses of various organizations. As a result, we integrated those strengths into our culture and transformed those weaknesses into strengths at Semion.
- Let's return to the 2 questions outlining the dilemma between freedom and systems. When we started, we understood how important freedom of personality was since uniqueness gives birth to creativity and happiness. Yet we also understood that we had to grow in order to have job security, and growth requires factors such as consistency, efficiency, and effectiveness (a system). In other words, we recognized that a combination of happiness, creativity, consistency, efficiency, and effectiveness would allow us to become a successful organization.



WHAT IS WRONG WITH OUR INDUSTRY?

- That means that on the range mentioned previously we are roughly between the strictly systemized chains and free-wheeling booth rent barbershops. Our potential for growth is founded upon our confidence in the quality of service we offer to everyone at reasonable prices. **BUT: WE WILL NOT GROW AT THE EXPENSE OF OUR QUALITY!** If we cannot provide high quality at a second or seventeenth location, then we will not open it. “We mean that!”
- Now that we have identified where we are and where we are going, we would like to discuss terms such as freedom, responsibility, efficiency, effectiveness, and consistency in detail as they relate to the combination of individualism and collectivism.



KEY TERMS – FREEDOM

- **Freedom** represents the opportunity given for the exercise of one's rights, powers, and desires. In the words of Eleanor Roosevelt, “freedom makes a huge requirement of every human being. With freedom comes **responsibility**. For the person who is unwilling to grow up, the person who does not want to carry his own weight, this is a **frightening** prospect.”
- Yes, freedom is a great privilege, but with that privilege comes responsibility. If a person is irresponsible with the freedom they are given, then that person will tear down everything along the way. In Semion Barbershop, one’s choices are respected, but only to the extent that they don’t infringe upon the well-being of everyone else in the organization.

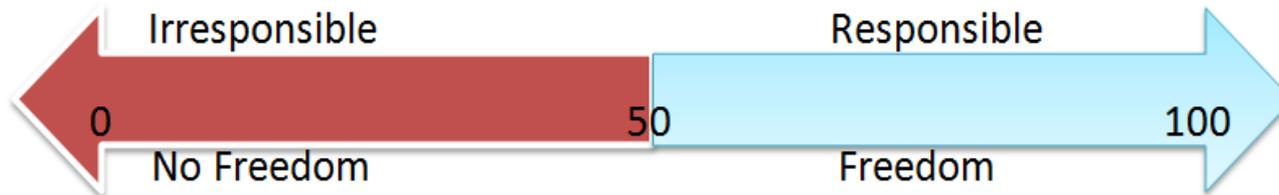


KEY TERMS – RESPONSIBILITY

- **Responsibility** is reliability or dependability, especially in meeting one's promises. In the words of John Maxwell, "the greatest day in your life and mine is when we take total responsibility for our attitudes. That's the day we truly grow up." In other words, responsibility is the prerequisite to freedom. If one cannot act responsibly, then that person's actions will negatively affect everyone else.
- This cannot be allowed because we all depend on each other. On the other hand, **we at Semion aspire to have an organization full of responsible individuals who are free.** In other words, the more responsible the person is, the more freedom there is; the less responsible the person is, the less freedom there is.



KEY TERMS – RESPONSIBILITY



- It might sound childish to talk about responsibility – after all, we are all adults – but it is crucial to understand that it is expected of everyone. No one at our organization wants to babysit an adult. TIP: If a member has to be told about the same thing more than 10 times then it fits into an irresponsible behavior.
- We have covered the side of individualism in terms of freedom and responsibility. Let us now discuss the side of collectivism in terms of efficiency and effectiveness.



KEY TERMS – EFFICIENCY

- **Every Person Counts:** is the ability to do something well without wasted energy or effort. At our organization, that requires everyone to support each other in making everyone's mission easy. Unlike in the action movies where one individual can defeat an army of thousands and survive, in the real world we need the help and support of our families, friends, and other individuals to succeed. In our organization, we need the support of other members to be successful.
- It does not matter who you are in an organization (Barbers, Stylist HR, MARKETING). Everyone will answer phone calls and sweep the floor. **Bottom line: we help each other.**

KEY TERMS – EFFECTIVENESS

- **Effectiveness** essentially comes down to producing a result. We are a results-driven organization, whether it is to make our clients happy or to help others become better members of our community. In other words, if it takes 20 minutes instead of 5 minutes to produce a superior quality haircut, then so be it.
 - The bottom line of collectivism is the ability to make things easier and faster. If you disagree and would like to offer an alternative to this, please come forward with your suggestions.
 - Finally, once our organization understands and applies individualism and collectivism, the next step is to do so consistently.
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KEY TERMS – CONSISTENCY

- **Consistency** is the ability to maintain a particular standard or repeat a particular mission with minimal differences. At the same time, we should remain adaptable and strive to improve ourselves. Our clients should be confident in the quality of service that we provide.
- **Understand these terms as they are critical to your success.**
- Now that we have discussed the need for both individualism and collectivism, let's discuss the 2nd combination: our clients and us (team).



COMBINATION #2

- We at Semion recognize two important factors.
- **First**, that the well-being of each team member will guarantee great service for our clients in a great environment. What is inside the person is projected to the outside world. Therefore, we are here as a team to help each other attain a certain level of harmony that will allow us to project positivity. One member's poor mood is enough to affect the overall environment. If you have questions or concerns, please find the shop coordinator, or someone else with whom you feel comfortable talking, to express yourself in a respectful manner. The bottom line is that we should strive to be repositories of positive energy and stand ready to share it with everyone.



COMBINATION #2

- **Second**, our clients give us their vote of confidence every day. Our clients decide whether to come back to us, tell their friends and families to come to us, or decide not to come back and tell others to do the same. We as a barbershop are considered as one among many establishments in the hair industry, and we give our clients consistent reasons to chose us rather than another barbershop.
- Our clients have the power to promote you and the organization or to discredit you and the organization.
- Simply said: No clients then No need for us.



COMBINATION #2



- We should **minimize** those reasons that would make clients decide not to return.
- We should **maximize** the reasons for them to return.
- At the end of the day, our clients hire us and have the ability to fire us. Recall Blockbuster: it did not understand its clients, but Netflix did. Or Kodak, which missed out on digital photography. Or MySpace losing out to Facebook. **We have to listen and understand our clients or they will find someone else to support and listen to them.**

COMBINATION #3

- The third combination consists of experience and learning—both are equally important.
- We are the product of our experiences, but we must not become complacent. Otherwise it could cause us to become obsolete.
- Therefore, we must remain attentive to the needs of our customers and be open to learning at all times.
- Learning includes, but is not limited to, hair-cutting skills, communication skills, as well as many other facets of our industry. There is always something to learn, and learn we shall.

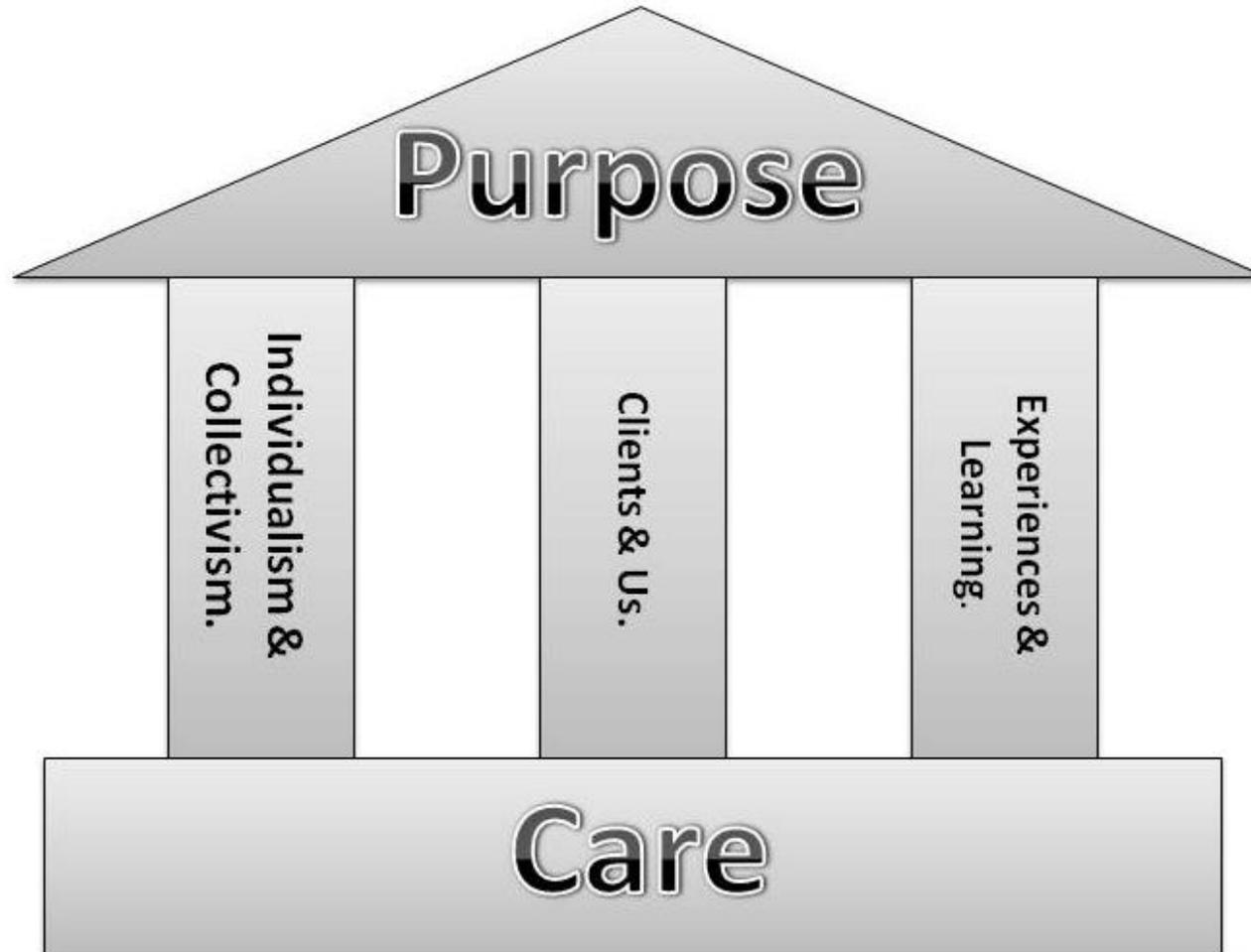


FOUNDATION

- All constructions usually begin with the foundation, but we have saved the discussion of our foundation for the end. How can we make our mission successful? There is only one path and that is to **CARE** about what we do in life. Before each action we take, we must assess if we are doing it with care. The intentions with which we make decisions are more important than the outcome; if you care then you are in the right place.



FOUNDATION



DO I CARE?



FOUNDATION

- **To understand the seriousness of this plan, we would like to emphasize that *no one* within the organization is above our culture as all of us have “agreed” to it and responsible to “protect” it.**
- **Quite frankly we can train individuals in hair cutting skills within short period of time, but we cannot instill personality traits.**
- **Therefore, as skills can be acquired over time, our organization values personality above all else. In other words, skill is not more important than personality. Both are equally important. But one can be learned while the other cannot.**



QUESTIONS?



BREAK – 10 MINUTES

