

History and Career Opportunities

Marsha is about to graduate from cosmetology school and in her last three weeks of class, her instructor, Ms. Smith, asks her to research various career opportunities available to a licensed cosmetologist and to create a career plan for herself. Marsha takes advantage of the career fair her school is sponsoring to gather information about various career options available to her. At the career fair, Marsha speaks to April, a haircolor specialist; Anderson, a texture specialist; Morris, a cutting specialist; Alfredo, a salon trainer; and Barry, a distributor sales consultant.

1. April is a haircolor specialist, which means she:
 - a. selects haircolors the staff should wear
 - b. creates new chemical formulas for haircolor
 - c. designs haircolor containers and implements for use in the salon
 - d. trains herself and others to perform haircolor services in the salon

2. A texture specialist like Anderson, would most likely spend his days:
 - a. painting textured patterns on salon walls
 - b. creating new formulas for permanent waves
 - c. performing texture services for salon clients
 - d. writing manufacturer guidelines and product instructions

3. Morris would have to _____ to be an effective cutting specialist.
 - a. have a dedicated interest in learning various cutting styles and techniques
 - b. travel to the most elaborate trade shows for cosmetology
 - c. purchase expensive equipment that he would have to carry with him at all times
 - d. wear outrageous haircuts and haircolor

4. As a salon trainer, Alfredo is primarily responsible for:
 - a. managing the exercise routine of the salon staff
 - b. developing the skills of salon staff and personnel
 - c. determining the product lines a salon will carry and maintaining their inventory
 - d. issuing credits to dissatisfied clients

5. As a distributor sales consultant (DSC), the most important thing that Barry takes care of is:
 - a. the relationship between the salon and its employees
 - b. the relationship between the salon and the distributor
 - c. the relationship between the salon and its landlord
 - d. the relationship between the distributor and the manufacturing company

6. While discussing his job, Barry mentions that a manufacturer educator will be in town in the coming months and that Marsha may want to speak with her. A manufacturer educator's primary function is to:
 - a. train stylists and salon staff to understand and use a company's hair care, haircolor, and chemical-service products
 - b. train stylists and salon staff to understand and use all of the retail products in their salon
 - c. train stylists and staff on the newest rulings regarding infection control, as mandated by OSHA
 - d. develop and create products for the company by working closely with the research and development department

7. Marsha has had an example of a very viable cosmetology career option all the time she was in beauty school. Who might that have been?
 - a. a platform artist
 - b. her cosmetology instructor
 - c. the school's business manager
 - d. a salon manager

8. Marsha, who feels she has a sharp business mind, also considers becoming a:
 - a. a platform artist
 - b. a cosmetology instructor
 - c. the school's curriculum director
 - d. a salon manager

CHAPTER 2 Life Skills

John has always dreamt of becoming a very successful professional. He has carefully thought through and imagined who he wants to be. John has taken a position with a very prestigious salon, where he has been working for five years. John drives an expensive automobile and rents a pricey apartment in a chic neighborhood. His wardrobe consists of designer and name-brand clothing and fashionable shoes and accessories, and he is always impeccably dressed. John spends a lot of time and money on his appearance and he wishes he were better compensated for his work because he has difficulty paying his other expenses—his car and rent—each month. However, he is reluctant to reduce his expenses because he is concerned that the salon's well-to-do clients won't patronize him if he doesn't live up to their standards of living. Because John works about 70 hours per week, he doesn't have a lot of time to devote to activities other than his work. John hardly ever sees his friends and family and rarely takes any time to enjoy sports or music, his favorite pastimes.

1. John's self-esteem appears to be based on:
 - a. his inner strengths
 - b. his ability to possess things
 - c. his ability to care for his things
 - d. his physical strengths

2. John has used the technique of visualization to:
 - a. picture himself as a complete success
 - b. improve his sleep
 - c. picture himself as a complete hairstylist
 - d. improve his ability to concentrate

3. Truly successful people do not:
 - a. get enough rest
 - b. pace themselves to prevent fatigue
 - c. allow business to be the only focus of their life
 - d. socialize with people outside of their business

4. John's lifestyle requires him to spend all of his time:
 - a. visiting with family
 - b. exercising
 - c. visiting with friends
 - d. working

5. John's definition of success includes:
 - a. dividing his time between work and pleasure
 - b. increasing his education
 - c. having a daily exercise routine
 - d. keeping up appearances

6. Whose definition of success is John attempting to achieve?
 - a. his family's.
 - b. his coworkers'.
 - c. his clients'.
 - d. his friends'.

Ramona is a busy person. She has a part-time job and a small child; she attends cosmetology school and has many other tasks and responsibilities to take care of each day. Now that she is about to graduate and begin looking for a job in a salon, Ramona knows that she has to get better organized but she is always feeling frustrated by how much she has to do and how little time she has to do it. Ramona has good intentions but often gets so caught up in the day's activities and events that she forgets important errands she needs to run or appointments she has made. Ramona has resolved to use her time more efficiently.

7. The first thing Ramona must do is:
 - a. reorganize her living room to make the flow of furniture work better
 - b. prioritize the list of tasks that need to be done
 - c. take on an additional project for her current employer
 - d. drop every other task she has until she finds a salon job

8. Ramona needs to have some specific time with her young child each day. She can accomplish this by:
 - a. taking the child to school an hour later each day
 - b. designing a schedule for herself that includes blocks of unstructured time
 - c. taking her child to work with her each evening
 - d. designing a play space in the salon

9. Which of the following will NOT save Ramona time in her busy schedule?
 - a. Reducing as much stress as possible.
 - b. Saying no when being asked to take on more than she can handle.
 - c. Relying on others to problem-solve and uncover solutions she can use.
 - d. Taking a time-out whenever she is frustrated, overwhelmed, irritated, worried, or feeling guilty.

10. When Ramona is feeling overwhelmed by the circumstances of her hectic life she could try a technique called:
 - a. shallow breathing
 - b. deep breathing
 - c. shallow sighing
 - d. deep sighing

11. To aid Ramona in remembering important notes and reminders she should carry:
 - a. a memo pad or day planner
 - b. her favorite music CD
 - c. a computer
 - d. her address book

12. Ramona might consider scheduling her time in _____ intervals to study for a major exam.
 - a. 10-minute
 - b. 15-minute
 - c. 30-minute
 - d. 60-minute

13. To make the most of her time, Ramona should schedule activities that require alert, clear thinking during times when she is:
 - a. wearing comfortable clothing
 - b. distracted and can't concentrate
 - c. highly energetic and able to focus
 - d. not feeling well and needing medication

14. Which of the following is NOT a healthy way for Ramona to reward herself for a job well done?
 - a. taking a bubble bath
 - b. going to a movie
 - c. taking a nap
 - d. smoking a cigarette

15. Another activity Ramona must consider scheduling to promote clear thinking and planning is:
 - a. exercising
 - b. eating dessert
 - c. reading magazines
 - d. oversleeping

16. Which of the following tools would best help Ramona keep focused on the tasks she needs to complete each day?
- a. a mission statement.
 - b. a goal statement
 - c. a to-do list
 - d. a long-range plan

Hector is a dedicated student who wants very badly to progress through school and become a licensed professional. While he is happy to be in school, he has difficulty staying focused during lectures and studying for and taking exams. He usually ends up cramming the night before an exam, even for important tests that cover many topics. Hector is frustrated and wants to have an easier time with this part of his schooling. He knows that he is a capable and serious student and he is willing to try some new techniques to lessen his fears and anxieties about test-taking.

17. What is missing from Hector's educational background?
- a. a desire to work hard
 - b. good study skills
 - c. a desire to succeed
 - d. good people skills
18. When Hector feels overwhelmed by his courses and upcoming tests, he can focus on _____ to feel better about himself and his progress.
- a. rereading the entire chapter in his textbook
 - b. checking out more reference books from the school library
 - c. accomplishing small tasks, one at a time
 - d. fun activities that make him feel less nervous
19. Instead of cramming the night before an exam, Hector should:
- a. study for up to three hours at a stretch for the two days before the exam
 - b. study for one hour just before taking the exam
 - c. study in small intervals when the lesson is presented so that it won't be necessary to review before the test
 - d. study the day's lessons each day and then review all the material before the exam
20. Which of the following techniques will help Hector to stay focused when his mind begins to wander in class?
- a. Write notes to fellow students.
 - b. Think about becoming a successful professional.
 - c. Write down key words and discuss them with the instructor.
 - d. Look up definitions of terms in his textbook.

- 21.** If Hector decides to form or join a study group, what should he look for in the group?
- Students who will give him the information he needs.
 - Students who are willing to be helpful and supportive.
 - Students who have the same interests as he does.
 - Students who have a good sense of humor and are fun to be with.
- 22.** If Hector were to find a “study buddy,” what would this person’s job be?
- to introduce him to other students
 - to eat lunch with him everyday
 - to help him stay focused on studying
 - to practice finger waving with him

Hakim and Jackie are senior stylists and assistant managers at La Bella Luna Salon and Spa. Both have excellent technical skills and are attractive-looking professionals who are intelligent and capable. Hakim’s behavior is hallmarked by a sense of calm; he manages his fellow coworkers with honest and open communications, he is respectful of clients, and he never gossips. However, when he has problems at home, he often calls in sick for the day with little notice to the salon. Jackie, the other senior stylist, is quick to complain about other people, is sometimes bossy and uncaring about the feelings of others, and acts as if the salon’s rules and policies do not pertain to her, yet Jackie is always at work on time and she rarely ever takes unscheduled time off. Adam, the salon’s owner, has a salon manager opening to fill and Hakim and Jackie are the two candidates he has to choose from.

- 23.** In making his decision, Adam must choose the person who is best at:
- fixing haircolor mistakes
 - socializing with other stylists
 - speaking honestly to stylists
 - scheduling appointments
- 24.** In assessing Hakim and Jackie, which of the following does NOT indicate a high standard of professionalism?
- identifying one’s values
 - avoiding all conflict
 - maintaining one’s principles
 - developing a sense of genuine concern for others

- 25.** As a service provider, Hakim must be able to practice:
- self-sufficiency
 - self-care
 - self-indulgence
 - self-deprivation
- 26.** When determining Jackie's and Hakim's sense of integrity, Adam will need to assess:
- if their communications and actions match their personalities
 - if their behavior and actions match their values
 - if their values and sense of humor match their behavior
 - if their behavior and actions match their personalities
- 27.** For Jackie to display a genuine sense of integrity she would have to behave in the following manner:
- use high-end products only
 - provide the best scalp massage in the salon
 - market to clients from previous employers
 - recommend products and services that will benefit the client
- 28.** When Jackie gossips with other stylists about a client's personal situation she is lacking:
- deception
 - personality
 - discretion
 - politeness
- 29.** Which of the following indicates that Hakim is using ethical behavior in his communication with customers and the other people he works with?
- buying lunch
 - being indirect
 - being direct
 - wearing trendy clothing

Tishla is the receptionist at the Salon Omega. One of her most important duties is to schedule clients effectively and efficiently so that neither the stylists nor the clients are waiting for long periods of time. Tishla has scheduled Mr. Everett for a haircut and scalp massage with Jane for 6 p.m. At 6:20 Mr. Everett calls from his cell phone to say that he is stuck in traffic and would like to change his appointment to 7 p.m. Tishla looks at Jane's schedule and sees that she has 7 p.m. and 7:30 p.m. appointments, so there is no way that she can reschedule Mr. Everett for this evening. Annoyed, Tishla says to him, "Well, if you had called immediately, I may have been able to move a later appointment up. You should have called sooner to reschedule,

like when you first got stuck in the traffic jam! There's nothing I can do now, Jane has no openings until next week."

Mr. Everett explains, "I thought the traffic would clear up sooner and that I'd make it in time. I'm sorry if I caused any problems. I'd like to make another appointment."

Tishla says, "Okay but Jane is sitting here waiting for you while two other clients have walked in and she could have been servicing them!" Tishla looks at the appointment calendar and says that she can make an appointment for Mr. Everett for the following week but, she warns, "You have to be sure you're going to make it on time and if you can't be on time, you have to call me right away and let us know." Mr. Everett says he would like to take the appointment; Tishla marks his name in the calendar and then completes the call.

- 30.** From her response, what kind of attitude does Tishla have about people who are late?
 - a. She is understanding and helpful.
 - b. She is sad but accommodating.
 - c. She is impatient and distrusting.
 - d. She is angry but cooperative.

- 31.** How would you rate Tishla's ability to handle the situation with Mr. Everett tactfully?
 - a. Excellent—she was able to reschedule Mr. Everett's appointment without incident.
 - b. Good—she clearly stated that his tardiness could not happen again.
 - c. Fair—she wasn't very sympathetic but managed to reschedule the client.
 - d. Poor—she argued with the client and he promised to never return to the salon.

- 32.** How should Tishla have handled the conversation with Mr. Everett?
 - a. She should have become annoyed and repeated that his tardiness was a problem.
 - b. She should have flown into a rage at his inconsiderate behavior.
 - c. She should have calmly informed him that Jane lost money waiting for him and that she didn't want to service clients like him.
 - d. She should have let him know that missing his appointment was a problem and asked him if he'd prefer to be the last client of the day to give him ample time to get to the salon.

- 33.** How sensitive was Tishla to Mr. Everett?
- a.** extremely
 - b.** moderately
 - c.** somewhat
 - d.** not sensitive at all
- 34.** Based on Tishla's response to this situation, what do you think her values and goals are?
- a.** empathy and harmony
 - b.** sensitivity and caring
 - c.** precision and efficiency
 - d.** accusation and blame
- 35.** What will likely be the effect of Tishla's communication on Mr. Everett?
- a.** He will feel understood.
 - b.** He will feel reprimanded.
 - c.** He will feel insignificant.
 - d.** He will feel guilty.

CHAPTER 3 Your Professional Image

Maggie is always rushed and is frequently late for work. To save time in the morning, she sometimes showers in the evening before going to bed so that the time she spends getting ready for work in the morning is lessened. Maggie awakens a half an hour before she needs to leave her house, quickly washes her face, brushes her teeth, puts on her makeup, dresses, and runs out the door to get to the salon. Several days a week after working at the salon, she goes to her evening job as a waitress, often without freshening her clothes, herself, or her makeup. Maggie's clients and colleagues noticeably pull away from her when she is speaking to them and coming in close contact with them. Behind her back, some of Maggie's colleagues make fun of her and call her names like "sloppy" and "disheveled" because she is always late, seemingly forgetful, and never looks well put together or freshly bathed. Maggie is always tired and she is becoming increasingly unhappy.

1. Based on the reaction from Maggie's colleagues, how would you rate her personal hygiene?
 - a. excellent
 - b. very good
 - c. good
 - d. fair
2. Which of the following should Maggie NOT do to improve her personal hygiene between jobs?
 - a. brush her teeth
 - b. use underarm deodorant
 - c. freshen her makeup
 - d. douse herself with perfume
3. What is most likely the cause of coworkers and clients pulling away from Maggie when she is speaking to them?
 - a. fresh breath
 - b. foul language
 - c. bad breath
 - d. complicated language
4. What does Maggie's disheveled appearance say about her professionalism?
 - a. That she is a meticulous professional.
 - b. That she is proud to be in her profession.
 - c. That she is happy with her job and lifestyle.
 - d. That she is feeling stress and cannot manage her time.

Paige is in her early twenties and loves to wear her short, cropped hair messy with styling glue; she describes her style as the “bad-girl-meets-the-beauty-biz.” She also often wears sleeveless or short-sleeved shirts to show off her numerous tattoos. Paige loves to wear dark, colorful makeup applied in a “gothic” fashion. Since she really needs a job, Paige has decided to apply at the luxury spa that has just opened a few blocks from her home. A couple of days before her interview, Paige goes into the spa and observes that the spa employees are all wearing simple black clothing with white smocks over them. She notices that their hair is styled into simple and classic looks and their makeup is very simple, employing natural colors and techniques. Paige decides that in order to have a shot at the job she wants so desperately she will dress in accordance with the other spa staffers during her interview and then slip into her own style once she has gotten the job.

5. How should Paige go about finding the best place for her to work?
 - a. Visit several salons and determine which one is most in line with her own sense of style.
 - b. Apply for a position at a mall salon and take the job when it is offered.
 - c. Agree to be a salon assistant for at least one year before making a decision.
 - d. Ask her friends what type of salon they are looking for and follow their lead.

6. From the description, what seems to be the energy and image of the spa Paige is interviewing at?
 - a. a chic spa with celebrity clients
 - b. a low-cost salon specializing in short, layered cuts
 - c. a high-end spa with an exclusive clientele
 - d. a high-end color-only salon

7. What type of salon seems most appropriate for someone with Paige’s sense of style to work in?
 - a. A color-only salon catering to clients who want to cover gray hair.
 - b. A moderately priced salon that caters to young clients who have a sense of adventure.
 - c. A moderately priced salon that caters to businesspeople.
 - d. A mall salon that caters to families and children.

8. Is Paige's approach to getting this job ethical?
 - a. Yes, because she really needs the job and she will be a good employee.
 - b. Yes, because the salon should be hiring her for her skill and not her appearance.
 - c. No, because she isn't being honest about who she really is.
 - d. No, because she can help the salon change its culture.

Peter loves to have a good time. Almost every day after working at the salon, he meets up with his buddies to hang out. They go to one another's apartments and order pizza and drink and watch television until late into the night. Often, because Peter is so tired, he sleeps on his friend's couch and then gets up the next day and goes directly to work. His salon coworkers always know when Peter has been out with his friends the night before because he is barely awake, is unshaven, and is wearing the same clothes he wore the day before. Peter gets teased by some of the other salon employees for being a "free spirit," but Allie, the salon manager, isn't as able to dismiss his messy appearance because he is often so disheveled that he is off-putting to salon clients. Allie decides to have a conversation with Peter about his appearance and general hygiene.

9. The best time for Allie to approach Peter would be:
 - a. When they are in a staff meeting.
 - b. When Peter's with a client.
 - c. When they are alone in the salon.
 - d. When Allie is in a managers' meeting.
10. What should Allie discuss with Peter?
 - a. his personal appearance and its effect on the salon's clients
 - b. his attitude about partying too much
 - c. his irresponsible behavior toward his family
 - d. his favorite television shows
11. What could Peter do to make sure he is fresh for work even on nights when he doesn't sleep at home?
 - a. take a shower the evening before so he doesn't have to worry about it in the morning
 - b. spray himself with some cologne on the way in to work
 - c. keep clean clothing in his car and freshen up before arriving at the salon
 - d. spray his worn clothing with something that eliminates odors

12. The image that Peter is projecting to clients suggests that he is:
- a serious professional concerned with learning more on the job
 - between apartments and sleeping wherever he can
 - concerned with doing an excellent job at the salon
 - sad and unhappy in his work

Marilyn is both a hairstylist and nail tech who works about eight hours a day servicing clients. When she is standing, she very often leans on one hip or the other, shifting her weight from one side to the other, and when she is seated she's usually leaning forward with her legs either crossed or tucked underneath her body. At the end of the day Marilyn is often in pain—her legs and back are cramping and her arms, shoulders, and neck feel tired and strained. By the time she arrives home at night she hardly has enough energy to do routine chores before plopping in front of the television set for the evening.

13. What does Marilyn's physical presentation indicate?
- excellent personal style
 - poor posture
 - decreased ability to retain clients
 - incredible physical strength
14. To achieve and maintain a good work posture, what position should Marilyn's neck be in?
- level with her elbow
 - tilted forward at a 45-degree angle
 - elongated and balanced directly above shoulders
 - tilted backward at a 45-degree angle
15. To relieve the tension in her shoulders, Marilyn should:
- scrunch them together
 - level and relax them
 - lift one higher than the other
 - bring them in close to the body
16. When standing, what position should Marilyn's back be in?
- curved laterally
 - swayed to the left
 - swayed to the right
 - straight

17. A sitting posture that would alleviate Marilyn's back and neck pain would include:
- a. curving her back forward
 - b. stretching her back from left to right
 - c. keeping her back straight
 - d. crossing her feet at the ankles
18. How can Marilyn make her work environment more ergonomically correct for herself?
- a. She can bend forward to reach her clients better.
 - b. She can adjust the client's chair.
 - c. She can ask the client to lean forward.
 - d. She can stand during all of the services.