



**Aveda  
Arts & Sciences  
Institutes**

**CONNECT WITH A CAMPUS NEAR YOU**

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**Cosmetology**



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**@AvedaArts | AvedaArts.edu | Admissions Call Center: 877.892.8332**

**RECRUIT  
TOP  
TALENT**



**Aveda  
Arts & Sciences  
Institutes**





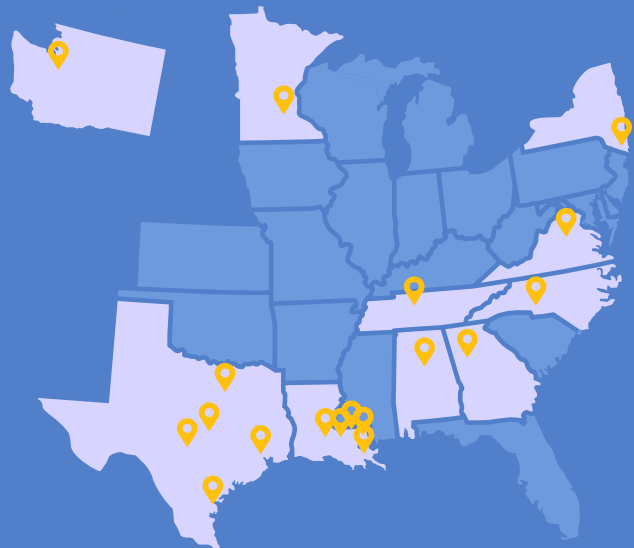
# FIND YOUR FIT

What happens when you find yourself in need of quality staff that love and trust your business as much as you do? Where do you go to look for top talent that fits the culture of your brand?

Turnover in staff is both inevitable and costly, so being at the top of your game with attracting new talent, and knowing where to find them, is key to both growth and sustainability of revenue **and** your brand.

## Enter: Aveda Arts & Sciences Institutes.

The Aveda Arts & Sciences Institutes family is comprised of 18 Aveda Institutes that are available at your fingertips to help fill your list of prospective candidates located in TX, LA, TN, NC, GA, MN, VA, AL, NY, WA.



## OPPORTUNITY AWAITS

**Aveda Arts & Sciences Institutes graduate over 3,000 students every year, and our average licensure rate is 93%.**

*(that's a large pool of candidates for you to choose from...)*

**Students are looking to develop their full potential through on-going training, fostering a supportive culture, and mentorship:**

- **Developing Mastery**  
*Opportunities for advanced training, mentorships, and continuing education. A place for freedom of creative expression.*
- **Culture + Leadership**  
*Flexibility, work/life balance. Supportive, patient, and caring team with guidance. Positive work environment.*
- **A Sense of Purpose**  
*Commitment to the Aveda mission and giving back. Belonging to a like-minded community.*
- **Clarity + Communication**  
*Communication and transparency from management. Clear expectations and rules.*

### How today's professionals are finding jobs:

- Instagram/Social Media
- In-Person Visits
- Word of Mouth/Referral
- Google Search
- Aveda Institute Industry Days
- Your Website

**Find them FIRST by building a good relationship with your local Aveda Institute.** ▶

## THE AVEDA ARTS DIFFERENCE

Visit our website & Instagram to learn more about the elite education and training you can expect from Aveda Arts graduates.

[AvedaArts.edu](http://AvedaArts.edu) / [@AvedaArts](https://www.instagram.com/AvedaArts)

## TOP 5 WAYS TO REACH TOP TALENT

### 1 Build a relationship with your local Aveda Institute

- **Visit & make connections.** Get to know the staff by sharing your specific needs. This relationship will ensure they are funneling you the right students.

- **Participate in Culture Sessions held each week.** Our schools welcome you with open arms to give a valuable speech, demonstration, or just say *hello*.

*Tip: reach out to school leadership to learn what the students are interested in at the moment to boost engagement (ie: makeup application, up-do's, texture services, resume 'how-to' classes)*

- **Shadow our clinic floor** to see how current students are performing (both technical & people skills)

- **Teach one day a week.** We have voluntary teaching opportunities for licensed professionals who are interested in sharing their love for technical skills.

- **Create a flyer to leave behind** for the school to post on their job opportunity boards in break room.

### 2 Offer on-site opportunities

Consider hosting an event that is all about the beauty of your business. Give a tour of your facility, go over benefits, meet-and-greet with the staff, and/or offer mini-services. Position your business as the top-of-mind place they WANT to work post-graduation.

- **Hire students for your front desk team** so they can grow into opportunities post-graduation.

- **Request technical interviews** to see their skills and guest interactions within your business.

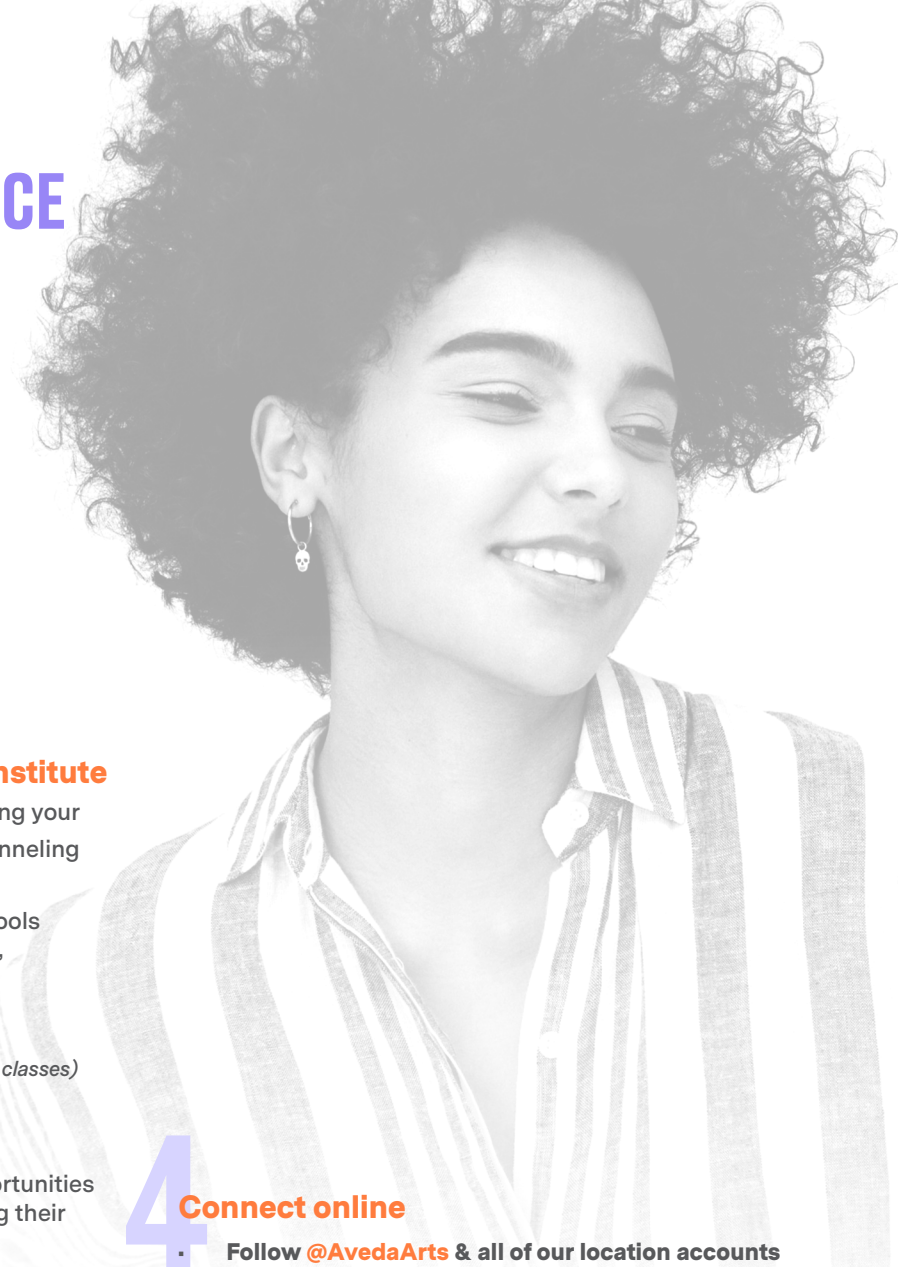
- **Offer apprenticeships in lieu of interviews;** invite students to audit an appointment and spend time with a mentor.

### 3 Attend Industry Days

It's like speed-dating for finding top talent! Each of our schools host two Industry Days events each year. Students get the opportunity to meet you and scope out your culture and vibe, while YOU get to chat with them one-on-one to see if it's the right fit. You leave with a ton of new contact information for potential candidates.

**Dates & Contact Info:** [AvedaArts.edu/CareerFairs](http://AvedaArts.edu/CareerFairs)

Refer to the "Industry Day Best Practice" on how to come prepared



### 4 Connect online

- **Follow @AvedaArts & all of our location accounts**

- **Follow students on social media to preview talent, using keywords like #avedainstitutes or #avedastudent**

- **Prepare to Promote:**

- *Be digitally relevant: Post content that is on-brand for your business, and post often. Responding to comments and engaging on student pages is how your page is going to be featured. Remember: Like-Follow-Comment!*

- *Ensure your website reflects who you are and the level of professionalism that you expect from candidates.*

### 5 Boast your business

- **Define your 'why': reputation is key to attracting a great artist.**

- Share what you offer and what you're looking for when looking for new recruits.

- Offer a structured training program and career path.

- Make the interview and new-hire process seamless.

- Showcase benefits beyond compensation:  
*New-hire kits and employee discount*  
*Extended education opportunities*  
*Industry event travel*