



THE SECRETS OF SUCCESS

BY SALVATORE FODERA, OMC WORLD PRESIDENT



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Persistence!



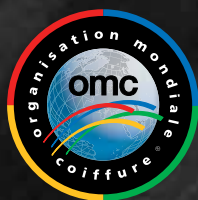
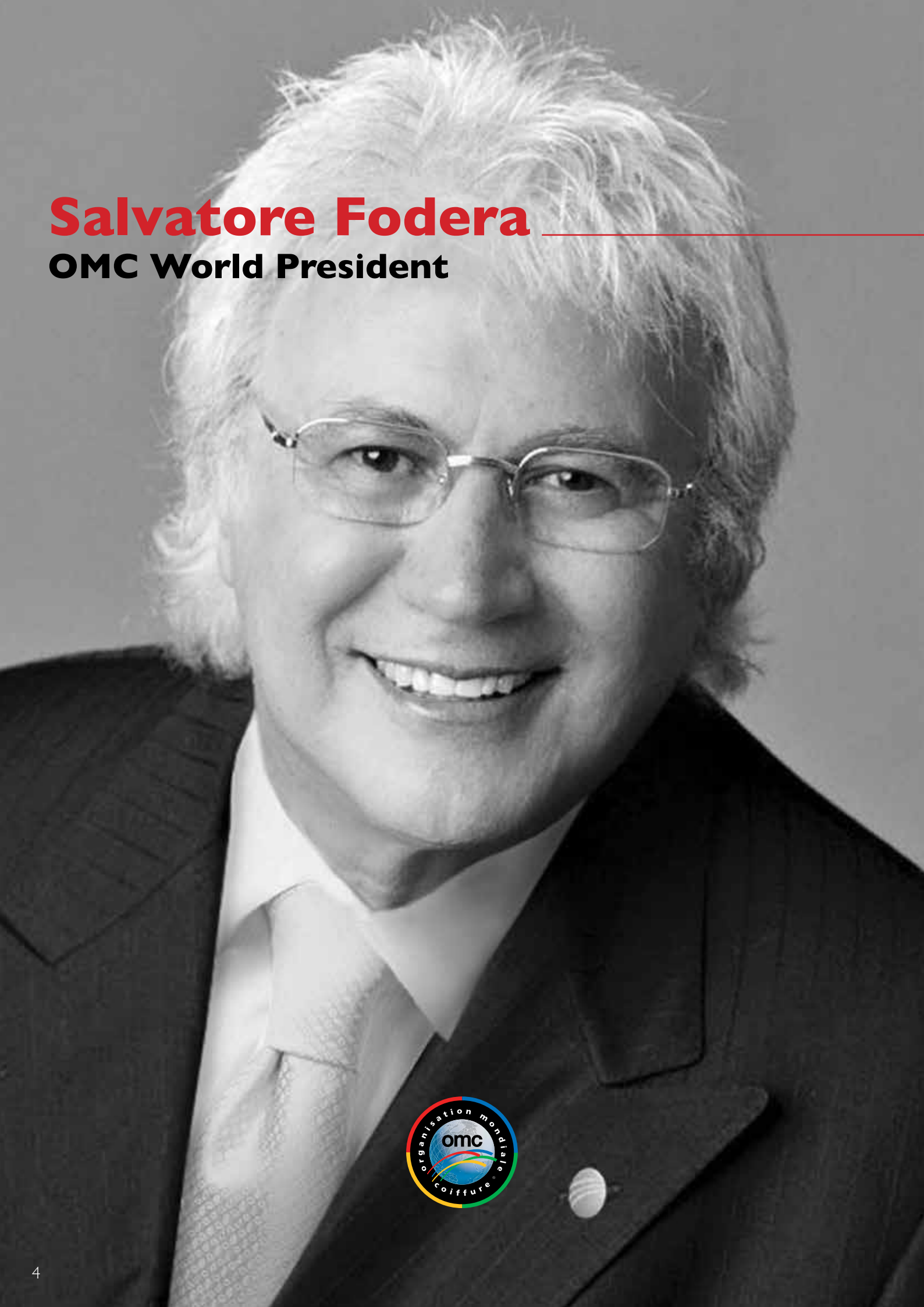
"The good leader does not abandon the past to build the future,
he preserves the past as a foundation on which to build the future."

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Salvatore Fodera

OMC World President



The Family

Married to Mary

2 sons:

Gianni - Hairstylist / World Champion

Vincent - Hairstylist / Educator

The Entrepreneur

Started his career as a hairdresser at 12 in Mazara Del Vallo, Sicily / Italy

Owner of Salon Fodera, high class salon at the famous 5-star hotel St. Regis in New York City

Owner of a real estate company in L I, New York

World President of Organisation Mondiale Coiffure

Founder and CEO of OMCGLOBE Commercial company

Founder of OMC Prestige Club

The Honoree

Member of NCA since 1972

Honored with admission to the NCA Hall of Fame

Honored with the creation of the Salvatore Fodera Medal for exceptional contribution

NCA Pillar in Leadership - one of the highest honors NCA can give its members in recognition of their creativity

The Educator

Creation of advanced educational programs for OMC

The Competitor

OMC World Champion Team and Individual

Won all major international and national championships

Dear Friends,

I would like to share with all of you the secrets of my professional success, with one basic question.

— *How do we achieve our goal, how can we get there?*

I wish you every success in your salon and in leading your organization.

Salvatore Fodera

Persistence

If you were to choose just one part of your personality to develop that would be persistence.

Ultimate persistence becomes a way of life, but that is not where it begins. To develop the mental strength, you must first want something. You have to WANT something so much that it becomes a passion. You must fall in love with the idea. Yes, literally fall in love with the idea and magnetize yourself to every part of the idea. At that point, persistence will become a habit.

Persistence is a subject I have studied all of my adult life and I can tell you one thing I know for certain: very few people ever, mentally or verbally, say to themselves... this is what I really want and I am prepared to give my life for it, and therefore they never develop the persistence to achieve it.

Persistence means that you are powered by desire and fuelled by the dream you hold. You start to use your imagination to help you build a bigger picture of your dream, to define and refine it until you get it just right in your mind.

Let me give you two examples:

I used to compete because I wanted the gold. I trained day and night, as soon as I had finished my work in my salon, I went on working on my model. And the great day arrived - it was in Germany, I was expecting to be World Champion - but somebody else won. But instead of giving it all up, I decided to work harder, better - and believe it or not: in Verona, Italy, the next time I got it! It was one of the most rewarding moments in my life: thanks to my persistence, I had reached my goal!

Another excellent example of persistence was demonstrated when in 1953, Edmond Hillary and Tensing Norgay became the first two people to climb Mt. Everest and return, after having tried and failed the two previous years, and after many others before them had tried the ascent but eventually given up.

Persistence. Thanks to persistence, my son Gianni and I have become both OMC World Champions.

How can these Qualities help you become a successful Salon Entrepreneur?

1. Creative Analysis is necessary to determine fast and precisely what the client wants and how to adapt your creativity to his particular style.

2. Focus means that the hairdresser is there for his client, makes him feel that he is the only person in the world who counts while he is sitting on your chair to get the perfect hairstyle.

3. Consistency - when you gave the perfect cut and style to your client and two weeks later he comes back and wants precisely the same style, you will be able to do it. Because as a competitor, you trained so hard to reproduce exactly the same style every day!

4. Time Management is the most precious thing to learn - be punctual, get the hairstyle finished in time, and have time enough for the next client, with no stress and no hurry.

5. Persistence - as a competitor, you never stopped working for the gold, and if you didn't get it this time, you tried it again, until you finally were the World Champion. The perseverance you developed as a competitor will help you in your salon, because whatever comes up, you will always reach out to achieve your goal and make your dream come true - become a World Champion - or become the best salon around!

Constant training, motivation and perseverance always work out. If you master these qualities, you will master your profession, your activities and your entire life.



The Secrets of Salon Success

People often ask me the secret of my success...

The secret is that there is no secret: work hard and make your clients' experience with you memorable. Because in the future that experience will be as much a part of what you sell as your haircut, color or hair extensions. We are entering an era called the "Experience Economy".

People want a great haircut, sure they do, but lots of people can give a great haircut. To be different, you will have to deliver a great haircut with a big emotional message, which marketers call "The Experience". Consumers are buying not services, but experiences.

Most of us dream of becoming a Champion. For most people it remains a dream. Only for a few of us it becomes reality, but dreams are what makes us keep going - like the ever ready battery...

I would like to share with you that I sell myself as being THE GREATEST - just like Muhammad Ali. And would you like to know why customers fly in from Palm Beach, Los Angeles or Canada to have me cut their hair? Because in addition to a great cut, I make them feel like the greatest.

Do you really think that there is not someone around who could give them as good a cut as I do? Of course there is! But there is no one who can make them feel as good as I do. When my clients leave my chair, they are high! Yes, high! They are re-energized. And it is no accident. I have given a performance that makes them feel that way. My salon is my stage, and my chair is where I practice my art hair styling.



Now I don't always feel like giving that performance. But I always give it. Does that make me a hypocrite? No - it makes me a professional.

Whether I feel like it or not, I give it! If your clients are paying for something, you have to deliver it. I believe that it is as much a part of my job as the haircut. And that performance is the content -- the emotional message -- of the experience I deliver.

The experience of a great haircut has two folds: during its creation in the salon and after the client leaves and gets many compliments from his/her friends and colleagues.

Finally, there is context -- that is the place where I deliver the service and the content -- the context in which I deliver my services is my exclusive salon. I have created that context, that ambiance because I believe it adds to the cut and to the content.



So you see, every appointment, every experience actually has four parts:

The service: that is the cut, color or hair extensions

The content: the emotional message is a friendly welcome from the reception desk and the salon staff, a cup of coffee, a smile

The setting: a beautiful environment with fashion photos, flowers, music

The context: which is the maintenance program. Selling them products you have used on them, to maintain the style you have created

All four -- service, content, setting and context -- work together to create an experience that my clients are happy to pay for. How much? It is up to you to decide how much you want to earn.

The only question that remains is how you will create that experience!

Selling Fashion Leadership

Maintain your Client's Identity

"You can exercise your fashion flair in a far wider range than you might think clients will permit if you just remember this: it is very rare that a client says 'Change it all!'. That would mean totaling his image. An image that he has hard worked to develop. And that is drastic. Clients want something new, but don't want to lose their identity. That is what they mean when they say 'I want a new look but don't change anything.' There is nothing uncreative about that. It is just human. We need to understand that clients say 'I like parts of me but not all. Let's work together to make it better.'"

So, in a new style, make sure that clients see something they recognize in the mirror.

Something they accept as being handsome or attractive.

When I consult with clients, I search for that one fashion detail in their current style that I can see they really like.

It might be a part, the layering... there is always a certain part that I can tell by the gleam in their eyes is their favorite part of their hair. I then try to work that detail into the new cut in a somewhat familiar form. The layering, the fringe, may be shorter but it is there. That one familiar detail helps them love the other fashion details you have created just for them. This builds the kind of trust that makes your clients very loyal.



Promoting Fashion Creativity

Of the many types of leadership to be found in a design team or a salon, none is more valuable than fashion leadership. At all levels it is the heart and soul of our business. The great leaders of our industry (for example Vidal Sassoon) seem to possess a special gift for creating new hair designs everyone follows.

Fashion leadership serves a salon in four ways: contributes to stylist retention, makes the clients happy, generates media coverage and positions the business.

That is the goal we all have, which is difficult to achieve. Let me give you myself as an example. My priority goals are three: excellence, precision and permanent education. With passion, motivation and perseverance, I have created my own professional career, and have a high standard styling salon at 5-Star St. Regis Hotel in New York City. This is how I achieved my dream:

Adopt a personal Creative Program

I genuinely like doing hair; take up the challenge of creating fashion based on perfect technique. But as a salon owner, you can easily be caught up in the salon routine - payroll, meeting the accountant, staff meetings... You are pulled in a million different directions at a time, and none of that addresses the salon's vital need for fashion leadership. Shortly after I opened my first salon, I realized that if my salon were to grow, I would have to discipline myself and take time for a Creative Program.

Find your 'Personal Best' creative process

As I developed my Creative Program, I observed that my best ideas generally proceeded in 3 steps:

1. the overall new ideas for an entire new collection
2. the new release looks
3. the salon/commercial versions of the new looks

This is how you must structure your creative process if you want to produce successful new looks, collections or releases.



Promoting Fashion Creativity

Become a Trend Setter

If a collection is due in three months, I begin to think about it casually. Inspiration may strike when I am blow-drying a client's hair. Then no more inspiration for a week or two. But that doesn't bother me. I know that inspiration will strike again!

Don't edit yourself right away

As ideas come into your head, just sketch them down. Don't make a judgment whether they are good or not. Wait until you have enough to see what direction your creativity is taking, and then sort and keep the best.

On a steady basis, connect with the design and fashion sources that inspire you

Don't wait until you need design or fashion ideas. Make creativity a part of every day. Adapt it to current trends, to what I see in magazines,

on TV and in movies. It doesn't take much time, but it must be consistent.

Look everywhere

I get much inspiration for haircuts from nature... looking at shell shapes on the beach, clouds in the sky and other elements, I use these images to create a new trend

Permit yourself to make creative mistakes. In every mistake may lie the seeds of the next success

I once did a style but I had to admit that I didn't particularly like the way it came out. I tried to sculpt the hair, I kept the head small, the cut close to the head. But I didn't like the finish, which gave the style an old look. So I thought about it, got the proportions right, improved the harmony, and my cut became fashionable - just the right look.



Reward creativity with a steady stream of positive feedback

If a particular cut or detail of a cut is new and exciting, then say it in the salon! To stylists and clients, this calls attention to the quality of your salon's work. And I keep saying to my stylists to do the same. Even the best stylists sometimes need an encouragement that they are doing great work.

See international

Fashion leaders have always looked to Europe for inspiration. Today, because we live in a global community, it is more important than ever to monitor international sources.



**Look
everywhere**



Four Ways to Crash Through a Creative Gap

It can happen to anybody from time to time to get creatively stuck. Here are my 4 suggestions to get going again.

1. Don't try to come up with a totally original, all-new haircut

You will go crazy. Focus on details. Emphasize just one thing, not everything. Work with the basic haircut and emphasize one particular area. Take the top. Is it going to be asymmetrical? How asymmetrical will it be? Where is the balance? You will often find inspiration in the details.

2. Ask yourself if you are trying to pack too many haircuts into one

If it's an asymmetrical style with a slanted bang, layered top and graduated back... it's too busy! I like it to flow with only one thing emphasized or out of proportion, but keep it simple!



*“everyone can be creative
for 15 minutes”. Andy Warhol*

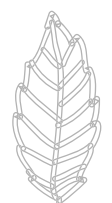
3. In case of doubt, copy an old style

It will revive your creative batteries, and trust me - it works! Take a mannequin and recreate the most creative cut you ever saw... yours or somebody else's. The act of copying something you think you know opens up new possibilities... in the color, blow-dry and composition.

4. Relax

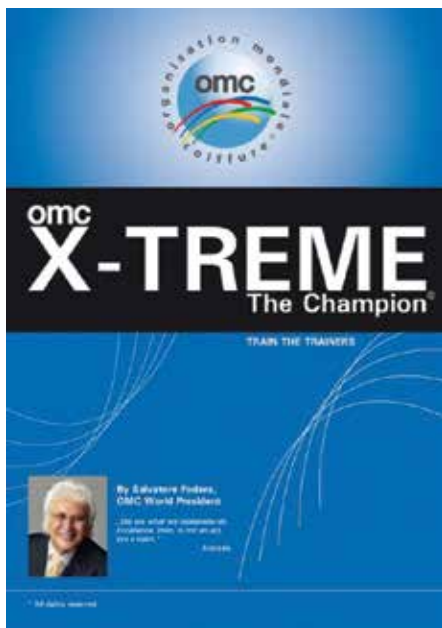
Your creative powers didn't vanish. They just need a little rest. In the meantime, go back to your fashion sources - magazines, TV, movies.

Andy Warhol used to say “everyone can be creative for 15 minutes”. That is all it takes. But long-term creative endurance is the greatest test of all. To win that race, I rely on my Creative Program. I believe it is crucial to the continued success of my salon. And I am sure it will be yours as well.



The Qualities you must develop to become a Champion

The Champion's philosophy holds that every artist maintains a studio, a place where creative invention and innovation are expressed.



1. **Creative Analysis** to be sure that his creativity is oriented towards the subject of the hairstyle requested in the competition rules.
2. **Focus** to keep his full attention on the job he is doing, and not be distracted by anything that may happen around him.
3. **Consistency** by training every day, without any exception, again and again, to be sure that he is able to reproduce the precise hairstyle he has created many times and improve it every day, so that it is perfect once he is on the competition floor.
4. **Time Management** to be sure that the hairstyle is finished in time, meaning that he has to divide his styling time into precise segments and have the discipline to maintain his established times.
5. **Persistence**, because even if he is not the Champion this time, he will try it again and again - until he reaches the gold.

You will see that these qualities are taught in the OMC X-TREME Book. These qualities are exactly those that are needed to ensure a successful salon career. Let us transpose these qualities, which you learn to become a perfect competitor, to your life as a business person in your salon.

The OMC Champion Skills and how they affect daily salon life



Competition is a system of values that builds creativity

It sharpens your relationship to your art
It has the meaning of being a master of your craft

Competition Skills = Salon Performance

Speed = Earning Capacity

If you cannot build speed, you cannot increase your earning power



Precision = Client Retention

Being able to create precisely what the client wants
- or recreate a client's favorite look - keeps a stylist's book full and the chair occupied

Ability to Deliver Excellence = Professionalism

Sometimes you must wear a mask and not show true feelings. That is professionalism. If you want to be the best, you must be able to deliver excellent work, despite surprises or pressures.



Future of Salon Work - The Experience Economy

Consumers want to buy experiences, not haircuts. The future is all about the stories, the experience, the dreams that lead us. Experiences are the foundation for future economic growth. This is not A trend. It is THE trend and it will get big!



Creations, Contributions and Accomplishments By Salvatore Fodera, OMC World President

OMC Brands and Administration

- OMC Organizational Structure
- OMC Logo
- OMC Financial Plan
- OMC Membership Expansion
- OMC Membership Reduction Program
- OMC Prestige Club
- OMC Websites, omchairworld & omcprestigeclub

OMC HAIRWORLD INC. (Commerical Company)

- OMC Financial Agreements World / Zone Cups
- OMC HAIRWORLD & Zone Cup Scenario
- OMC Competition Guidebook Rules
- OMC Jury Guidebook
- OMC Automatic Team Selection System
- OMC Juror Examination / Jurors License
- OMC Best Juror Award
- OMC Standardized Scoring System
- OMC World Cup Team and Individual
- OMC Champion of Champions Cup
- OMC Junior Team Championship Cup (Leo Passage Trophy)
- OMC World Best Stylist Photograph Award
- OMC Prestige Stylist of the Year Photograph Award
- OMC Marketing Program
- OMC Sponsorship Program
- OMC Shop

Educational Programs

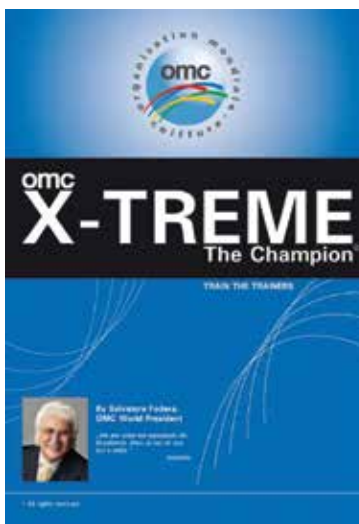
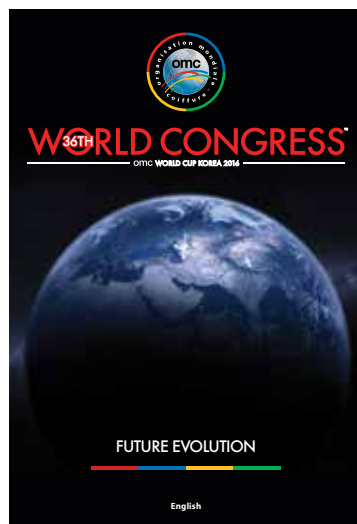
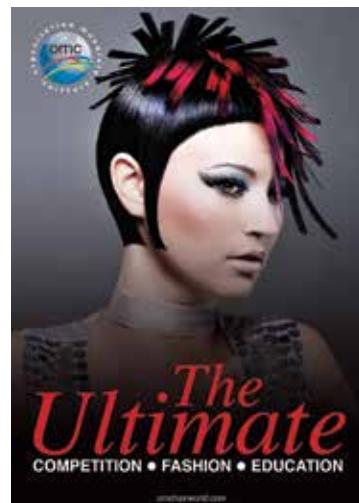
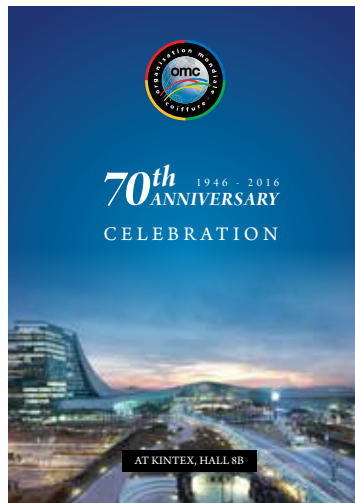
- OMC International School / Academy TM License
- OMC Educational Advanced Courses
Bronze to Platinum
- OMC World Best Inspirations (Books)
- OMC Look & Learn (65 DVDs)
- OMC XTREME - The Champion
- OMC Competitor Recruiting Program
- OMC World Artistic Team

OMC Golden Globe Awards (Contribution Awards to members)

- OMC Lifetime Achievement
- OMC Hall of Fame
- OMC International Medal
- OMC Educator of the Year
- OMC Motivation Award
- OMC Appreciation Award
- OMC Sponsor of the Year



OMC INTERNATIONAL ACTIVITIES





OMC International Championships



HAIRWORLD™

OMC Creates World Champions since 1946



EUROPE CUP™

OMC Creates Champions



ASIA CUP™

OMC Creates Champions



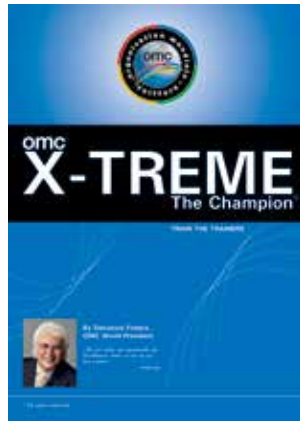
AMERICAS CUP™

OMC Creates Champions

OMC ONLINE SHOP



OMC INSPIRATIONAL BOOKS



OMC X-TREME E-BOOK



SCHOOL CERTIFICATE



LADIES TECHNICAL
TRAINING VIDEOS



LADIES EVENING STYLE
TRAINING VIDEOS



LADIES DAY STYLE
TRAINING VIDEOS



LADIES TREND CUT
TRAINING VIDEOS



GENTS TECHNICAL
TRAINING VIDEOS



GENTS FASHION
TRAINING VIDEOS



OMC International Competitions and how they affect the competitor's salon life

Competition was OMC's first goal when it was created. After a first World Championship in Paris in 1946, which proposed three competition tests in the Ladies' Section, competitions developed over the years and OMC today proposes 35 different tests for Ladies and Gents, Seniors and Juniors, which also include aesthetics and nail competitions.

In 2006 for the first time, we have introduced OMC Team World Cups, today we have 8 different World Cups in category in the Ladies and Gents.

This clearly shows that the introduction of hairdressing competitions was an excellent idea at the start, and looking back at the career of all OMC Champions, it is obvious that after winning the gold, they became most successful business people.

Any OMC Champion will tell you that a large part of his success in his daily salon life can be attributed to the discipline and perseverance he developed as a competitor. Because there are five points a competitor needs to master if he wants to become a Champion.



My Message to You

Persistence is an expression of the mental strength that is essential in every profession, where obstacles are part of a daily routine.

Let me give you five simple steps that will help you turn persistence into a habit. These steps can easily be followed by everyone:



1. **Have a clearly defined goal.** The goal must be something you are emotionally involved with, something you want very much. (In the beginning, you may not even believe that you can accomplish it - the belief will come.)
2. **Have a clearly established plan** that you can begin working on immediately. (Your plan will very likely only cover the first and possibly the second stage of the journey to your goal. As you begin executing your plan, other steps required to complete your journey will be revealed at the right time.)
3. **Make an irrevocable decision to reject any and all negative suggestions** that come from friends, relatives or neighbors. Do not give any conscious attention to conditions or circumstances that appear to indicate the goal cannot be accomplished.
4. **Establish a mastermind group** of one or more people who will encourage, support and assist you wherever possible.
5. What do you dream of doing with your life? **Do it!** Begin right now and never quit. There is greatness in you. Let it out! Be persistent!

A handwritten signature in black ink, which appears to read 'S. Fodera'.

Mr. Salvatore FODERA
OMC World President



Forever