

### Noteworthy Events

#### FATHER'S DAY



JUNE 19, 2016

#### INTERNATIONAL FRANCHISE EXPO



JUNE 16-18, 2016  
NEW YORK, NY

#### WEST COAST FRANCHISE EXPO



OCTOBER 6-8, 2016  
DENVER, CO

#### FRANCHISE EXPO SOUTH



JANUARY 12-14, 2017  
DALLAS, TX

## A Harvard psychologist says people judge you based on 2 criteria when they first meet you



Harvard social psychologist Amy Cuddy.

People **size you up in seconds**, but what exactly are they evaluating?

Harvard Business School professor Amy Cuddy has been studying first impressions alongside fellow psychologists Susan Fiske and Peter Glick for more than 15 years, and has discovered patterns in these interactions.

In her new book, "[Presence](#)," Cuddy says that people quickly answer two questions when they first meet you:

- Can I trust this person?
- Can I respect this person?

Psychologists refer to these dimensions as *warmth* and *competence*, respectively, and ideally you want to be perceived as having both.

Interestingly, Cuddy says that most people, especially in a professional context, believe that competence is the more important factor. After all, they want to prove that they are smart and talented enough to handle

your business.

But in fact, warmth, or trustworthiness, is the most important factor in how people evaluate you.

"From an evolutionary perspective," Cuddy says, "it is more crucial to our survival to know whether a person deserves our trust."

It makes sense when you consider that in cavemen days it was more important to figure out if your fellow man was going to kill you and steal all your possessions than if he was competent enough to build a good fire.

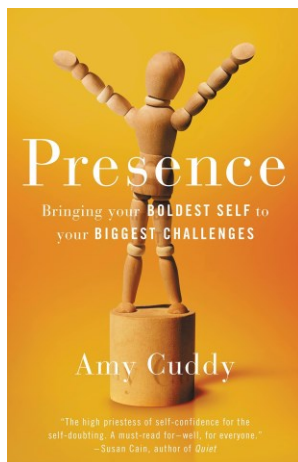
But while competence is highly valued, Cuddy says that it is evaluated only after trust is established. And focusing too much on displaying your strength can backfire.

She says that MBA interns are often so concerned about coming across as smart and competent that it can lead them to skip social events, not ask for help, and generally come off as unapproachable.

These overachievers are in for a rude awakening when they don't get a job offer because nobody got to know and trust them as people.

Cuddy says:

If someone you're trying to influence doesn't trust you, you're not going to get very far; in fact, you might even elicit suspicion because you come across as manipulative. A warm, trustworthy person who is also strong elicits admiration, but only after you've established trust does your strength become a gift rather than a threat.



Cuddy's new book explores how to feel more confident.

## Stakes rise for Sport Clips heir

BY LAURA MICHAELS



Gordon B. Logan, left, is grooming Gordon E. Logan to become CEO of Sport Clips, a potentially tricky transition.

Gordon B. Logan smiles as he thinks back to his son's first job with Sport Clips, the haircuts franchise Logan founded in 1993. The younger Logan, then a student at Southern Methodist University in Dallas, visited company stores for plan reviews, his dad paying him \$100 per store.

"It gave him some beer money, I think," Logan says with a laugh.

Now, as the company celebrates its 1,500th store opening, Gordon Edward Logan's role is much different and the expectations much greater.

"We're preparing him to run a billion-dollar company," says Mark Kartarik, Sport Clips president and one of the younger Logan's self-described mentors. Sport Clips took in \$500 million in system wide revenue last year, with an outlook of \$600 million in 2016. That billion-dollar figure isn't wishful thinking, continues Kartarik, and Gordon Edward, now vice president of operations following a promotion earlier this year, is ready to help Sport Clips get there.

"He's got the credibility, he's got the skill set," says Kartarik, who previously held leadership roles with Minneapolis-based Regis Corp., which owns franchises or has ownership interest in more than 9,500 salons worldwide. And the elder Logan agrees.

"He has the respect of our franchisees," stresses Logan Sr. "He's not being promoted just because he's my son; he's being promoted because he's the best guy for the job." Calling his son "my retirement plan," Logan Sr., 69, plans to promote himself to chairman "eventually," at which time his son will take over as CEO.

It can prove a tricky transition, however, when a child is groomed to take over for a parent. John Francis, now a franchise consultant and Sport Clips board member, knows this firsthand as the son of The Barbers salon founder Joe Francis (sold to Regis Corp. in 1999).

"When you're the kid, the bar is set so much higher,"

says Francis, recalling times he would walk into the lunch room at the office and "everyone would stop talking. Everyone expects that everything they tell you goes straight to the boss, so it takes a while to build those relationships."

Francis says early on he advised Gordon Edward to nix his "my way or the highway" approach and instead recognize the necessity for the entire team to participate in decisions. He also urged the younger Logan to be patient and work with those on the senior management level to ensure a smooth transition, noting "I didn't have to tell him twice."

Gordon Edward Logan joined Georgetown, Texas-based Sport Clips full time in 2010 as the director of 32 company-owned stores after working as a consultant with Deloitte Tohmatsu Consulting in Dallas. That time at Deloitte, away from the family business, proved invaluable, says Gordon Edward, not only for its practical business experience but also for the confidence it gave him to go work at his father's company.

"In our relationship, I think it was helpful so I could say, 'yes, I can do this,'" says Gordon Edward. His mom, Bettye, who was running the company stores when he took the director role, has been another positive influence.

"It was good because we could be really honest with each other," says Gordon Edward of working with his mom. "We didn't have to worry about playing politics, we could just get down to brass tacks."

Sport Clips has locations in all 50 states, plus Canada. With its strong track record and reputation within the industry, "simply not messing up what's already working" is half the job, quips Gordon Edward. The other half is **new ideas**.

Enter Vent, the Logans' take on the blow dry bar idea for women gaining popularity in places such as Los Angeles and New York City. Gordon Edward, who's heading up development with his wife, Christy, says Vent is completely different from Sport Clips, with a focus on female consumers who want hairstyles they can't achieve at home. Nobody has dominant control over this category, says Logan Sr., "so the potential is huge."

The plan is to open six to eight more Vent locations this year and begin franchising the brand by February 2017, likely offering it as another business opportunity to current Sport Clips franchisees.

"Franchising is what we do," Logan Sr. concludes, and it's a family affair. The one holdout? "My daughter is a trapeze artist and I haven't figured out how to franchise that yet."



## 4 Ways to Find Time to Do What You Love

Stop reacting to urgent events and letting important ones fall by the wayside.

Tony Jeary April 27, 2016

By implementing certain tried-and-true tactics, you can carve out ample time for yourself each day to read, go hiking, watch a movie or do whatever relaxes you. Here are four time-saving steps you can take:

### 1. Prioritize.

Learn to put important events over urgent ones. Many of us fall into the habit of reacting to urgent events and letting important ones fall by the wayside. Be proactive instead of reactive. After all, the important tasks typically contribute more to our long-term goals. Throughout the day, ask yourself: Is this the best use of my time right now? You may be surprised how this can spur you to do the right things at the right time.

### 2. Avoid procrastination.

Procrastination does not mean you do nothing—it means you do low-priority, easy tasks before high-priority, difficult ones. Get in the habit of making things happen and focusing your energy on what matters most.

### 3. Improve your organizational skills.

Organization means not only having a neat workspace but also a planning system. First toss things that aren't an integral part of your workspace. Then incorporate a method for accomplishing your daily tasks.

### 4. Delegate.

Sometimes our inability to delegate stems from our egos—we think we can do a better job than others. But knowing when to assign certain tasks to others can increase our productivity exponentially.



## Sunday, June 19

Did you know there are more than 70 million fathers in the United States?

The campaign to celebrate the nation's fathers did not meet with the same enthusiasm—perhaps because, as one florist explained, “fathers haven't the same sentimental appeal that mothers have.”

On July 5, 1908, a West Virginia church sponsored the nation's first event explicitly in honor of fathers, a Sunday sermon in memory of the 362 men who had died in the previous December's explosions at the Fairmont Coal Company mines in Monongah, but it was a one-time commemoration and not an annual holiday.

The next year, a Spokane, Washington woman named Sonora Smart Dodd, one of six children raised by a widower, tried to establish an official equivalent to Mother's Day for male parents. She went to local churches, the YMCA, shopkeepers and government officials to drum up support for her idea, and she was successful: Washington State celebrated the nation's first statewide Father's Day on July 19, 1910.

Here are some gift ideas for Dad or for yourself!

Portable Cocktail Set  
Hammock for Two  
Premium Cigar of the Month Club  
Franklin Barbecue: A Meat-Smoking Manifesto  
Classic Shaving Kit  
Fitbit Charge HR  
Box Brew Kits  
Polaroid Cube  
Microsoft Surface Pro 3  
Portable Charcoal Grill  
Carry On Upright Suitcase

Or just stick with the classics such as...

Cologne  
Tie  
Shirt  
Tools