



Kristin Stutz

River Haven Salon & Spa

Black River Falls, Wisconsin

Introduction

“Without the systems that I learned from Strategies and worked hard to put in place, I would have been forced to close my company when I was faced with a devastating illness,” says Kristin Stutz, owner of River Haven Salon & Spa. “My company survived, and we are now working at building it back up — with me at the wheel, instead of locked behind the chair. I cannot put into words just how much appreciation I have for the Strategies family.”

- **Year founded:** 2001
- **Square feet:** 2,700
- **Number of employees:** 7
- **Services offered:** Hair, skin and nails
- **Service payroll (% of total sales):** 32%

Kristin Stutz’s highlights for River Haven Salon & Spa since their 2007 Team-Based Pay Conversion

- Team-Based Pay has allowed for River Haven to flourish, building and retaining a strong clientele for the business, instead of building followings for individual service providers.
- Team-Based Pay has allowed for a culture shift that the clients feel. We are able to provide value-added services for them performed by our newest team members, allowing the entire staff to develop relationships with the guests.
- Team-Based Pay has allowed for structured growth by utilizing the Broadbands. Team members understand where they need to improve and have clearly defined expectations.
- Team fiercely protect the culture that they have built and love.
- Communication has improved on so many levels. The team understands the goals of the company and are engaged in hitting and exceeding goals. They understand the benefits that can be available to them if the company grows and work together in creating strategies to make it happen.



- Team members understand their critical numbers and are very motivated at seeing them move. They understand how pre-booking and retail affect retention. When these things click, it’s no longer about selling but about doing what’s best for guests and keeping them happy.
- With the education and knowledge provided to me through my work with Strategies I have a much deeper understanding of the financial health of my company. Decisions are much easier to make when you can truly see the numbers and aren’t just going with your gut. I know what my company’s current reality is and I know where I can take it with the necessary financial strategies.