

store manager scheduling

VIDEO AND ANIMATION SCRIPTS

VIDEO SERIES SUMMARY	VIDEO COLORS		NOTES
This video series is being developed so that existing store managers who know how to use the myTeam system will be able to create an optimized associate schedule—and hire associates—based on their store’s unique traffic pattern and business need.	Color 1 R: 240 G: 197 B: 166	Color 2 R: G: B:	<ul style="list-style-type: none">• Text in quotes always correlate to text on-screen.• VO should start during title screen when possible.• Title screens only when indicated.

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CSR VIDEO 1: OPTIMIZED CSR SCHEDULING OVERVIEW (MAYBE SLIDE)

VIDEO SUMMARY	NOTES	PROCESS GRAPHIC
Animation with voice over		<pre> graph LR A[Create Base Schedule] --> B[Create Weekly Schedule] </pre>

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Card	----->		"Optimized Scheduling for CSRs"
OVERVIEW				
1.	Narrator	"This is your staff of CSRs."		
2.	Narrator	"When creating your base schedule, which we'll learn how to do later, you'll offer routine shifts to your CSRs so that they'll have predictable schedules from week-to-week. We call this routine scheduling."		
3.	Narrator	"CSRs with routine schedules may also have additional flexibility that you can use for special tasks and filling-in during manager vacations."		
4.	Narrator	"This is what's referred to as the <i>optimized scheduling</i> process for CSRs: Create Your Base Schedule, then Flex or Add Shifts when you create your schedule each week."		process graphic
5.	Narrator	"Later in your training, you'll also learn how to layer on your seasonal CSRs during our busiest time of year, so that you can further optimize your associate schedule for Bridal Christmas."		introduce seasonal associates
6.	Narrator	"In the sections that follow, you'll learn more about how to create your base CSR schedule, and how to use it when creating your weekly schedule." "Let's get started!"		

CSR VIDEO 2: CSR SCHEDULING GUIDELINES

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Edge animation with vo	<ul style="list-style-type: none"> narrator 	<ul style="list-style-type: none"> none 	no title cards or process graphics, animation only

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	"Our stores are divided into different bands based on sales volume. Your volume band will determine how you create your base CSR schedule."		
2.		"You will schedule your CSRs to cover the following areas of the store: <ul style="list-style-type: none"> the welcome desk receiving and the cash wrap" 		
3.	Narrator	"Lets take a look at the CSR scheduling guidelines for each of these areas, and how they differ between low, mid, and high-volume stores."		
WELCOME DESK COVERAGE				
1.	Narrator	"Let's start with the welcome desk. You'll aim to have 100% Welcome Desk coverage during all business hours."		
2.	Narrator	"In lower-volume stores, CSRs may only be able to cover the welcome desk during peak times. This means managers must cover the desk during slower times." "In higher-volume stores, CSRs should cover the welcome desk most, if not all of the time, with managers filling in the gaps."		
3.	Narrator	"In lower volume stores, CSRs should only be scheduled during open hours. "But in higher volume stores, CSRs scheduled to work the welcome desk can be scheduled up to 30 minutes past closing during the week to assist with product recovery and closing the register, and one hour past close on the weekends."		
RECEIVING TASKS				
1.	Narrator	"Now for receiving. Merchandise shipments can arrive every day, and these shipments must be processed within 48 hours of receiving them. Receiving should be completed (at a minimum) every Monday, Wednesday and Friday."		<ul style="list-style-type: none">

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2.	Narrator	<p>"In lower-volume stores, CSRs should be able to do receiving at least one of those days. This means that the operations manager will have to do receiving on the other days.</p> <p>"In mid-volume stores, receiving can be covered by CSRs on all three of these days days.</p> <p>"in higher-volume stores, receiving can be done by CSRs every day."</p>		
CASH WRAP				
1.	Narrator	"And lastly, the cash wrap. When stylists have back-to-back appointments, CSRs should be scheduled to work the cash wrap to help ring sales."		
2.	Narrator	<p>"In lower-volume stores, you should dedicate CSR shifts to covering the cash wrap only during peak times, such as Saturday and Sunday. Stylists will ring their own sales the rest of the week.</p> <p>"In mid-volume stores, you can schedule CSR shifts to cover the cash wrap during most weekend hours and some week day peak times.</p> <p>"In higher-volume stores, you may be able to schedule CSRs to cover the cash wrap during all weekend hours and most weekday peak times."</p>		
IN CONCLUSION				
1.	Narrator	"As the store manager, it's up to you to determine the CSR and manager coverage that works best for your store."		
2.		"Later in your training, you'll learn more about manager schedules."		
3.	Narrator	"But in the next section, you'll use these CSR guidelines to create a base CSR schedule that's unique to your business needs."		

CSR VIDEO 3: HOW TO CREATE YOUR BASE CSR SCHEDULE

VIDEO SUMMARY	NOTES	PROCESS GRAPHIC	
Animation with voice over			

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Card	----->		"How to Create Your Base CSR Schedule"
2.	Narrator	"The first step to building your optimized associate schedule is creating your base CSR schedule."		
3.	Narrator	"A base schedule is simply a schedule for your core team of CSRs with shifts that do not change from week to week. We refer to this as routine scheduling."		
4.	Narrator	"There are a few things you'll need before you begin creating your base schedule: <ul style="list-style-type: none"> • your base CSR hours for your store's volume band • and the traffic patterns for your store 	pause between avg and payroll	"You'll Need: <ul style="list-style-type: none"> • CSR hours • traffic patterns"
5.	Narrator	"Don't worry, you'll learn where to get this information later in your training."		
DETERMINE SHIFTS				
1.	Title Card	----->		process graphic with "Determine Shifts" highlighted
2.	Narrator	"The first thing you'll do is determine how many 4-hour shifts you can use to schedule your CSRs."		start VO on title card
3.	Narrator	"All you have to do is divide your CSR hours by 4. "For example, if you get 88 CSR hours, that gives you 22 CSR shifts to put on your core schedule."		"88 ÷ 4 = 22"
SCHEDULE TO TASKS				
1.	Title Card	----->		"Schedule to Tasks" highlighted

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
2.	Narrator	"Once you know how many 4-hour shifts you'll have to schedule your CSRs, you'll add them to the base schedule to cover welcome desk, receiving, and the cash wrap according to the needs of your store."		start VO on title card "CSR Coverage: <ul style="list-style-type: none"> • welcome desk • receiving tasks • cash wrap"
3.	Narrator	"Depending on the volume of your store, it may not be possible to cover all areas at all times using just CSRs. In that case you'll want to place your CSR shifts during peak traffic times, and have a manager fill-in the gaps during slower periods."		
4.	Narrator	"This is where your traffic pattern comes in. "Start by thinking of your work week like a timeline, beginning from the store opening on Sunday morning all through store close on Saturday."		
5.	Narrator	"If you have limited CSR hours, your traffic pattern will tell you where you should prioritize the hours you do have."		
6.	Narrator	"Place your CSR shifts on the schedule, following the scheduling guidelines you learned about in the last section."		
7.	Narrator	"Your schedule will look different than our example, because you may have more or fewer shifts to work with. Just make sure you have the right coverage at the right times, and you follow the CSR scheduling guidelines."		
8.	Narrator	"While you're adding these shifts, don't think about associate availability, and don't write associate names. Simply create the optimal CSR schedule for <i>your</i> store."		
9.	Narrator	"Continue adding shifts until you have used up all of your available CSR shifts for the week."		
GAIN COMMITMENT				
1.	Title Card	----->		process graphic with "Offer Shifts" highlighted
2.	Narrator	"Now that you've created your perfect base schedule for your CSRs, it's time to get those shifts filled!"		
3.	Narrator	"Begin gaining commitment to work the welcome desk shifts from your strongest and most experienced CSRs first. Even if you already know their availability, you should still have the conversation with them about routine schedules."		filling up empty shifts with stylist blocks, filling two for full-time

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Narrator	"You could say, "Here is a list of shifts I need filled. Which of these shifts could I get your commitment to work every week?"		
5.	Narrator	"Continue gaining commitment to work the other areas to newer or less experienced CSRs."		
6.	Narrator	"This team is now your core team, and their routine schedules should <i>not</i> change from week to week."		
7.	Narrator	"If you have any shifts left over, you will need to hire new CSRs with the availability to fill them, so that you are fully staffed at all times."		

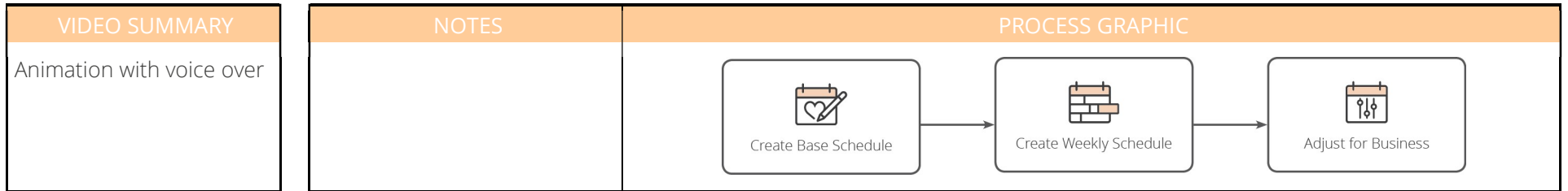
CSR VIDEO 4: HOW TO OPTIMIZE YOUR CSR SCHEDULE

VIDEO SUMMARY	NOTES	PROCESS GRAPHIC
Animation with voice over		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Card	----->		"How to Create Your Weekly CSR Schedule"
COPY BASE SCHEDULE				
1.	Title Card	----->		fade to process graphic with "Copy Base Schedule" highlighted
2.	Narrator	"Each week when you sit down to create your schedule, you will use the scheduling software to copy and paste your base schedule from the previous week."		begin vo on title card
3.	Narrator	"Your base schedule is already optimized for the traffic and tasks you can expect in your store. "This means your CSR schedule won't change much from week to week, because the coverage and tasks are mostly routine."		
FLEX OR ADD SHIFTS				
1.	Title Card	----->		process graphic with "Add Flex Shifts" highlighted
2.	Narrator	"But sometimes, you'll need further optimize your schedule by flexing existing shifts—or adding new shifts."		begin vo on title card
3.	Narrator	"This can happen when another CSR needs time off, or when a manager takes vacation. You'll get extra CSR hours for areas and tasks the manager would have normally covered."		show one csr shift going blank, and another employee taking its place
4.	Narrator	"Sometimes you'll also get additional, corporate-approved hours to complete special tasks like markdowns and setting up for promotions."		show 'markdown' task with additional task hours spewing out

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
5.	Narrator	"You should not ask Stylists to complete these tasks, because any time a Stylist is not on the sales floor, it will impact their productivity and pay."		
6.	Narrator	"Use these extra hours to add CSR shifts on the days required by the task—usually Tuesdays and Thursdays."		
7.	Narrator	"Depending on the task, you may find that you'll only need to extend existing shifts to complete the task instead of adding a whole shift."		
8.	Narrator	"Use CSRs who have additional availability outside of their routine schedules, to cover these extra shifts."		

STYLIST VIDEO 1: OPTIMIZED STYLIST SCHEDULING OVERVIEW



#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
2.	Title Card	----->		"Your Teams and Scheduling"
OVERVIEW				
7.	Narrator	"This is your staff of Stylists. We call these associates your core team."		team and schedule manipulated as described
8.	Narrator	"When creating your base schedule, which we'll learn how to do later, you'll offer routine shifts to your core team so that they'll have predictable schedules from week-to-week. We call this routine scheduling."		
9.	Narrator	"The associates on your core team who cannot commit to a routine schedule will be your flex team."		
10.	Narrator	"When you create your schedule each week, you'll start with your base schedule." "Depending on the appointments and traffic for that week, you'll add more shifts and fill them in with your flex team based on their availability." "Associates with routine schedules may also have additional flexibility that you can use to fill those shifts."		
11.	Narrator	"You'll adjust this schedule as business needs increase or decrease as that week approaches, and sometimes even within the current week."		
12.	Narrator	"This is what's referred to as the <i>optimized scheduling</i> process for Stylists: Create Your Base Schedule, fill-in with flex team when you Create Your Weekly Schedule, and then Adjust for Business as that week approaches."		process graphic

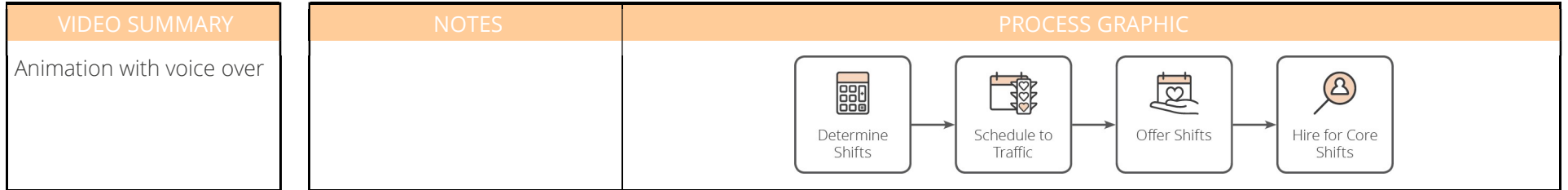
#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
13.	Narrator	"Later in your training, you'll also learn how to layer on your seasonal team during our busiest time of year, so that you can further optimize your associate schedule for Bridal Christmas."		introduce seasonal associates
BENEFITS				
1.	Narrator	"The benefit to optimizing your schedule in this way is that it will be unique to the traffic patterns of your store, and it balances the business needs with associate needs."		
2.	Narrator	"If you were to create your schedule based solely on <i>associate</i> needs, you may find yourself unable to schedule the right associates at the right times based on business demand."		
3.	Narrator	"But, if you were to create your schedule based solely on <i>business</i> needs, your associates may become unhappy, and may not be able to strike a work / life balance of their own."		
4.	Narrator	"In the sections that follow, you'll learn more about how to create your base Stylist schedule, when you should flex and how much. "Let's get started!"		

STYLIST VIDEO 2: APPOINTMENTS AND SCHEDULING

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Animation with voice over. Appointment availability buy-in, optimized scheduling buy-in	<ul style="list-style-type: none"> narrator 	<ul style="list-style-type: none"> none 	<ul style="list-style-type: none"> none

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Card	----->		"Appointments and Scheduling"
OVERVIEW				
1.	Narrator	<p>"As a store manager, you know that in order to provide A+ customer service to every customer—even during peak times—your store must be able to:</p> <ul style="list-style-type: none"> accommodate your existing appointments accommodate walk-ins and still have appointment availability for future appointments and online bookings." 		<p>"Your Store Must Accommodate:</p> <ul style="list-style-type: none"> existing appointments walk-ins online / future appointments"
2.	Narrator	"When creating your weekly schedule, the goal is to have enough Stylists available at any given time, so that you'll never have to say 'no' to a customer who wants an appointment at your store."		
3.	Narrator	<p>"And here's why.</p> <p>"We know that brides typically go to three bridal shops when searching for <i>the one</i>. If she cannot get her preferred appointment time at your store, she may go somewhere else, and she may buy there.</p> <p>"We want to give <i>every</i> customer the opportunity to experience our excellent customer service first and see how great our gowns are."</p>		
4.	Narrator	"But you may be asking yourself, how can I ensure I have enough Stylists at any given time?"		
5.	Narrator	<p>"The answer is in the way you schedule your Stylists.</p> <p>"In the sections that follow, you'll learn how to build an optimized Stylist schedule based on the traffic patterns for your store, so that you can provide excellent, consistent customer service from week to week, and never have to turn away customers."</p>		

STYLIST VIDEO 3: HOW TO CREATE YOUR BASE STYLIST SCHEDULE



#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Card	----->		"How to Create Your Base Stylist Schedule"
2.	Narrator	"The first step to building your optimized Stylist schedule is creating your base Stylist schedule."		
3.	Narrator	"A base schedule is simply a schedule for your core team with shifts that do not change from week to week. We refer to this as routine scheduling."		
4.	Narrator	"There are a few things you'll need before you begin creating your base Stylist schedule: <ul style="list-style-type: none"> • your average payroll hours for Stylists • percent of appointments by day • and the traffic patterns for your store 		"You'll Need: <ul style="list-style-type: none"> • stylist hours • % appointments by day • traffic patterns"
5.	Narrator	"Don't worry, you'll learn where to get this information later in your training."		
DETERMINE SHIFTS				
1.	Title Card	----->		process graphic with "Determine Shifts" highlighted
2.	Narrator	"The first thing you'll do is determine how many 4-hour shifts you need to schedule for your Stylists."		start VO on title card
3.	Narrator	"All you have to do is divide your Stylist hours by 4 and round to the nearest whole number. "For example, if your average for stylist hours is 254, that gives you 64 stylist shifts to put on your base schedule."		"254 ÷ 4 = 63.5"

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Narrator	"Now that's done, you can divide those shifts among the days of the week using the percent of appointments by day."		
5.	Narrator	"For example, if your appointments are divided like this, then your stylist shifts will be divided like this. "Remember, round to the nearest whole number."		show dow with % and #shifts 22.4 11.69 11.2 8.8 8.9 9.1 27.7 14 7 7 6 6 6 18
SCHEDULE TO TRAFFIC				
1.	Title Card	----->		process graphic with "Schedule to Traffic" highlighted
2.	Narrator	"Once you know how many 4-hour Stylist shifts you'll have to put on your base schedule each day, you'll need to decide where to schedule them. "You'll do this by looking at your traffic pattern."		start VO on title card
3.	Narrator	"Let's start by thinking of a calendar like a timeline, beginning from the store opening on Sunday morning all through store close on Saturday. "Your traffic will tell you where on this timeline you'll need the most Stylist coverage."		blank calendar, showing store open and close times for each day
4.	Narrator	"Start with Sunday. Imagine placing all your 4-hour Stylist shifts right in the middle of your peak traffic times."		
5.	Narrator	"Begin moving the shifts out from the middle for better coverage of peak traffic times, and stagger the start times of the shifts."		
6.	Narrator	"Move some of the shifts out toward the ends to cover less busy times."		
7.	Narrator	"While you're adding these shifts, don't think about associate availability, and don't write associate names. Simply create the optimum schedule for the traffic pattern that is unique to your store."		
8.	Narrator	"Continue adding shifts until you have used up all of your available stylist shifts for the day."		
9.	Narrator	"Build the schedule for the rest of the days in the same way."		zoom out to whole calendar and
10.	Narrator	"Depending on the volume of your store, your schedule may look different. You may have more or fewer shifts to work with. "And that's okay, because you're building a schedule that's unique to the traffic pattern of <i>your</i> store."		show another calendar with fewer shifts

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
OVERLAP SHIFTS				
1.	Title Card	----->		"Overlapping Shifts"
2.	Narrator	"As you're placing stylist shifts on your core schedule, you'll have to consider how overlapping shifts will affect appointment availability in the appointment scheduling software."		
3.	Narrator	"Let's take a simple example of only two stylists scheduled back to back."		
4.	Narrator	"Sally is scheduled from 11 to 3, and Jessie is scheduled from 3 to close." "Our online booking system uses this information to know which appointment slots it can offer to online customers."		
5.	Narrator	"Now let's take a look at what the appointment booking system sees." "If your bridal appointments are 90 minutes, then the latest bridal appointment Sally can take is 1:30." "...and the earliest bridal appointment Jessie can take is 3:00."		
6.	Narrator	"The customer scheduling her appointment online cannot choose 2:00 or 2:30. These times will be blocked out in the system."		
7.	OPTIONAL	"Now let's see what happens if Sally has her 12:30 time slot completely booked up with two brides." "The system will now block out everything between 11:30 and 3 because Sally is no longer available for some portion of these time slots."		
8.	Narrator	"But if we overlap the stylists by two hours, we can see that the online customer can choose any appointment time."		
9.	OPTIONAL	"And, if Sally's 12:30 books up like in our first example, then only a few spots become unavailable."		
10.	OPTIONAL	"Move the start times closer together for more overlap. This will give you better coverage during peak times and open up more appointments for our customers."		
GAIN COMMITMENT				
1.	Title Card	----->		process graphic with "Offer Shifts" highlighted
2.	Narrator	"Now that you've created your perfect base schedule, it's time to get those shifts filled!"		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
3.	Narrator	<p>"Start with our busiest day, Saturday; begin gaining commitment to work the core shifts from your top performers first.</p> <p>"Even if you already know their availability, you should still have the conversation with your Stylists about routine schedules."</p>		filling up empty shifts with stylist blocks, filling two for full-time
4.	Narrator	"You could say, 'Here is a list of shifts I need filled. Which of these shifts could I get your commitment to work every week?'"		
5.	Narrator	"If you have full-time stylists working 8-hour shifts, you can offer them any adjoining four-hour shifts."		
6.	Narrator	"Continue offering shifts for Sunday, then Monday, and then the rest of the week."		
7.	Narrator	"This team is now your core team, and their routine schedules should <i>not</i> change from week to week."		
8.	Narrator	"If you have any shifts left over on your base schedule, hire new associates with the availability to fill them. Do not try to fill your core schedule with your flex team."		

STYLIST VIDEO 4: HOW TO OPTIMIZE YOUR STYLIST SCHEDULE

VIDEO SUMMARY	NOTES	PROCESS GRAPHIC
Animation with voice over		<pre> graph LR A[Copy Core Schedule] --> B[Add Flex Shifts] B --> C[Fill-In with Flex Team] </pre>

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Card	----->		"How to Create Your Weekly Stylist Schedule"
COPY CORE SCHEDULE				
1.	Title Card	----->		fade to process graphic with "Copy Base Schedule" highlighted
2.	Narrator	"Each week when you sit down to create your schedule, you will start by copying your base schedule from the previous week."		begin vo on title card
3.	Narrator	"You already know these associates' availability, and they expect to work their routine schedule. And your base Stylist schedule is already optimized for the traffic you can expect in your store."		
4.	Narrator	"But when creating your weekly schedule, you'll also be looking at your Stylist hours for that week, which is determined by your sales plan."		begin fade to title card
ADD FLEX SHIFTS				
1.	Title Card	----->		process graphic with "Add Flex Shifts" highlighted
2.	Narrator	"So what happens if you have 40 extra Stylist hours to use based on the sales plan for the week you're scheduling?"		show sales plan going up and extra hours spewing forth
3.	Narrator	"Now here's where you can build on your base schedule to make the schedule you're writing now, even better!"		
4.	Narrator	"You'll use the additional hours to add additional shifts— which we call flex shifts—to handle the business that's expected that week."		
5.	Narrator	"And you don't have to break these up over the whole week if you don't need to. You may find it more useful to add most of your flex shifts to the weekend and days with a strong appointment build."		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
6.	Narrator	"Use the appointments for that week (shown in the appointment scheduling software) as a guide for where to put the bulk your flex shifts."		
7.	Narrator	"Depending on your store volume and the time of year, you may find it more useful to flex two or more of your weekend shifts up to six hours, instead of adding one 4-hour shift."		4-hour shift splitting in half and extending two 4-hour shifts to 6-hour shifts on a Saturday
8.	Narrator	"Just remember, your schedule should be unique to the business needs of your store so that we never turn customers away. If you have the staff, it's always better to have more Stylists in the building than to have them there for longer."		
FILL-IN WITH FLEX TEAM				
1.	Title Card	----->		process graphic with "Fill-In with Flex Team" highlighted
2.	Narrator	"Once you've determined the best placement for your flex shifts, it's time to fill them in with your flex team based on their known availability."		
3.	Narrator	"Remember, your flex team are your core associates who couldn't commit to a routine schedule, but because you know their availability, you can schedule them to cover these flex shifts."		
4.	Narrator	"And, if you still need additional coverage, the associates with routines schedules may have additional flex availability as well."		show associate with routine schedule clone and go to another shift on another day
SEASONAL TEASER				
1.	Narrator	"You may be asking yourself, 'What happens if it's the busy season, and I still have shifts to fill even after I've used up all my available Stylists?' "If you still have shifts left over, these are the shifts you'll need to focus on when hiring for Seasonal. "You'll learn more about scheduling your seasonal hires in the coming sections."		

STYLIST VIDEO 5: HOW TO ADJUST FOR BUSINESS

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Animation with voice over	<ul style="list-style-type: none"> narrator 	<ul style="list-style-type: none"> none 	<ul style="list-style-type: none"> process graphic: monitor

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Card	----->		"Adjusting for Business"
2.	Narrator	"Each week, you'll need need to monitor your business trend daily, and make a plan to adjust your your schedule if necessary. This step is crucial to managing your payroll."		
OVERVIEW				
1.	Title Card	----->		
2.	Narrator	"When you wrote this week's schedule, you used an estimate of Stylist hours called "budget hours" based on your sales plan."		
3.	Narrator	"To illustrate this, let's take a look at the Stylist Hours Matrix, which is found in the Reports section on the intranet."		intranet > reports > manage expenses > payroll matrix 2016
4.	Narrator	"The number of Stylist hours you're budgeted for each week is determined by where your sales plan falls on matrix."		indicate each line and number as described
5.	Narrator	"For example, if your plan is \$23,149, which falls on this line, then you're budgeted 115 Stylist hours. This is the number shown in the myTeam scheduling software that you use each time you write a schedule."		indicate each line and number as described
6.	Narrator	"But, if your actual sales at the end of the week are higher or lower than your plan, that may put you on a different line. And you'd earn more or fewer Stylist Hours."		indicate higher or lower line on matrix
7.	Narrator	"You'll need to monitor how your business is trending throughout the week, and make a plan adjust your schedule for these overages or underages as you anticipate them."		
8.	Narrator	"Depending on how your business is trending, you may need to extend, add, or cut Stylist shifts to remain under payroll."		The Goal: Use as many payroll hours you can without going over.
9.	Narrator	<p>"There are two tools you already use every day to tell you how your business is trending:</p> <ul style="list-style-type: none"> the Week-to-Date Appointment Planner and the Appointment Booking software" 		show each

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
10.	Narrator	"These tools, along with the Stylist Hours Matrix, will help you monitor your business trend and adjust your schedule so that you remain within your allotted payroll hours while maximizing your appointment potential. "Here's how you'll do it:"		add matrix to visual
11.	Narrator	"The WTD Appointment Planner helps you decide what to do, because it shows whether you're trending to be over or under plan. It'll tell you whether you'll need to cut or add hours to the schedule."		visual for what, how much, and when
12.	Narrator	"If you do need to cut or add hours, the Stylist Hours Matrix will show you how many hours you should cut or add."		
13.	Narrator	"And the appointment booking software will help you determine where you should be cutting or adding your hours."		
14.	Narrator	"Now, let's take a look at each of these in more detail."		

ANALYZE YOUR PLAN

1.	Title Card	----->		"Analyze Your Plan"
2.	Narrator	"Let's start with the WTD Appointment Planner. During your Core Management training, you learned where to find the WTD Appointment planner, and how to use it to analyze and drive your appointment build."		
3.	Narrator	"In this case, you'll use it to see how your business is trending using the <i>Projected Variance to Plan</i> column. This shows how much more than or less than sales plan your store will earn this week based on the appointments you already have booked."		indicate column
4.	Narrator	"Even though it is only an estimate, it's a very accurate estimate, because it takes into consideration conversion rates, no-show rate, and more."		
5.	Narrator	"As an example, this store, with its current appointment build, will earn about \$8,000 above their sales plan. If they book more appointments during the week, they could earn even more." "But this store doesn't have enough appointments yet for the report to determine that they'll make plan." "In fact, if they don't book any more appointments for this week, they'll miss their plan by over \$32,000. But in this example, it's only Monday, so they have the rest of the week to book 52 more appointments."		indicate numbers as described
6.	Narrator	"As the week progresses and you make new sales and book new appointments, this number will change and become more accurate."		show report changing from day to day

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
7.	Narrator	"When you check your WTD Appointment Planner each morning, you'll see whether you're trending up or down."		
8.	Narrator	"If your projected variance to plan is increasing from day to day—that is to say, if it gets closer to or exceeds your plan—then your business is trending upward."		show examples of each
9.	Narrator	"If it decreases—or gets farther from your plan—then your business is trending downward."		
10.	Narrator	"Those are the key decision points for whether you should adjust your schedule. You should know by mid-week whether or not you'll book enough appointments to make plan."		
11.	Narrator	"If you see that you won't make your sales plan, then you'll need to cut hours from your Stylist schedule so that you remain under payroll. "If you see that you will exceed your sales plan by a significant amount, you'll need to make a plan to extend or add Stylist shifts. And when you <i>do</i> exceed your sales plan, you'll put that plan into action. "But, if you've started with a good base schedule, and if you write a good optimized schedule each week, there's a good chance you'll be right on track to make plan , or perhaps go slightly over plan. In this case you may not earn <i>any</i> more or fewer Stylist hours, and you won't need to adjust your schedule at all."		visual of decision points
COMMUNICATE WITH YOUR TEAM				
1.	Title Card	----->		"Communicate with Your Team"
2.	Narrator	"If you've determined that you may need to adjust the schedule this week, communicate your plan to your management team and your Stylists. "That way, everyone is clear on the appointment goals for the week, and how making or missing plan will affect their schedules."		
3.	Narrator	"For example, if you see you'll be able to add hours, you could say, 'Okay, team, we're definitely on track to make plan, so keep booking those appointments. If we do go over plan, I can give some of your more hours this week! I'll know more by Thursday.'" [Bridget to help re-word]		
4.	Narrator	"And if you have to cut hours, you could say, 'Okay team, we didn't make plan yesterday, and it's pretty slow today. Let's keep building those appointments for the rest of the week! But in the meantime, I can let one of you go home an hour early today.'" [Bridget to help re-word]		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
DETERMINE HOW MUCH				
1.	Title Card	----->		"Determine How Much"
2.	Narrator	"If you have to cut or add Stylist hours, the Stylist Hours Matrix will help you determine by how much."		
3.	Narrator	"Your sales for the week will tell you which line on the matrix you'll be in, and how far away you are from your plan."		indicate lines and numbers as described
4.	Narrator	"For example, if your plan is \$42,652, and you see your sales will be somewhere around the 40,000 mark, you'll know that you need to cut 12 hours from your schedule to remain under payroll for the week."		"221-209=12"
5.	Narrator	"Or, if your plan is \$54,294, and you see you'll be over plan by around \$5,000, that puts you on this line of the matrix. So you'll earn 33 more hours, and you should use these hours to extend or add Stylist shifts."		"322-289=33"
DETERMINE WHERE				
1.	Title Card	----->		
2.	Narrator	"Once you've determined how many hours you'll need to cut or add, the appointment booking software will help you decide where on your schedule you should make these adjustments." "Let's take a look at how the system works."		
3.	Narrator	"Dark gray boxes indicate that there are no Stylist shifts starting or ending in time to take a full appointment." "If you only have a few hours to add to your schedule, you should extend Stylist shifts around these times to open up more appointment availability for your customers." "You can ask a stylist to come in early or stay late if they're available."		extend shifts
4.	Narrator	"As appointments fill up, the appointment scheduling software will begin blocking off appointment slots when there are no more Stylists available to take new appointments. These are represented by teal blue boxes. If there are walk-in customers during these times, there will be no stylists available to assist them." "So if you have enough additional hours for an entire 4-hour shift, and an available Stylist to fill it, then add a shift to the schedule during these peak times. This opens appointment availability back up—and allows you to take care of walk-in customers."		add shifts

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5.	Narrator	<p>"Appointment slots with full availability will be completely white. This could mean there are more stylists than appointments, or no appointments at all.</p> <p>"If you need to cut hours, you can cut stylist shifts during these slower periods.</p> <p>"Depending on how many hours you'll need to cut, you can have a stylist leave early, come in late, or eliminate an entire 4-hour shift."</p>		cut shifts
6.	Narrator	<p>"Use your judgment and experience as a store manager as a guide to adjusting schedules so that you maximize your Stylist coverage while remaining under payroll.</p> <p>"And remember, if you start with a good base schedule, and optimize it for the business needs unique to your store each week, the adjustments you'll need to make should only be very minimal."</p>		