

EVERY
CHAIR
HAS A
Story

A COLLABORATION BETWEEN

BEAUTY
WITH PAULA

&

1871
A TIME BEFORE

REAL PEOPLE. REAL CONVERSATIONS. REAL IMPACT.

Every chair has a *story.*

Sometimes

it's funny.

Sometimes

it's heartbreaking.

Sometimes

it's the first time
someone has said
the words out loud.

Your chair is more
than a place.

It's a moment.

It's a connection.

It can be life changing.

WHY *Now?*

In a world that moves fast and feels louder every day, the chair you offer might be the only place where someone feels heard, seen and understood.

Conversations matter.
More than ever.



THE CHAIR FRAMEWORK



C

CREATE
a safe space

Help people feel comfortable enough to be themselves.



H

HOLD
the conversation

Be fully present without rushing to fix, advise or rescue.



A

ASK
with curiosity

Use thoughtful questions that encourage exploration rather than assumption.



I

INVITE
reflection

Help people uncover their own insights instead of providing answers.



R

RESPECT
the boundaries

Know the limits of your role and when it's time to signpost or step back.

It's not a technique. It's a way of being.

THE *Experience*

This isn't traditional training.

- ♥ No PowerPoint slides.
- ♥ No awkward role play.
- ♥ No pressure to speak.

Just stories. Conversation.
Reflection. Practical application.
Shared experience.

YOU WON'T JUST LEARN.
You'll experience it.

Across five chapters, you'll step into
SageBrush Crossing — a place where
real conversations happen and
learning comes to life.



REAL PEOPLE. REAL CONVERSATIONS. REAL IMPACT.



★

A FIVE CHAPTER EXPERIENCE THAT CHANGES *the conversation.*

Five connected chapters.

One powerful
transformation.

For you, your clients
and your business.



01 CREATE

★
Creating safe space
where people feel
comfortable enough
to be themselves.



02 HOLD

★
Being fully present
and holding the
conversation without
rushing to fix it.



03 ASK

★
Using thoughtful
questions that
encourage exploration
and deeper thinking.



04 INVITE

★
Inviting reflection
so people uncover
their own insights
and possibilities.



05 RESPECT

★
Respecting boundaries
and knowing when
to step back and
let them lead.



Each chapter builds on the last, creating confident, compassionate conversations **THAT LEAVE A LASTING IMPACT.**

WHO *It's For*



Beauty therapists



Nail technicians



Hairdressers



Barbers



Tattoo artists



Massage therapists

Anyone whose work creates space
for **conversation, connection and trust.**



THE PARTNERSHIP

STRONGER *Together.*

Beauty with Paula and 1871 share the same belief: that when we feel safe, seen and supported, we can be more of who we truly are.



Shared Values

A commitment to connection, reflection and respect.



Complementary Strengths

Different skills, one aligned purpose – creating spaces that truly matter.



Mutual Growth

We learn from each other, support each other and grow together.



Wider Impact

Together, we reach more people and create deeper change.



Built on Trust

Open communication, honesty and a shared commitment to do good.

Two brands. One mission. More people empowered.



LET'S CHANGE
The Conversation.

REAL PEOPLE. REAL CONVERSATIONS. REAL IMPACT.

BEAUTY WITH
PAULA

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1871

A TIME BEFORE

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