



## EMPOWERMENT FOR ENTREPRENEURS

**A UNIQUE BRAND** and a strong culture of empowerment drew Nicky Lecher to LunchboxWax, which offers a range of speedy hair removal services in chic salons.

Lecher and her business partner opened their first San Francisco Bay Area LunchboxWax in 2015. They expanded rapidly with other locations and, by early this year, expect to open yet another salon.

“Who we are and what we do is driven by the culture of

the company,” Lecher says. “We deliver an incredible service, but we are way more than that.”

Debi Lane, the founder and CEO of LunchboxWax, says Lecher was a great fit with the company’s mission.

“What LunchboxWax stands for is key to attracting the leaders we need to grow our brand’s movement. We don’t do typical,” Lane says. “When we met Nicky, we knew she wasn’t typical. She is a driving

With LunchboxWax, Nicky Lecher found a company whose culture she believed in.

force behind the opening of the seventh Bay Area salon in five years.”

Lecher says she got her first glimpse of company culture when she came across a LunchboxWax in Park City, Utah, one of the company’s first franchise locations. Lecher says she saw the opportunity to succeed with the then-fledgling brand’s novel business model.

That culture-first, purpose-driven model sets the stage for customers with chic salons where guests breathe perfumed air and listen to a customized music selection.

“Waxologists excel by making every single guest experience unique so the guest is excited to go and share the experience,” Lecher says. “Your success is their success, and their success is your success.”

Along with training in speed-waxing techniques, waxologists receive lessons in goal-setting, marketing, and more. Waxologists also have consistent schedules, helping keep job satisfaction high and turnover low, Lecher says.

Connecting with the community is important, Lecher says. LunchboxWax employees participate in marathons and community events, donate their services for fundraisers, and visit cosmetics programs to educate students about their many services.

With such a strong company culture, it’s no surprise that Lecher advises prospective entrepreneurs to seek out a franchise they know they can believe in.

“Embrace the brand and culture in all the business decisions you make,” she says.