LAI Leading Authorities, Inc.

Jessie Hayes-Stallings

Beauty Industry Leader, Founder & CEO of Skinphorea Facial Bar, and Creator of RevitalizeU Skincare Line

Behind the Business: The Makings of an Industry Disruptor A lifelong passion for beauty and the ability to identify a gap in the industry laid the framework for Jessie Hayes-Stallings' Skinphorea and RevitalizeU skincare empire. As Hayes-Stallings revisits stories from her beginnings as an entrepreneur and into the present day, she shares with audiences the obstacles she faced, how she was able to overcome them, and her keys to success as she built her brands from the ground up – all while creating opportunities for other beauty industry hopefuls in her community along the way.

Operating With an Entrepreneurial Mindset Those who operate entrepreneurially often feel better equipped to tackle challenges both professionally and personally by creating opportunities rather than waiting for them to appear. They're self-motivated, creative, driven, and use failure as ammunition to accomplish their goals. In this presentation, beauty industry disruptor, business owner, and CEO Jessie Hayes-Stallings will draw from her own experience creating the Skinphorea empire to share how she identified a gap in the beauty space, launched a business that stood out from the competition, and positioned her company for early-stage growth – inspiring groups to implement elements of the entrepreneurial mindset for their own success.

Adapting Your Business in the Face of Uncertainty No business is bulletproof. The most successful organizations are the ones that are future-focused and willing and ready to adapt when unforeseen circumstances arise. According to Jessie Hayes-Stallings, "you should always be thinking of how you're going to pivot before you have to." At the onset of the Covid-19 pandemic, Hayes-Stallings needed to reimagine her Skinphorea facial bar business model to combat the disruption facing the beauty industry. Looking to similar businesses, she devised new revenue streams that were totally different, and better, than the competition. Pivoting her offerings to add additional, safe services with high profit margins (such as virtual consultations and a laser hair removal membership plan), while also providing added benefits to her customers and employees, she was able to not only make Skinphorea more pandemic-proof, but also introduce new ideas that will add value long after this period of uncertainty. In this talk, she details the process for adapting her business to overcome the challenges presented by Covid-19 and beyond – sharing how others can do the same and foster forward-looking, innovative ideas to stay ahead of disruption.

You Belong: Overcoming Self-Doubt The life of a business owner is not without its peaks and valleys. As she built her Skinphorea and RevitalizeU businesses, Hayes-Stallings found herself time and again having to prove herself and feeling as though she didn't always belong. Often the only woman or African American — or both — in a room full of decision-makers, she shares how, in time, she gained the confidence and determination to believe she *did* belong and could make an important

impact in the beauty industry. In this talk, she speaks to how we often are our own worst enemies and provides attendees tips for overcoming the feelings of imposter syndrome in order to reach their full potential.

What They Don’t Tell You About Pitching Your Business There have been countless great ideas that never got off the ground because the minds behind them couldn’t effectively sell the concept. As someone with invaluable experience pitching her businesses to decision-makers, often to those outside of the beauty industry, Hayes-Stallings offers audiences expert insights on delivering a winning pitch and creating a lasting impression with the people who can help take their businesses to the next level.