

## GMSB 307

[00:00:00] **Grow My Salon Business:** Hey, it's Antony Whitaker here, and welcome to today's episode of the Grow My Salon Business podcast. And whether this is your first time listening, or perhaps you are a regular diehard listener that never misses an episode either way, thank you very much for tuning in once again today.

[00:00:21] **Grow My Salon Business:** Every week, I either bring a guest on the show or I'll dive into a new idea or revisit the foundations of what I believe it takes to succeed in the salon industry. Today we'll feature new startups and new ideas, as well as initiatives from established people and brands. So with all that said on with today's show.

[00:00:41] **Grow My Salon Business:** Today is one of those episodes where I'm well and truly outside my comfort zone, but I'm also very excited because, well, I know I'm gonna learn a lot in the process. The reason being that today we're gonna be talking about all things ADHD, which every second hairdresser I meet seems to have been diagnosed.

[00:01:00] **Grow My Salon Business:** And because so many hairdressers seem to be diagnosed with ADHD, I think it's something that we should all understand more, whether it's because you have it or perhaps one of your team members have it, because either way, the more knowledge you have about anything, it's always gonna be a good thing. Now my guest today is Skye Waterson, who is a former academic turned coach and founder of an International ADHD support service called.

[00:01:28] **Grow My Salon Business:** Unconventional organization, and she also has a podcast called the ADHD Skills Lab. So on today's podcast, we will give you a crash course in all things ADHD, So without further ado, welcome to the show, Skye Waterson.

[00:01:45] **Skye Waterson:** It's really great to be here.

[00:01:47] **Grow My Salon Business:** Skye, it's fantastic to have you here and I have to tell our audience that I'm talking to you, you are in Auckland, New Zealand. Uh, I think everyone knows that I'm based out of London and I'm talking to you and it's four o'clock in the morning, uh, for you. So I just wanna say you won because, you know, that is serious commitment.

[00:02:04] **Grow My Salon Business:** Okay. That you would get out of bed and talk to me on a podcast or I don't talk to anyone at four o'clock. Okay?

[00:02:10] **Skye Waterson:** passionate about

[00:02:10] **Grow My Salon Business:** um, thank you. You are clearly passionate about it. So thank you for, for being here. And you know, this is a really interesting topic. I mean, obviously you are passionate about it. Um, I jokingly said to you, you know, when I was a kid, no one had ADHD because they couldn't afford to.

[00:02:29] **Grow My Salon Business:** Um. But these days, and I know actually that's not the truth, obviously I'm being cynical, uh, that it actually had a different name. I didn't even realise that it was called a different thing when I was growing up. Um, I think most people just assumed you were a daydreamer, you know, and, uh, since, from what I read somewhere, since the late eighties, it's.

[00:02:49] **Grow My Salon Business:** Been given this name and a lot of people are getting diagnosed. So that's one of the things we're gonna talk about because hairdressers, for whatever reason, and I'm sure you're gonna tell me, the reason I'm sure we're gonna uncover that, is that there seems to be an inordinate amount of hairdressers that are diagnosed with ADHD.

[00:03:09] **Grow My Salon Business:** So when I came across you, I thought, oh my God, this is gonna be perfect. You are just the person to talk about with it because this is your area of expertise. So. I've got way too many questions. I think I've already said that to you when we were sort of preparing. but I just figured a good place to start was to sort of ask you a really sort of, you know, 1 0 1 question, uh, which is what causes it?

[00:03:30] **Grow My Salon Business:** What causes ADHD.

[00:03:32] **Skye Waterson:** great question. Now, first of all, I will say you're totally right. A lot of people are getting diagnosed. I'd also say a lot of people aren't getting diagnosed, but are coming to supports. Like myself, about 50% of my clients now aren't diagnosed. They just resonate with the strategies and the symptoms, you know. In terms of what causes it. The truth is we still don't know. We know it's very genetic,

[00:03:56] **Grow My Salon Business:** okay.

[00:03:58] **Grow My Salon Business:** Hmm.

[00:03:59] **Skye Waterson:** Um, we, there's a lot of discussions, people talking about all kinds of different things, But in terms of what is causing it, it's, it's. The, the feelings range somewhere between something in your gut and just how your family is wired. And I think, you know, when you think about the family side of it, the fact that it's very genetic is very interesting.

[00:04:23] **Grow My Salon Business:** Mm. Okay. So that was one of the things I was gonna ask you. So there is a hereditary component to it for sure. Right. Okay.

[00:04:29] **Skye Waterson:** have it, they will, you know, likely look at your family and say, okay, it's not a hundred percent, but it's very likely that somebody in your family has it as well.

[00:04:39] **Grow My Salon Business:** Yeah. Okay. Well, my kids, I mean, my kids are grown adults. Uh, they've been telling me for ages. I've got ADHD. Um, I, I don't want to get diagnosed one way or the other, um, for whatever reason. So it's interesting you said that 50% of your clients are not.

[00:04:55] **Grow My Salon Business:** but they, they sort of resonate with it. Yeah, yeah,

[00:04:58] **Skye Waterson:** Most of my Sort of late thirties, forties, fifties, and so for them, often it's like I've gotten to this point in my life. I don't necessarily need the diagnosis, but I still struggle, especially if I'm running a salon.

[00:05:09] **Grow My Salon Business:** yeah, yeah, yeah. Exactly.

[00:05:10] **Grow My Salon Business:** Is it. You know, is it overdiagnosed? Because I meet so many people that it's like a badge of honour. Oh, I've got a DHD, you know, like, they sort of have to tell you. Um, and so I'm, I'm just wondering, is it something that's now over-diagnosed?

[00:05:25] **Grow My Salon Business:** It's gone from being underdiagnosed to completely overdiagnosed.

[00:05:28] **Skye Waterson:** mean, I think it's, it's, this is a really complicated con uh, question because, and you guys will know this because you guys have had the BBC documentary, which is a whole thing, right? So it's, um, it's. In

terms of diagnosis, I would say that it has been underdiagnosed because nobody knew, especially in women, right?

[00:05:47] **Skye Waterson:** They didn't know that somebody had ADHD. They were diagnosing them with other things. So for a lot of people finding out that what they had was a DHD was a huge light bulb moment, it gave them so much information. Um, in terms of the over-diagnosis conversation, you know, there's a lot of conversation about who should diagnose, who gets to diagnose, I mean. The research I look at, they look at changes in your brain chemistry and they go, okay, well this brain is operating differently from that one. Like that's pretty clear indication that something is going on. I think the best, sort of, best example of this is actually there was a, um, if you watch the BBC documentary. About a DHD diagnosis. I think that a lot of people did. was, um, an article that came out. We actually gotta speak to the person who wrote the article with the doctor from the NHS, uh, which is that your guys' National National Health Service, and. I think the conversation that he had was, if somebody's paying a thousand dollars to get a diagnosis, they probably have something. So that would be my, that would be my answer to that question really, is that, you know, is it over-diagnosed? Well, I think the understanding

[00:07:00] **Skye Waterson:** that people have different kinds of brains and they work differently and they need different kinds of ways of working is 100% being overdiagnosed. That is a growing awareness that is becoming more and more important for everybody in terms of who should diagnose and, and where.

[00:07:17] **Skye Waterson:** Honestly, it's all over the map, all over the world, so I'm not gonna get into that. Every com, every country

[00:07:23] **Grow My Salon Business:** Yeah.

[00:07:24] **Skye Waterson:** is having their own debate.

[00:07:26] **Grow My Salon Business:** Right. Okay. So I know that this is a real area of expertise of yours. I know that you, you know, were formally an academic or are you ever formally an academic? You came from that area, so you are very well informed and educated. Yeah. And, and now you coach people. I'm correct in saying that answer, uh, on managing ADHD.

[00:07:45] **Grow My Salon Business:** So obviously you are definitely the right person to be talking to.

[00:07:48] **Grow My Salon Business:** Um, so what is the test? Like, how do you, how do you get tested when you go? Like, who do you, who, who diagnoses you? Is it a doctor or is it a, a psychiatrist? I mean, who, who does that diagnosis?

[00:08:00] **Skye Waterson:** you as different in different countries and also changing in different countries, having the debates? Um, what it looks like is it's usually some kind of conversation. It can be other things. Um, so sometimes people are

[00:08:12] **Grow My Salon Business:** Hmm.

[00:08:12] **Skye Waterson:** at your childhood information. They might wanna talk to parents or other people, look at your report cards, things like that. Um, very occasionally they'll scan your brain. Um, but generally speaking, it's, it's, uh, the DSM, so that's the Diagnostic Statistical Manual. Um, and, you know, not to get too boring, but it's, it's a big book of all the kinds of different disorders that people can have. Um, ADHD. Still falls into that category. And it has a lot of questions about, you know, do you struggle to get up from, you know, to stay seated in areas you should be moving, should be moving around. Um, do you feel like you're driven by a motor? All of those kinds of questions. And then from there, what they're doing is they're going in and they're saying, you know, okay, you meet this criteria for adults, for childhood, et cetera, and that's how you get your diagnosis.

[00:09:02] **Skye Waterson:** And a lot of it, you know, and this is the conversation is. People say, well, that's the diagnostic criteria. But um, but it still needs an expert to look at it and talk to you and all that kind of stuff. Mm-hmm.

[00:09:15] **Grow My Salon Business:** Yeah. Okay. Because I was wondering. How much of it is influenced by, uh, dietary issues? Um, you know, uh, sugar, um, I mean, you look at a lot of, you look at a lot of kids and, and you'll see them and you'll sort of go, they've got ADHD do you know? I mean, like a lay person like me will go, they've obviously got ADHD like wrongly.

[00:09:39] **Grow My Salon Business:** So, and sometimes it's just too much red, cordial, uh, or, or, or lack of boundaries, you know, bad parenting, whatever it is, you know, too much sugar. How so? So is there any connection between that side of things with, with diet and stuff?

[00:09:54] **Skye Waterson:** get this question a lot and, and this is the area where I am like, don't ask me, I, this is not my area of expertise because there are a lot of people who are really

[00:10:03] **Grow My Salon Business:** Hmm.

[00:10:03] **Skye Waterson:** ADHD, nutritionists and they talk about diet, um, and the links. There is some research between the gut and ADHD.

[00:10:11] **Skye Waterson:** There's also a lot of controversy about that research. So yeah, I don't, um, I don't have an answer for you on that. Sorry.

[00:10:19] **Grow My Salon Business:** Right.

[00:10:21] **Skye Waterson:** I work with business to manage

[00:10:22] **Grow My Salon Business:** Yeah, yeah, yeah. Okay. So you, um. I know you have ADHD, that's how you got into this area. Um, I wanna ask you a really stupid question. What does it feel like to have ADHD if that's a stupid question. Like, like, you know, what does that feel like?

[00:10:38] **Skye Waterson:** I do get this question a lot, actually. So the way I best describe it is if it's a Friday afternoon, you're feeling a little bit tired, maybe you didn't have

[00:10:46] **Grow My Salon Business:** Mm-hmm.

[00:10:46] **Skye Waterson:** enough sleep last night, everything's a little bit slow, you know, it takes an extra minute and then you decide, okay, well to help me out, I'm gonna have some coffee. And so you have coffee, but you have a little bit too much coffee, and so now you're like a little bit tired, a little bit distracted. Also a little bit like Jangled. That combination on a Friday afternoon is probably the closest to my experience of ADHD, which is combined type. So you can have inattentive, you can have hyperactive, you can have combined. So that's how I would describe it for people.

[00:11:19] **Grow My Salon Business:** Right. Okay. Um, is there a, is there a spectrum? Like, can you just be a little bit ADHD and then at the other extreme be, oh my God, they're 10 outta 10.

[00:11:28] **Skye Waterson:** more of a conversation. Um, when you look at some academic articles, now you see conversations around subclinical

symptoms of ADHD. It's one of the other reasons why, you know. The people that work with me don't necessarily have a diagnosis because there's more conversations that executive functioning struggles, which is the big reason that people come and work with me, is more of a broader conversation.

[00:11:53] **Skye Waterson:** It could be for a lot of different reasons, and you don't necessarily

[00:11:56] **Grow My Salon Business:** Hmm.

[00:11:57] **Skye Waterson:** have clinical ADHD to benefit from that kind of strategy and support.

[00:12:01] **Grow My Salon Business:** Right. Okay. What, what? What's happening? In the brain. I don't know a lot about the brain, but I think everybody would've heard the word dopamine, you know? Um, so people get a little bit of an understanding about dopamine and, and you get hit a dopamine and it, you know, keeps you addicted to whatever it is, et cetera.

[00:12:20] **Grow My Salon Business:** So, like in layman's terms, like what's going on in the brain that makes someone different? Can, can you talk to that?

[00:12:29] **Skye Waterson:** so pretty much the way I like to describe it is one of the things I teach is about when we should give ourselves rewards. the reason for that

[00:12:38] **Grow My Salon Business:** Mm-hmm.

[00:12:39] **Skye Waterson:** when we look at the theory behind how dopamine works in the brain, what we're seeing is that people who have. ADHD, they don't seem to get a reward spike at the beginning of doing a task that's connected to the reward that they're gonna get later. So they're not necessarily getting that same uh, um. Sort of level of reward, boost a big thumbs up from your brain. Like, Hey, you're doing admin. This sucks right now, but it's gonna be amazing when you get it done and you're gonna go out and you're gonna feel great. brain, if you just kinda looks at you and goes, admin, really?

[00:13:17] **Skye Waterson:** That sucks. And then you

[00:13:20] **Grow My Salon Business:** Yeah.

[00:13:20] **Skye Waterson:** it and it goes, yeah, thank goodness that's over. Should we go do something else? And that's kind of our brain. And so, you know, in terms of how our dopamine is working, it's not. Being regulated, it's not being, you know, transferred in the same way as other people. And what that means is we often struggle with a lack of dopamine stimulation or it's in the wrong area and it's not doing what it's supposed to do, which is causing a lot of these struggles.

[00:13:49] **Grow My Salon Business:** Mm. Okay. Um, I know that there's, uh, drugs, a lot of people go on medication. Uh, and I suppose that's one of the reasons why I wouldn't wanna get diagnosed. For me, personally, I love the way I live and yeah, I'm a bit hyperactive sometimes. Maybe I have ADHD, maybe I don't. Um. So what are the drugs?

[00:14:08] **Grow My Salon Business:** What are the drugs meant to do to you?

[00:14:10] **Skye Waterson:** yeah. That's a good question. So I get this question a lot. I'm actually, um, gonna be talking with a psychiatrist, um, pretty soon. But I, I personally, am not medicated. I've never been medicated for ADHD. Just had

[00:14:23] **Grow My Salon Business:** Mm-hmm.

[00:14:24] **Skye Waterson:** decided not to be medicated and then started this job and I figured I should be as ADHD as possible in order to come up with strategies. Um, but in terms of what it does, it, it has different effects. So, you know, some of them, there's a lot of different medications that you can take for ADHD. Really a lot, especially if you're talking about America, where they've got some of the biggest sort of range. So you could take things to kind of help you stay stimulated.

[00:14:48] **Skye Waterson:** You can take things that you might take for other, you know, maybe more psychiatric struggles that you have that particularly help with ADHD usually. Um, where, you know, there. The couple that people know of the most, but usually when you get diagnosed, people will put you on, you know, Ritalin is kind of the one that people think of first, but you know,

[00:15:08] **Grow My Salon Business:** Yeah. Yeah.

[00:15:09] **Skye Waterson:** will put you on something and then they'll do what they call titrating.

[00:15:13] **Skye Waterson:** So they'll go, okay, let's, let's adjust your medication. Let's see how it works. So often for people who. for A-D-H-D-I sort of describe it to them as a bit of a journey. Takes a while to get the diagnosis, takes a while to talk to the person. And then once you get there, it's not like they hand you one thing and they're like, you're done. It's actually a variety of different medications. Often it's a variety of different amounts, you know, short release, long release, the whole thing, um, that you

[00:15:40] **Grow My Salon Business:** Yeah.

[00:15:41] **Skye Waterson:** it's not necessarily something that, you know, for some people it's great. The first one works amazing, but for a lot of people it's a journey.

[00:15:47] **Grow My Salon Business:** Yeah. Okay. Um, what about the, the exercise side of it? I can imagine, uh, I mean, I've dabbled with meditation over the years. Um, I would've thought that might have been a really good thing. Is, is it, is that sort of thing helpful? Not helpful? Is it, does it play any role in, at all?

[00:16:06] **Skye Waterson:** Like one of the pieces of research that I personally talk about a lot is, um, they've done studies where they've had kids like run around before they do a test in the morning and they've found that, you know, with ADHD we have working memory struggles and those working memory

[00:16:23] **Grow My Salon Business:** Mm.

[00:16:24] **Skye Waterson:** Um, are basically the, I can't believe I forgot my keys again. I can't believe I left the stove on again. You know, all of those kinds of, why does everything fall outta my brain the second someone hands it to me kind of struggles. They improved for the kids that were given the ability to run around the field before they did the test.

[00:16:42] **Skye Waterson:** So there is research and we see it in other spaces and other things that these kinds of things like movement, exercise, particularly, um. Is very helpful, and it's actually something I recommend people do in the mornings if they can. It doesn't have to be but just

[00:16:57] **Grow My Salon Business:** Yeah.

[00:16:58] **Skye Waterson:** of movement to wake your brain up and get it going.

[00:17:01] **Grow My Salon Business:** sure. Okay. Why is it that I sort of opened with this at the beginning that so many hairdressers seem to have ADHD. I mean, I'm sure that there's often different career groups that are, maybe people are drawn to that because this is the way they're wired. Um, can you talk to us about that?

[00:17:19] **Skye Waterson:** generally speaking, people who have ADHD struggle the most in really highly structured environments because the

[00:17:25] **Grow My Salon Business:** Mm-hmm.

[00:17:26] **Skye Waterson:** designed for people whose brains just work a different way. And so often people who have, you know, ADHD or these ADHD symptoms will tend to towards more entrepreneurial things.

[00:17:37] **Skye Waterson:** So there's a lot of research indicating people who are entrepreneurial. Um, are more likely to have ADHD. It makes a lot of sense. One of the reasons why I work with

[00:17:48] **Grow My Salon Business:** Hmm.

[00:17:48] **Skye Waterson:** owners, founders, you know, people who run their own stuff, so being a stylist or running a salon or being a hairdresser is a very often. Independent on some level business, you know, the, you have the ability to join a, you know, join a salon, leave a salon. There's a lot more flexibility. You're also working with a client and yes, they're giving you instructions, but at the end of the day, it's kind of your decision, what they looks like on some kind

[00:18:17] **Grow My Salon Business:** Yeah. Yeah.

[00:18:19] **Skye Waterson:** of, you know. Flexibility. And you know, I know that's funny because obviously you've been talking about flexibility and the importance of flexibility, but if you compare it to, say, a corporate job where you're pushing paper and you're doing something very, very, very by the book, um, it's a lot more flexible.

[00:18:35] **Skye Waterson:** It's also a lot busier. You know, there's a lot of stuff going on. You can, you know, do things. People are coming in, there's things happening. So these are all reasons why people with ADHD would gravitate towards it.

[00:18:47] **Grow My Salon Business:** Okay. So if you are a hairdresser, whether you are working for someone or a salon, salon, either way, um, what are some of the things that in a, in a working capacity during the day that they might wanna put in place to make. Life easier for them and for everyone around them.

[00:19:07] **Skye Waterson:** that's a good question. I've actually worked with a couple of people in this space before. So there's a couple of, there's three, three or four main struggles that we have. So the first one is, um, struggling with working memory, which basically means you forget, you know, you forget you're supposed to be doing next.

[00:19:24] **Skye Waterson:** Someone says, oh, actually could my next, um, can you change my next? Appointment to this time, you say, yeah, whatever. It's fine, and then it just goes out of your head or whatever you're trying to supposed to do. That is the

[00:19:35] **Grow My Salon Business:** Oh, okay. Yeah. Yeah.

[00:19:36] **Skye Waterson:** The other one is the dopamine, so if it's boring, you get particularly bored.

[00:19:42] **Skye Waterson:** You could struggle with repetitive work. It's actually one of the reasons why I think people would do quite well in this environment. It's sort of a lot less boring than some other environments. And so, you know, if it was a very slow day, if. The, if the clients were the same clients with the same hairstyle, with the same thing, like that could be difficult. Um, in terms of, you know, the other ones, it's like transition times, which is quite interesting because I think hairdresser have to do a lot of that, you know, talking about

[00:20:12] **Grow My Salon Business:** Mm-hmm.

[00:20:12] **Skye Waterson:** very, very quickly between one thing and another. Sometimes they can be a bleed effect. That's what we found with ADHD. Um, these are kind of the main struggles that people come into. And then time blindness, which I'm sure we're gonna talk about, which is, you know, overestimating or underestimating how long things will take. So generally speaking, it's underestimating if somebody says, how long is this gonna take? Um, and you don't have a really solid idea.

[00:20:38] **Skye Waterson:** Generally speaking, we kind of just pluck something outta the air in terms of numbers. So these are all the big struggles that people will tend to come to me with. And as you can imagine.

[00:20:47] **Grow My Salon Business:** Mm

[00:20:48] **Skye Waterson:** you run a salon, this just escalates. This becomes a problem because

[00:20:53] **Grow My Salon Business:** mm.

[00:20:53] **Skye Waterson:** not just doing it for yourself, you're doing it for everybody else.

[00:20:58] **Skye Waterson:** And so, you know, when I work with people, there's a tendency for people to go, I just wanna do my own. I just wanna, I wanna do it by myself. I. I'm gonna ignore the fact that, you know, forget the dreams I had of growing a salon. I'm just gonna get back to it myself, or I'm gonna, you know, hire out chairs and I'm gonna just like, not worry about it, not have a system. And so building those systems is really, really part of what I do and, and very important.

[00:21:24] **Grow My Salon Business:** Right. Okay. Because there's two different, there's two different tracks here. My mind's going down that one, one of them is, if you are an employer and you know that, you know Sky's got a DHD, what should you factor into you as an employer? With how you might treat her, respond to her, talk to her about things like, like

[00:21:48] **Grow My Salon Business:** what sort of things could I, could I put in place to make her life easier and therefore the business easier? But then the flip side of the same question is, if you've got ADHD, what should you put in place? To make sure that life runs better for you and everyone else around you, clients and other team members, et cetera.

[00:22:08] **Skye Waterson:** Well, the answer is kind of the same, um, because a lot of stuff that I teach, I teach so that people can use it for themselves. Um, and so the

[00:22:16] **Grow My Salon Business:** Mm-hmm.

[00:22:16] **Skye Waterson:** thing I would say is if you do struggle with time, putting some kind of clock. In your visual space and having a boss that allows

you to do that, it can be very beautiful. a lot of really beautiful things, but if you could put

[00:22:30] **Grow My Salon Business:** Yeah.

[00:22:31] **Skye Waterson:** like on the mirror, somewhere that you can see so that when you're cutting hair, you just have a sense of time. Because one of the things that we struggle with. With ADHD is, yeah, sure. You can look at your phone, but then you can look at your phone again and like half an hour could have gone by.

[00:22:44] **Skye Waterson:** It does. We don't have a sense of time in the same way. Having something that shows you time passing can be very, very helpful. And again, it can be subtle. It doesn't have

[00:22:53] **Grow My Salon Business:** Right.

[00:22:53] **Skye Waterson:** obvious. then.

[00:22:55] **Grow My Salon Business:** Can can be your next client. Can be your next client. Sat there waiting for you, giving your daggers

[00:23:00] **Grow My Salon Business:** Yeah. Yeah.

[00:23:01] **Skye Waterson:** So you know, if the space that, that what we call externalizing time, you wanna externalize time a little bit, that's helpful. And then the you know, we wanna talk about is if you are the boss and you're working with people, really try this. I know how hard this is. Don't give them instructions. they're just wandering around the salon, really hard

[00:23:25] **Grow My Salon Business:** Mm-hmm.

[00:23:26] **Skye Waterson:** have ADHD, you'll, people will often say, okay, cool, like, that's great. I've got it Tuesday, Friday, I'll remember, and then it's gone. And so this is the problem with working memory. I see this all the time with people who have jobs that require being on their feet.

[00:23:40] **Skye Waterson:** There's not a lot of opportunity to write things down. have a two minute focus filter because it's that fast that I give away. You guys can message me, On unconventional organization Instagram, and I will give

[00:23:53] **Grow My Salon Business:** Mm-hmm.

[00:23:53] **Skye Waterson:** so helps. But if you want to go ahead and, um, you know, help your, uh, people with this, I would say try and make sure that you write things down or send it to them or do something.

[00:24:07] **Skye Waterson:** Keep a paper trail. Don't, just, don't just say it across the salon and expect them to remember it, because unfortunately that's not likely the case.

[00:24:15] **Grow My Salon Business:** Okay. So, you know, I, I'm sort of thinking about hairdressing industry. There's appointments, there's, uh, there's a lot of change. You know, a client every 30 minutes, 45 minutes, 60 minutes, whatever it is, depending on the sort of work you do. So there's a lot of structure about your day. Uh, there's certain rituals that you do, you know, consultation, shampoo, styling chair, reception desk.

[00:24:37] **Grow My Salon Business:** You know, I would've thought all that sort of stuff was actually good. For someone that had ADHD because it makes 'em sort of fit in as opposed to just being someone who can float round and just do whatever they want whenever they want. Uh, have I got that wrong?

[00:24:52] **Skye Waterson:** 100% correct. This is the thing about ADHD that's quite interesting is, um, I hear it from my clients all the time. We need the structure. We like the structure, um, and we hate the

[00:25:00] **Grow My Salon Business:** Yeah, yeah, yeah. Okay. That makes sense. And so. When we talk about you, you didn't use the word, but I know what, I know what the word is. I've heard you use it on a podcast somewhere, uh, neurodivergent.

[00:25:15] **Skye Waterson:** Yep.

[00:25:15] **Grow My Salon Business:** Um, it's, it's become a very popular term. Uh, you know, that people are using a lot. Um, and neurodivergent encompasses ADHD, but encompasses a lot of other things as well.

[00:25:28] **Grow My Salon Business:** Does have, I got that right. Have I got that correct?

[00:25:30] **Skye Waterson:** umbrella term.

[00:25:31] **Grow My Salon Business:** Right. Okay. Um. I've forgotten what I was gonna ask you about that

[00:25:35] **Skye Waterson:** memory, this is

[00:25:36] **Grow My Salon Business:** I don't have I Yeah, yeah. There you go. Oh my God, I fell into that. I fell into that, didn't I? Yeah. There goes a working memory, right? Okay. Alright, so let me come at this from another way because in so many cases people look at having ADHD as, oh my gosh, you've got ADHD.

[00:25:57] **Grow My Salon Business:** But in so many ways, there are people out there that have been phenomenally successful in life who happen to go, Hey, I've got ADHD. So what is the upside? What, what? What are the gifts of having ADHD?

[00:26:13] **Skye Waterson:** Yeah. I love this question 'cause I primarily work with people who have ADHD who want to 10 x their growth. they wanna do it without the chaos. Like that's what I do. And so I work with a lot of very, very successful people who have ADHD and I work with a lot of people who are going to be successful as soon as they figure out how to reduce the chaos in their life.

[00:26:35] **Skye Waterson:** So, you know, this is important to understand the strengths. So one of the main strengths. And there's a lot of, you know, things people say, empathy, um, you know, creativity. What are the biggest real strengths of ADHD that we see in the research is the ability to. Basically free associate. So they've done studies where, you know, if you have to come up with ideas and you give it to people and you're like, here's the thing, here's, you know, come up with some ideas. People will tend to iterate around the, around the thing. They'll make slight adjustments to it. If you have ADHD, people are

[00:27:14] **Grow My Salon Business:** Hmm.

[00:27:14] **Skye Waterson:** likely to go. Well, what about this and what about this? And actually these two things connect in a way that we've never really thought about before. So that, you know, really encompasses the problem solving the creativity. People who have these brains are great to have in a crisis because they will come up with something that everyone will say. I've never, never thought about it like that before. If you have a

[00:27:37] **Grow My Salon Business:** Hmm.

[00:27:37] **Skye Waterson:** you've probably been in a situation where people say, that's funny. I've never thought about it from that perspective before.

[00:27:43] **Skye Waterson:** And it's that. Difference. That is a big benefit of ADHD. Um, and also the tendency to take action is not always a bad thing. It does have positives as well. If you're in an environment where movement and action and not sticking around for too long is an act is a positive thing because you need to move fast, like in, you know, shifting with the times in terms of business.

[00:28:07] **Grow My Salon Business:** Yeah.

[00:28:07] **Grow My Salon Business:** yeah. Does, does do things sort of, you know, are they likely to pair up? So for example, if you had ADHD, would it be quite a common thing that you might also have dyslexia, or is there no necessary connection?

[00:28:21] **Skye Waterson:** there is, it is likely, um, that you'll

[00:28:23] **Grow My Salon Business:** Okay.

[00:28:24] **Skye Waterson:** a combination of things. And in fact, when I work with clients, it's with the assumption that we're, we're potentially gonna find something as we go. So whether it's dyslexia, dyscalculia, which is kind of math, dyslexia, um, autism, um, spectrum, you know, that kind of thing can be in there as well. Um, it's all part of it.

[00:28:43] **Grow My Salon Business:** Hmm.

[00:28:44] **Skye Waterson:** And so a lot of times it's, you know, when I'm working on, say, business structure. So I help business owners and I'll help them build their systems, their SOPs. I know that sucks, but we have a really fun way of doing it. Um, then there's often a discussion around how do you see things?

[00:29:01] **Skye Waterson:** How do you think, because we might have some sensory processing disorder that you didn't even know you had. So we always kind of bring that conversation in as well.

[00:29:10] **Grow My Salon Business:** Yeah. Okay. I'm intrigued by that. Um, I was talking to, uh, I mentioned her Haley before Haley Mears, um, and the podcast that I was listening to her on and they were talking about the connection between perimenopause and um.

[00:29:29] **Grow My Salon Business:** ADHD and that it was, am I correct in saying that more women are likely to have ADHD than men or, or are they just more likely to be diagnosed at a later age?

[00:29:42] **Skye Waterson:** to be diagnosed at a later age. I'm actually, um, going on a podcast in a couple of hours. We were talking about this exact research and they've done a study in Sweden where they just study everybody, big populations,

[00:29:55] **Grow My Salon Business:** Hmm. Yeah.

[00:29:56] **Skye Waterson:** um, and they have, um, yeah, they've seen the, the [00:30:00] diagnosis age is about four years older. For people who get diagnosed with ADHD.

[00:30:06] **Grow My Salon Business:** Mm-hmm.

[00:30:06] **Skye Waterson:** Um, so you know, there is definitely a shift and this that is now, you know, they used to be much, much older. Although I will say what I find personally is that at least in my world, people who come to me, women get diagnosed later in life. Men find out they have ADHD and come to me and say, don't tell anybody. So I think

[00:30:26] **Grow My Salon Business:** Right. Okay.

[00:30:27] **Skye Waterson:** Mm-hmm. Mm-hmm.

[00:30:44] **Grow My Salon Business:** Uh, and so I'm just thinking about. You know, like perimenopause, menopause, but then you come out the other side of it. I'm just sort of wondering about does that happen at all with ADHD? You know, like the fact that more women are diagnosed with it at the perimenopause stage. I'm assuming that means because they're sort of symptomatic or something.

[00:31:04] **Grow My Salon Business:** So when they've then gone through those changes in life and come out the other end of it, does, uh, does sort of things find a, a, a better balance? I mean, I don't know if I've got.

[00:31:14] **Skye Waterson:** question that is being very much discussed and has been discussed for a very long time, which

[00:31:19] **Grow My Salon Business:** Hmm.

[00:31:19] **Skye Waterson:** do you outgrow it because when you were younger, when, no, sorry. in the day, people assumed that when you were older you outgrew it. The more what we're seeing now is that maybe for some people, but for a lot of people it just changes form.

[00:31:33] **Skye Waterson:** It changes shape. They get better at managing it.

[00:31:36] **Grow My Salon Business:** Hmm.

[00:31:36] **Skye Waterson:** So what tends to happen is certain things that happen in life will exacerbate ADHD struggles. So for a great example, very simple. If you are sleep deprived, you will struggle more with ADHD symptoms. You know, there's a lot of things that could affect your executive functioning, make things harder for you, um, et cetera.

[00:31:57] **Skye Waterson:** You know, maybe they're. Adding to what was already there, it kind of makes it impossible. And that might be when you get diagnosed, A lot of times that happens to people. There's also times in your life where maybe you have relatively little responsibility 'cause a lot of responsibility, or maybe your job is a lot more flexible, a lot more supportive, and so the struggles that you have are less noticeable.

[00:32:20] **Skye Waterson:** And so maybe at this point you would not meet the criteria for ADHD. So it shifts in that way. But whether it's there or gone, that's a, that's a conversation that is still happening.

[00:32:32] **Grow My Salon Business:** Yeah, that's, that's interesting. It goes back to that thing I asked you about. Is it overdiagnosed? And, and yeah. I mean, again, there's no definitive answer. Um, you touched, you used the term time blindness, and we also, we spoke about. You know, the hairdresser typically, you know, just losing track of time and, and it's helpful to have a, a physical clock or, you know, something that, that makes some sort of focus on that.

[00:33:00] **Grow My Salon Business:** Um. Time management's obviously a problem. I mean, if I'm a salon owner and I've got somebody who says, oh, I've got A-D-H-D-I can't work for these appointments, you know, uh, I, I, I need to be treated differently to everybody else, um, that, that could create a problem for clients. It could create a problem for, uh, the business for salon owners, and obviously therefore the stylist.

[00:33:20] **Grow My Salon Business:** Um, aside from that tip that you said about, you know, if you've got a clock that you can see the time, that makes you more like. Aware of time passing. What other tips do you have for a hairdresser or salon owner? So meaning, you know, they might be at the business side of it, or they might be a behind the chair person with 10 clients a day.

[00:33:42] **Grow My Salon Business:** What, what other tips are there that you could offer them?

[00:33:44] **Skye Waterson:** In terms of time blindness specifically.

[00:33:48] **Grow My Salon Business:** Uh, not, I suppose not necessarily because actually I just glanced down at another question that I had there that could connect with this. Uh, and, and it's about. I think, and this could just be my perception, so if I get any this wrong, please tell me it, it's like people that have ADHD are a bit all over the place.

[00:34:08] **Grow My Salon Business:** Like that's my, my perception. You are not obviously, but a lot of them are. They're a bit all over the place. Um, so I'm imagining that you might say something like, well. A busy environment is not necessarily good for someone with A-D-H-D really pumping salon with loud music and, and, uh, uh, lots of clients and a, a degree of chaos.

[00:34:31] **Grow My Salon Business:** You know, that sort of multi-sensory space is not actually ideal. Have I got that right or wrong, or does it depend?

[00:34:41] **Grow My Salon Business:** Okay.

[00:34:42] **Skye Waterson:** say, um, yeah, I mean, I have ADHD. I struggle with everything. I actually do a day in my life about once a week on Instagram where I'm like, I still struggle guys. I just use my strategies. Um, and you know, it's. In terms of the environment, you know, it's really about the ideal level of stimulation for you.

[00:34:59] **Skye Waterson:** So having loud music in a salon, that could be great. That could be, you know, where they thrive. Because often, you know, having stimulation, having background noise, these things are very helpful if you have ADHD to keep you focused. Um, as long as the music is good

[00:35:13] **Grow My Salon Business:** Mm.

[00:35:16] **Grow My Salon Business:** Yeah. Yeah.

[00:35:16] **Skye Waterson:** Um, and, and then having a busy salon. Once you, if you. If you have a system and you have a process and you're able to use that process, then it can be very good and very helpful. What happens and what is a big problem is that often the salon owner has ADHD symptoms and so they haven't, or they don't know that they have a team that's often very neurodiverse, and so they haven't built the systems and structures to be. Sort of, uh, you know. What I call stretched and squished. You know, they can like flex with the day. There's a thing of like, that's what happens and if it doesn't happen, then you're just gonna have to figure it out and if it, if you're in this, figure it out space. Things get really complicated because then you have to use your working memory.

[00:36:06] **Skye Waterson:** You. You have to think on your feed in terms of executive functioning. Oh, well this client moved and now I have this client, and this time was 45 minutes, but now it's this many minutes and we didn't include any buffer time and suddenly we're all in chaos. And that's where it gets really tricky. So it's, if you have the systems and they're flexible, which is what I teach, they can flex with what you need, you can have a really amazing salon.

[00:36:29] **Skye Waterson:** And everybody loves it. Because actually if you have ADHD as particularly, you know. ADHD being on your feet, doing things, being busy, having noise, having people, it's great. It's a great environment.

[00:36:42] **Grow My Salon Business:** Yeah. Okay. Okay. Um, I'm thinking of the link again. a lot of people these days will talk about anxiety. Um, you know, like there's, there's a lot of people there are off work because they've got anxiety.

[00:36:57] **Grow My Salon Business:** Um, that, so. A [comparatively new thing, like in terms of, oh my gosh, they've got anxiety. I mean, mental health has become such a big thing in the last, you know, 10, 20 years, uh, which is great. I hope no one thinks that I'm being cynical about that or whatever. Uh, I, I'm sure some people like anything take advantage of that and go, oh, I've got anxiety.

[00:37:20] **Grow My Salon Business:** I can't come to work today. Um, is there a link between being more anxious and having anxiety and anxiety. ADHD, is there a clear sort of link there?

[00:37:33] **Skye Waterson:** So there's a couple of pieces here. So often, um, who, you know, particularly women can get diagnosed with anxiety before they

get diagnosed with ADHD. That is, was more common. I can't tell you what it is now.

[00:37:46] **Grow My Salon Business:** Mm-hmm.

[00:37:47] **Skye Waterson:** but also if you don't have systems in place and you're flying by the seat of your pants and you're always kind of behind and you don't know how you're gonna get. together, you're gonna be more anxious. So often when people come to me and

[00:38:01] **Grow My Salon Business:** Yeah. Yeah.

[00:38:02] **Skye Waterson:** I say, okay, I'm not a therapist, so we're not gonna do that. We actually often put little things in boxes labelled for the therapist and we give it to the therapist, which is great, but

[00:38:12] **Grow My Salon Business:** Yeah.

[00:38:12] **Skye Waterson:** can help you build systems that will help you life feel organised and like it's not in chaos. And that will reduce your anxiety. And if you're a business owner, then you can grow your revenue, grow your profit margins, which again, reduces your anxiety. So anxiety is a complicated topic. There's a lot of pieces that go into it.

[00:38:33] **Grow My Salon Business:** Yeah. Yeah, Um, so before we wrap up, you are a coach. So imagine I'm a. You, you are a coach for people with ADHD. So imagine I'm a business owner now I'm a salon owner and I'm very aware that I've got ADHD diagnosed, I'm diagnosed or whatever. Um, and maybe I don't wanna be medicated, or, or maybe I do, I don't know.

[00:38:57] **Grow My Salon Business:** I don't, you know, one way or the other, I, I'm trying to get to. What does that process look like of working with a coach like, 'cause some people will go, I don't want medication, but I wanna learn how to handle this better. So that sounds like what a coach would do. So just talk us through what does that sort of typically look like if you were working with a salon?

[00:39:17] **Skye Waterson:** And I think as an ADHD business strategist particularly, it's a little bit different. 'cause what I'll do is I'll come in and I will help you, first of all go from overwhelm to focused for yourself. So we have a couple of strategies. We've got the prioritization filter. two minute focus

formula, which as I said, you could just DM me on Instagram and I'll give that to you 'cause I don't think anyone should be

[00:39:38] **Grow My Salon Business:** Mm-hmm.

[00:39:39] **Skye Waterson:** And then from there we're going, okay, I know what I need to do. Then we're looking at your 80 20. We're saying, okay, what is the thing that you actually need to do that's actually gonna help you grow? That you, you know, the 20% that's

[00:39:49] **Grow My Salon Business:** Hmm.

[00:39:49] **Skye Waterson:** you that 80% return. So often we're not doing it. We'll talk about why in a second, but from there we go in, okay, let's look at, you know, I know what my urgent things are.

[00:40:00] **Skye Waterson:** I know what my important things are. I've kind of cleared that mess. I know what I need to be doing, but I don't want to do it. And that's often a sticking point for a lot of people. I know I have to hire somebody.

[00:40:11] **Grow My Salon Business:** Mm.

[00:40:11] **Skye Waterson:** have to build my systems up better. I don't wanna do it. From there, that's where we are looking at and we're going, okay, let's look at the three reasons why you don't do something.

[00:40:19] **Skye Waterson:** It's too boring. We talked about it at the beginning, you know, ADHD, dopamine

[00:40:24] **Grow My Salon Business:** Yeah.

[00:40:24] **Skye Waterson:** that. So we talk about where to adjust your dopamine levels, where to add sensory supports, all those kinds of things that we talk about to boost your dopamine. know, it's too confusing working memory. We talk about that, how to unblock that or it's emotionally a bit vulnerable.

[00:40:40] **Skye Waterson:** Last time I did that, somebody rejected me. It didn't feel good. We talk about how to manage that you to a place where, and I've done this for many, many years, you are doing something you didn't wanna do at all in about 15 to 20 minutes. So that kind of helps a lot. And then from there we go into how do we you more time?

[00:41:00] **Skye Waterson:** 'cause everybody's busy. How do we give you more time? And we build systems to help you see your business. See your team. Build leadership, and then from there we go into how to create consistent revenue with a matrix and a couple of other pieces. I always say, I'm not gonna give you a hundred tips, I'm just gonna give you three

[00:41:17] **Grow My Salon Business:** Mm.

[00:41:18] **Skye Waterson:** six routines, and you're done.

[00:41:19] **Skye Waterson:** And we work those, we build those. It's all based on research, and that's what I do.

[00:41:23] **Grow My Salon Business:** Great. Okay. Well that, that sounds really interesting. Um, do you know what I, I sort of covered off all the stuff. You had really good, concise to the point answers and I think I've sort of covered off merged some of them together. But, uh, that was, that was really interesting. I have, uh, I've learned a lot.

[00:41:41] **Grow My Salon Business:** Um, now I know you've mentioned a couple of things. I'm gonna put the links in the show notes, uh, for the podcast. Uh, whereabouts can people connect with you on Instagram or other social media channels?

[00:41:53] **Skye Waterson:** you can find me@unconventionalorganization.com. You can also find my podcast there, the ADHD Skills Lab. We go through all of the research if you wanna more of that.

[00:42:03] **Grow My Salon Business:** Mm-hmm.

[00:42:04] **Skye Waterson:** if you want to learn how to focus when everything feels like it's on fire, you can just DM me, salon at Unconventional organization on Instagram, and we will give you that focus filter to help you get started.

[00:42:20] **Grow My Salon Business:** Great. Okay. Alright, well listen, uh, I will put those links, uh, in the show notes of the website. So if you're listening to this, uh, go there and make sure you grab them. Um, and if you've been listening to this podcast with Skye Waterson that have enjoyed it, then do me a favour and share it with people who, you know, would very definitely enjoy it or benefit from it as well.

[00:42:39] **Grow My Salon Business:** And while you're doing that, don't forget to subscribe and leave us a rating and review on the Apple Podcast app. So, uh, to wrap up, Skye, thank you so much. Four o'clock in the morning. That's, that's just phenomenal.

[00:42:52] **Grow My Salon Business:** Right. Okay. Oh, I, I dunno how you do that one. I dunno how you can talk at that time of the day.

[00:42:58] **Grow My Salon Business:** That's the real issue for me. I, I can be awake, but uh, I can't be awake and, uh, talking,

[00:43:04] **Grow My Salon Business:** so.

[00:43:05] **Skye Waterson:** I've gone an hour earlier for this podcast.

[00:43:09] **Grow My Salon Business:** well I'll, I'll let you go and have your coffee break now. Your morning coffee. Uh, thank you very much for being on this week's episode of the Grow My Salon Business podcast.

[00:43:17] **Skye Waterson:** Thank you so much for having me.

[00:43:18] **Grow My Salon Business:** Cheers. Thanks.