



Sample Business Owner – Lisa Tran

“Hunter Boutique Hair & Beauty”

Profile

- **Location:** Newcastle, NSW
- **Employees:** 6 (2 apprentices, 3 stylists, 1 receptionist)
- **Years in business:** 7
- **Background:** Started as a solo operator and steadily increased her staff. Passionate about her craft but finds managing the business stressful.

Business Goals

- Maintain a positive workplace culture and high client satisfaction
- Reduce staff turnover (which has been increasing lately)
- Improve team communication and morale
- Be seen as a responsible, caring employer in her community

Challenges

- Feeling overwhelmed by management and wellbeing responsibilities
- Two team members are dealing with mental health issues, and Lisa doesn't know how to support them
- Struggles to separate work stress from her personal life
- Unsure how to meet new obligations around psychosocial risk under WHS laws
- Has limited time to research or implement complex systems

Mindset

- Caring and loyal, but tired and running out of capacity
- Wants to do the right thing, but fears getting it wrong
- Looks for support that is practical, not preachy
- Would value a service that “takes things off her plate”

Why Responder Care?

“I just want to make sure my team is okay, but I don't have the headspace to handle all the issues happening at the moment.”

Workplace Wellbeing Quiz



Take this quick quiz to learn how your business is tracking