

Our Bossy Girl Feature: Morgan Chavis

1. Introduction:

- Tell us a bit about yourself and your background. What led you to where you are today?

A few things I always like to mention when I am asked about my background is that I was born and raised in Detroit and I spent the majority of my childhood watching my father build his business. I also watched my mother to create a non-profit organization that touched the lives of hundreds of Detroit youth. Entrepreneurship is in my blood. As a proud Detroiter, I can say that hustle is also in my blood. Despite the news about Detroit, there is also a strong culture of determination, hard work and grit that I proudly carry with me daily.

- Can you share a defining moment or experience that shaped your journey to becoming a bossy girl?

A defining moment for me in my entrepreneurial journey and becoming a bossy girl is my first memories of starting a business. My very first business was a neighborhood candy store with my sister called, "AshMor's Sweet Treats". My mom would take my sister and I to a wholesale candy store in Detroit where we would buy all of our favorite candies like Lemonheads, Now and Laters and Tootie Frooties. We had yard signs and flyers that we would give to all of our friends in the neighborhood advertising for them to come purchase candy. We used our back window and milk shoot for our customers- yes, our house is old enough to have a milk shoot. It was at this young age that I realized I would always find some way to lead and to manage a business. My goal is that this experience is inspiring to a young, developing entrepreneur to start learning as young as you can. No idea is too small!

2. Leadership and Achievements:

- What does leadership mean to you, and how do you embody it in your daily life?

Being a leader to me means being courageous enough to impact others. This can look many different ways but in any environment leadership takes courage to speak up, stand out and influence those around you. In my daily life I choose to lead by example. As a business coach and leader of a team I am constantly providing feedback and ideas for improvement. It discredits me if I am not able to take my own advice as difficult as that may be some days. I tell my clients to hold themselves accountable to goals by withholding certain rewards like a stop at their favorite place for coffee or lunch, until they have achieved whatever discipline milestone they are attempting to reach. I have to lead by example by doing the same practice within my own business.

- Can you share some of your most significant professional achievements or milestones?

One of my most significant professional milestones has been the expansion of my business to a second brick and mortar location. This achievement was by far one of the most difficult I have ever experienced one where I learned the most. Opening my second location, Lusso Suites, took determination, perseverance and persistence through strategic and financial challenges. I learned how to leverage the support around me, something that does not come naturally to me, and to not give up on a dream even as it becomes difficult.

- How do you overcome challenges and setbacks in your career?

One of the ways I overcome challenges in my career and how I encourage my clients to overcome challenges is by choosing a success mindset. One of the most overwhelming and unavoidable aspects of being an entrepreneur is being under the microscope of constant criticism. Even from those who believe in your vision their pushing you to greater heights can sometimes feel like you're never doing enough. I overcome this by

focusing on all my wins, or my trophies as I like to call them. I use a statement, “put all your trophies on the shelf, even the small ones.” If we choose to revel in the wins we will exude positivity. This shift in mindset from thinking your efforts are never enough to look at all I have accomplished already can carry you through even the most vast setbacks.

3. Inspiration and Motivation:

- Who has been your greatest inspiration in your career or life, and why?

My father truly is one of my greatest inspirations. I watched him take his leap off the corporate ladder and remain to be a respected leader. His determination and accomplishments demonstrate a true thirst for excellence. Not only has he achieved great heights in his professional life, he has done so while maintaining relationships with so many people who look up to him and call him a friend.

- What motivates and drives you to succeed, both personally and professionally?

My family and being an example for young, black women is what motivates me to succeed. I feel that I can be an example to other aspiring entrepreneurs therefore failing is not an option. I have also brought my family along with me on this journey. Success for me means that all my partner has sacrificed to support me is not in vain.

- How do you inspire and motivate others in your team or community?

I motivate my team by showing them the potential of what we can achieve together. I treat my team like an extension of my family. Their goals are important to me. By becoming personally invested in what they are striving for I am able to push them towards their goals.

4. Work-Life Balance:

- Balancing work and personal life can be challenging. How do you manage this balance effectively?

Work-life balance cannot be achieved without planning. Maintaining a schedule for yourself is essential. “Me time” should be part of everyone’s weekly routine, even if it is just an hour at night before bed. We all deserve time to unplug and it’s necessary to avoid burnout.

- What self-care practices do you prioritize to maintain your well-being?

I take my self-care very seriously. I strongly believe when you look good, you feel better. I make it priority to feel my best by presenting myself in the best way possible. For my self-care I love to get my nails done and pedicure for some “me time”. I also prioritize taking time for my well-being by taking salt baths at home and curling up with a good book. On as many mornings as I can, I start my day with prayer and alone time with my thoughts. We are all busy! Sometimes this is only 5 minutes in my car or 5 minutes while the shower water gets hot. Finding time for yourself is vital for your mental health.

5. Advice for Others:

- If you could give one piece of advice to young women aspiring to leadership roles, what would it be?

Take every opportunity that you can to demonstrate leadership wherever you are in your leadership journey. If you are currently in an activity or sport, ask your instructor or coach what opportunity there is for leadership in that space. You are never too young to be a leader. You are never too young to learn and grow!

- How do you navigate and overcome gender-related challenges in your industry?

In the beauty industry women are the primary providers but are not always the owners. Being a young, black woman it is often an assumption that I am not qualified to run a successful

business. My motto is always to prove them wrong! Let the actions and results of your leadership speak for itself. Do not be discouraged by the assumption of others. Stand in your truth, be confident and follow your own path.

6. Skills and Strategies:

- What skills do you believe are crucial for success in your field?

In my field it is imperative to be strategic. The salon industry is a high revenue industry with low profit margins. This means long term planning, lean operations and thoughtful investments are a must in order to sustain. In addition to business acumen, soft skills are also important. A leader is only as strong as their team. Possessing the ability to inspire and engage others is a crucial skill for any leader.

- Can you share some strategies that have helped you excel in your career?

One of the strategies I have used in my career is to keep a little black book. I talk through this strategy in my book, "Leap Off the Ladder". Your little black book is intended to be a journal bookkeeping your past experiences. The concept is to document what experiences you liked at organizations in which you've been involved as well as things you think should have been different. You can refer to these things when making plans of what to implement in your own organization when you're a leader.

7. Future Goals:

- What are your future career goals and aspirations?

My future goals are to continue operating The Lusso Brand with a retail complex that has rentable spaces for other small business owners. Within this complex will be a resource hub with trained business coaches for each leader to utilize for business coaching.

- How do you see yourself making a positive impact on your industry or community in the future?

I will continue to make a positive impact on my community with initiatives through Lusso Gives. Lusso Gives' mission is to give back to the community where we thrive. Our scholarship fund is focused on aiding in closing the education gap within the beauty industry by providing access to cosmetology school for all. We also thrive to provide business coaching for new business owners so that they will be able to be successful achieving their goals.

8. Personal Touch:

- Beyond your professional life, what are your passions or hobbies?

I love to spend time with my family. Traveling, experiencing new places and new foods are my favorite things to do. I enjoy reading, watching my favorite shows as well as pampering myself with trips to the spa.

- Is there a fun or interesting fact about yourself that most people don't know?

Most people do not know that I have struggled with depression and anxiety most of my life. One of my goals for 2024 is to educate others about coping with anxiety as high performing leaders and entrepreneurs.

9. What message would you like to share with our audience, especially with other aspiring bossy girls?

Embrace being a boss! You do belong! You are worthy. Your hard work is what places you in the space God has planned for you. Use all of your space. Don't shrink.