

Vincent Reyes: Coach

CHERRY REYES



Unlike that of some people I know who were asked to contribute here, my task is easy. You see, I am married to a real mentor! Not only is he a professional basketball coach, he is also a business, executive, and corporate coach. More than all that, however, he is my life coach.

Vincent “Chot” Reyes is all about passion. His chief lesson to me is that to have a happy, fulfilling, and successful life; I must only be involved in things I am passionate about. He reminds me to constantly operate from within my “sweet spot,” always pushing me to go beyond my comfort zone without leaving my gift zone.

Yes, these are things we talk about. I have listened to him speak in front of thousands of people, as he is very much sought after in the corporate speaking circuit. I cannot count the number of times a friend, an acquaintance, or a client has approached me to relate how Chot’s talk had a profound impact on them or someone they know. I have sat in the stands cheering when his team wins, as I have cried feeling his pain when he loses. But always I have learned from him, for a life with my mentor is a life of learning, as he considers himself a nonstop learner—always reading a book (or two, or three at a time); or attending a seminar; or watching game film; or sitting in on some online training.

And so I do what I do now. Making people beautiful is my passion, so I relish my responsibilities as founder and creative/managing director of Essentials Toni & Guy. I am not comfortable speaking in front of people, but I have stretched beyond this fear and have been teaching a Cosmetology class at the Miriam Adult Education (MAE) for the past ten years, simply for the fulfillment I get out of helping the less fortunate. True to my mentor’s love for learning, I constantly upgrade my knowledge by attending workshops and courses at the Toni & Guy Academy in London.

My mentor is not perfect. Far from it. In fact, our life together has been marked by numerous mistakes and failures. But Chot has taught me the value of failing forward. He models not only resilience, but the value of keeping one's head up even after defeat. He not only inspires me to give my best, but he communicates my worth and potential so clearly that I am inspired to see it in myself constantly – truly the mark of a great mentor.

In business my mentor has taught me the value of relationships, of building trust levels with my people as the most effective motivating factor. I now pride myself in developing our people—from store room helpers to assistants, and eventually to senior stylists. I love watching them grow and gain belief in themselves—something my coach says is the mark of a true mentor. I used to fret about training people only to lose them to the competition, but my mentor always reminds me that “the only thing worse than training people and losing them is not training people and keeping them.”

I'm thankful my coach keeps “training” me. Unlike others, however, he knows he will never lose me.



Cherry with husband and mentor, Chot

A passionate wife and mother of three boys and a girl, Cherry Reyes is the founder, creative, and managing director of Essensuals Toni & Guy chain of salons here in the Philippines. One of Manila's most sought-after hairdressers, Cherry has likewise devoted her time and efforts to teaching cosmetology at the MAE for the past eleven years, making her one of her alma mater's Alumni Achievement.