FOUNDER & CEO

Karen Stickrod

Make every welcome personal.



A welcome that travels

Karen Stickrod brings more than 25 years in aesthetics to a question every growing practice faces. How do you give the guest in your fifth office the same thoughtful welcome you would give them yourself? As Founder & CEO of TernaCove Atelier, Karen brings patient experience, life and wellness coaching, and beauty into the same conversation. Her approach starts with what someone wants to feel more confident doing on an ordinary day.

Her first offer is a six-week working engagement with one office. The manager chooses a missed handoff, rehearses a better response with the team, and measures whether guests get the follow-through they were promised.

LinkedIn profile

Instagram · @karen.stickrod

The story behind the mark

TernaCove Atelier

Make every welcome personal.

THE NAME

TernaCove is the family of ideas this company comes from. For this brand, the cove is a moment of shelter: a place to arrive, get your bearings and decide what comes next. An atelier is a working studio. Put the two together and you get Karen’s promise to practice leaders: a place to practice the small, difficult things that make another person feel at ease.

THE MONOGRAM

The T and A share space in a single monogram. The upright strokes suggest the structure a good manager gives a team. The gold curve moves between them like a handoff: one person carries forward what the last person learned. Plum gives the mark depth; gold picks out the moment of recognition. Karen’s measure of luxury is whether the guest feels remembered.

A FOUNDER STATEMENT / PROPOSED WORDING FOR KAREN

“I want the person who walks into a beautiful room feeling a little out of place to know, within a minute, that someone was expecting them. I want the newest person at the desk to know how to give them that feeling. That is what I want this company to teach.”

The practice Karen wants to build

THE FIRST SIX WEEKS

Start with a real moment: a guest asks a question nobody at reception can answer. Rehearse how to acknowledge it, introduce the right colleague and close the loop. The manager measures completed follow-ups against the number promised.

THE MANAGER ACADEMY

Turn the best rehearsals into short practice sessions for new leaders. Invite people with different accents, access needs and cultural expectations to review scenarios. Teach staff to ask about preferences and to give guests time to decide.

THE NEXT GENERATION

Pilot an AI-assisted rehearsal studio using fictional guests. Let managers practice a difficult conversation privately, compare two responses and discuss the judgment call with a human coach. Test success through observed staff performance in the following month.

A FOUNDER’S TEST

Can another manager deliver the experience while Karen is in another city? Can a guest explain who will help them next? Can a staff member speak up when a script feels wrong? Those answers tell her whether the company deserves to grow.

Beauty in everyday life

PATIENT EXPERIENCE

Before an appointment, write down the questions you want answered. Afterwards, know who to contact and what happens next. Karen brings that same attention to the teams she coaches.

LIFE AND WELLNESS COACHING

Start with one routine that fits the life you actually lead. A session might focus on preparing for a busy workweek, making space for yourself or following through on one personal goal.

GLUTEN-FREE AND SUGAR-FREE LIVING

For people who already choose these eating patterns, coaching can make ordinary decisions easier: organizing a pantry, comparing labels or preparing questions for a restaurant. Individual medical nutrition needs belong with a qualified clinician or dietitian.

BEAUTY AND CONFIDENCE

Build a beauty ritual around what makes you feel like yourself. Karen brings her eye for aesthetics and her warmth to the conversation, whether you have five minutes before work or an evening to get ready.

The second welcome

Karen Stickrod has operated her business as a sole proprietorship for seven years. TernaCove Atelier is the next chapter: a planned transition to a family-owned Kentucky LLC that brings her experience in aesthetics, patient experience and everyday wellness to more people.

The first welcome happens at the door. The second comes when one person hands you to the next. In that moment a guest discovers how much of their story they will have to repeat.

In Karen’s proposed workshop, three people rehearse the same handoff from different seats. The guest asks a question quietly. The receptionist asks what may be shared. The next colleague introduces themselves and takes responsibility for following up. Then everyone changes seats.

A founding sponsor could help cover seats, accessible materials or a local educator’s time. Karen and the sponsor would agree on the scope and budget before money changes hands.

Soul Connection, Ken Barnes’s optional personality and compatibility reflection tool, offers a separate way to explore how people listen and communicate.

Explore Soul Connection (request access)

TernaCove Atelier | AI in practice

Founder-reported AI use. Proposed applications and reviews follow.

Patient experience — A dialogue model takes a fictional front-desk scenario and drafts two handoffs. Staff rehearse both. Karen scores permission, discretion and clarity of follow-up.

Practice leadership and academy — A retrieval assistant uses Karen-approved teaching materials to build a scenario and rubric. A facilitator verifies the source and watches the manager teach it back.

Life and everyday wellness — A writing assistant turns a participant-selected priority into a weekly checklist. The coach and participant decide what is realistic and review progress.

Gluten-free and sugar-free living — A language assistant drafts shopping lists and restaurant questions from stated preferences. Check actual ingredient labels and restaurant answers. Medical dietary needs go to a qualified clinician or dietitian.

Beauty — An assistant organizes stated preferences, available time and budget into a draft routine. Karen reviews product information and suitability. The concept excludes automated diagnosis from client photographs.

Marketing and creative work — Use an image editor for authorized editorial portraits and a writing assistant for captions. Karen approves likeness, claims and rights before publication. Existing verified example: AI-assisted founder portraits created for this project.

Sales, sponsors and Soul Connection — Draft outreach, workshop budgets and aggregate sponsor summaries. A human verifies numbers and approves messages. Soul Connection remains a separate optional resource; assessment answers do not feed sponsor profiles.

Operations and finance — Summarize approved procedures and explain spreadsheet scenarios. Keep cash, ownership and distribution calculations in the formula-driven model; reconcile against actuals. Karen approves commitments.

Technology and invention — A proposed task coordinator could retrieve approved materials, draft a scenario and queue human review. Keep consent-version checks deterministic. Use fictional data to test failure cases. AGI is a research direction; no deployed general-intelligence system has been established.