

BUSINESS

TECHNIQUE ARTISTIC MANAGEMENT SHOWCASE

L'Oréal Professionnel is committed to the industry and, in addition to technical and artistic expertise, provides courses dedicated to all aspects of the business to help you stay competitive in today's demanding marketplace.

BUSINESS GUEST ARTISTS



CAROLYN NEWMAN

As Colour and Art Team Director at Charles Worthington, Carolyn uses her expertise in all areas from catwalk, stage and media to working with clients in the salon. Her inspiring enthusiasm for colour is infectious and her loyal and discerning celebrity client base is testimony to this. Carolyn is a colour favourite within the hairdressing industry. Her amazing technical expertise, combined with a true passion for colour means that time spent with her is a motivating experience. Her colour clinics at Charles Worthington are second to none and culminate in a personalised colour prescription in synergy with the client's personality.



DOM MIGELE

'Migele Experience' have been nominated for 'Retail Salon of The Year' at the British Hairdressing Business Awards six times, having won the award twice. The salon were also winners of the 'Customer Care Award' in 2007 and 2008. By designing and applying specific systems that consistently improve the client experience, the salon's retail has grown exponentially over the last 5 years. Dom regularly educates salons throughout the UK and Ireland on how to influence their teams to adopt a unique retail mindset, resulting in increased sales and client service. He believes that 'Great retail is what happens when you look after your clients.'



JEREMY ORRISS

Jeremy Orriss has a wealth of experience working with Jo Hansford for over seven years, as well as holding senior positions in the banking industry with the Royal Bank of Scotland, before setting up his own business/consultancy.



JULIE ELDRETT

Julie Eldrett is a customer care consultant with over 35 years experience in the hair and beauty industry. Passionate about customer care, Julie believes finding and satisfying the needs of your customers is fundamental to the success of your business. Julie effective communication and attitudes are the main contributing factors that can make the difference between a happy or unhappy customer. While we are experiencing an economic downturn, it is fundamental to concentrate on customer service and ensure that your business is customer driven. Any business needs to be consistently getting the basics right and keeping the customer needs at the forefront.



DAVID DREW

After an impressive 33 year career in hairdressing, with management roles for world famous names, David ran his own award-winning salon for 23 years. He sold his salon goodwill, retaining the freehold to start his coaching practice IBC (Impact Business Coach) in 2005. During 2008, David was the Business Editor for The Fellowship for British Hairdressing's Magazine FM and in April 2008, David was elected to serve/sit on The Council of The Fellowship for British Hairdressing. His Business Doctor series of articles in Salon Surgery for Hairdressers Journal prompted an invite, in 2006, onto the judging panel for The British Hairdressing Business Awards.



HELLEN WARD

Hellen Ward is the Managing Director of the award-winning Richard Ward Hair and Metrospa in London's Sloane Square. The salon is one of the largest and highest-grossing in the country. Managing a team of over 75 staff, Hellen is also responsible for the company's development and her role encompasses branding, marketing, PR, finance and human resources. She regularly conducts business seminars for the industry and L'Oréal Professionnel worldwide and has been labelled the industry's 'Business Guru' through her media persona in the trade and consumer press. A past President of the Hair and Beauty Benevolent, she is also dedicated to raising the industry charity's profile.



JOHN GILLESPIE

For John Gillespie, the world of hairdressing has opened many doors, giving him a wide variety of experiences from salon owner, trainer and motivator, session stylist, platform artist, product spokesperson to television presenter. John has worked in conjunction with many of the world's leading beauty corporations on both education and photographic platforms. It is John's dynamic approach and energetic personality that motivates and inspires each and every person who attends his presentations. He regards himself as not just a hairdresser, but also a motivator, and it is this which makes him such a unique talent.



MARK WOOLLEY

Mark Woolley is an award-winning hairdresser behind the Electric hairdressing brand. With an eye for the 'here and now', Mark's relatable personality is reflected in his style of hairdressing, which can be described as wearable and beautiful with a commercial edge. His technical skills are captured on film as he regularly shoots trend collections for both his salon and leading hair manufacturers. His work is regularly featured in the press throughout the world and he is also involved in catwalk creations for fashion shows. The Electric Art Team are also in demand within the European arena and regularly present seminars and shows.



NERGISH WADIA-AUSTIN

Trained at the Vidal Sassoon Academy in Hong Kong, Nergish combines her knowledge of the hair and beauty industry with the outstanding business experience she has gained working as the General Manager within Harrods and as a Regional Manager for 24 of London's prestigious West End department store Hair and Beauty concessions. Having worked in Asia, Europe, Australasia, North America and the Middle East for some of the top names in the industry, Nergish Wadia-Austin, from Jopirza Consultants, is one of L'Oréal Professionnel's worldwide consulting partners, specialising in management training within the hair and beauty industry.



SEAN HANNA

Winner of numerous industry awards including Business Director of the Year, three times British Marketing Award, two times Manager of the Year Award, and now a member of the British Business Hall of Fame, Sean's passion for the business of hairdressing is unquestionable. First and foremost a 'hairdresser', Sean has travelled the journey from salon stylist to owner of a progressive group of award-winning London salons. Sean is now also the owner of a vibrant property company as well as being the managing director of Rage International, which supplies inspirational business programmes exclusive to the hairdressing industry.



ROBERT SOUTAR

Robert is the National Account Controller for the L'Oréal Professional Products Division. He has worked in the hairdressing industry with L'Oréal Professional Products Division for over 25 years. His extensive national account management, commercial and trade marketing experience has enabled him to gain a unique insight into best practice and what is required to run a successful salon business.



SIMON SHAW

Simon is the co-founder and past director of the international award-winning salon group, Haringtons. He has spent 30 years in the industry and over 23 years creating salon culture, focusing on developing people and providing top customer service. Having toured the globe, he is a constant source of creative leadership and has a proven talent coaching both teams and individuals to success – he passionately believes that people are key to every successful business. Simon's entrepreneurial experience and unique coaching approach have proven to be successfully transferable to all kinds of business.

BUSINESS PROFITABILITY

THE BEST EVER WAY TO RUN YOUR SALON

GUEST ARTIST: Hellen Ward

OBJECTIVES

Need financial guidance and business direction? Or expert advice to boost finances and increase profitability? Don't get bogged down. The answer is to instigate effective management systems. Hellen Ward's tried and tested foolproof systems over her 25-year career in the hairdressing industry are guaranteed to help increase profitability and productivity. The day is split into two sections. The morning section, 'Red Tape & Need to Know' covers the nitty gritty with handy hints and tips. In the afternoon, Hellen

STUDENT PROFILE

New/potential/current salon managers, owners or franchisees.

presents '10 Steps To A Profitable Salon' that is a practical guide designed to develop more effective salon management. Hellen's plain-speaking approach ensures the content is delivered in hairdresser's language!

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.00pm
1 day

PRICE

£220

TAKE AWAY

Diploma

BUSINESS ESSENTIALS

GUEST ARTIST: Sean Hanna

OBJECTIVES

In this one day course Sean presents many of the core essential elements of opening, growing and developing a successful salon business. Topics include how to develop your business vision, establishing important key performance indicators for managers, and secrets of salon marketing. On top of this, Sean delves into the financial part of the business and tackles thorny issues such as wages, commissions, and retail profitability. During the day, Sean will also be using the latest business tools from Rage International

STUDENT PROFILE

Creative hairdressers, salon owners or senior managers.

to demonstrate how to financially get the most out of any salon business. This is an invaluable opportunity to question and share ideas with one of the UK's most successful independent salon owners.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£220

TAKE AWAY

Diploma



BUSINESS TALK – THE RETAIL CONCEPT

GUEST ARTIST: Robert Soutar

OBJECTIVES

Retailing is a service based on advice, recommendation and experience. Clients do not go to a salon to be sold to, but they do value professional advice over polite conversation. Most clients are open to buying products but don't because the stylist did not recommend them or they were not aware of what was available. This afternoon talk helps to break down the barriers many of us have when it comes to 'selling'. It looks at the principles adopted by other industries, the right questions to ask clients, what

STUDENT PROFILE

Owners, managers or stylists who are interested in improving their retail skills.

the real buying influencers are and, of course, why we don't sell. A must for those who are serious about offering the complete salon experience.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
2.30pm - 5.00pm
½ day

PRICE

£50

TAKE AWAY

Diploma

I WANT TO DEVELOP MY RETAIL SKILLS – SHOW ME HOW!

GUEST ARTIST: Dom Migele

OBJECTIVES

This new course is an imaginative collaboration between Dom Migele and L'Oréal Professionnel. Dom has two very successful salons based in Kirkcaldy, Scotland and has been nominated six times for Retail Salon of the Year in the British Hairdressing Business Awards (winning it in 2002 and 2006). Dom is passionate about retail and will share all his tried and tested methods, supported by tracking and monitoring systems. What you will learn first and foremost is how to deliver an incredible client experience in your salon resulting

STUDENT PROFILE

Salon owners wishing to get serious about retail, and salon managers who can make decisions and implement changes.

in phenomenal retail growth. This seminar is a must for any salon that wants to "get serious" about retail. Forget about "just selling", this course will give you so much more, with all the benefits of increased service levels through the client-friendly and logical approach to retailing.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
3 days (not consecutive)

PRICE

£400

TAKE AWAY

Diploma

"VERY INFORMATIVE – GREAT IDEAS
FOR THE SALON WITH USEFUL TIPS
TO BOOST RETAIL SALES."

VICKY FROST. URBAN HAIR. WIGAN

INCREASING CUSTOMER SPEND

GUEST ARTIST: Nergish Wadia-Austin

OBJECTIVES

An ideal course for managers who want to teach staff how to achieve a higher customer spend without the hard sell. Nergish Wadia-Austin clarifies how great customer service and simple adjustments of chair-side language and etiquette can dramatically impact customer spend. Her "Increasing Customer Spend" DVDs are available exclusively through the International Academy, London on 020 8762 4200 and Manchester Academy on 0161 834 9594.

STUDENT PROFILE

All levels of management who wish to improve their customer service standards and thereby dramatically increase customer spend.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£220

TAKE AWAY

Diploma

NEW! MANAGEMENT MAGIC

GUEST ARTIST: Simon Shaw

OBJECTIVES

As salon owners and managers we have to learn the skill of spinning plates whilst juggling the balls of salon life. It clearly is the role of a magician.

Simon Shaw, along with a business partner, created their first salon in 1984. Together they successfully grew to become the directors of an award-winning international salon group with in excess of 400 staff across 21 sites.

Simon will share the magic of this success and in turn help you to develop the skills required.

STUDENT PROFILE

New or existing salon managers or owners.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Interactive/Workshops
10.00am - 5.30pm
1 day

PRICE

£180

TAKE AWAY

Diploma

The day will focus on the core pillars of salon management:

- Effective leadership
- Team work and development
- Motivation
- Communication
- Targets and goal setting
- Coaching
- Maximising client potential
- Salon culture and community



NEW! MIND YOUR OWN BUSINESS

GUEST ARTIST: Simon Shaw

OBJECTIVES

Become conscious and aware of the facts and figures of your business, identify the potential and maximise the growth.

Simon will share the secrets of developing a profitable business and help you with his personal M.O.T. as you map where you are and where you want to be.

Fine tune the fundamentals of your business as you get to know your numbers inside out for maximum profit potential.

STUDENT PROFILE

New or existing salon managers or owners.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Interactive/Workshops
10.00am - 5.30pm
1 day

PRICE

£180

TAKE AWAY

Diploma



MISSION FOR PROFIT

GUEST ARTIST: David Drew

OBJECTIVES

Have you converted your hard work into profit for your business? Profit is generally acknowledged as the single most pressing concern of most business directors/owners and it is simply the life blood of all businesses. This one day course brightens up the dull side of salon management. It can be easy to get lost in the financial terminology used in business, but with this user-friendly and accessible course, David Drew demonstrates in jargon-free language that whatever you're selling, understanding accounts

STUDENT PROFILE

Salon managers and owners who are keen to learn about business and profit-boosting methods in a non-threatening environment.

is the key to success in order to give your business that competitive edge. David Drew highlights the fundamental aspects of running a business in order to boost the profits of your salon, enabling you to approach business situations with confidence.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Interactive
1 day
10.00am - 5.30pm

PRICE

£190

TAKE AWAY

Workbook

MY COLUMN – MY BUSINESS

GUEST ARTIST: Nergish Wadia-Austin

OBJECTIVES

Finally, the long awaited course for stylists by Nergish Wadia-Austin. In this one day session, Nergish explains the importance of goals both personal and professional and the importance of 'chair-side' manners and language. Stylists will learn simple techniques to maximise client spend and dramatically increase commission-based earnings without the 'hard-sell'.

STUDENT PROFILE

Salon hairdressers at any level hoping to practice their craft in a professional manner and thereby maximise personal earnings.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£220

TAKE AWAY

Diploma



THE PATH TO RETAIL HAPPINESS

GUEST ARTIST: Dom Migele

OBJECTIVES

The main objective of this retail course is to educate participants on how important successful retail strategies are to a salon, not only for the financial impact, which can create exponential growth, but also the way it influences the client experience. Dom will inject a new mindset so that long after the day is over, the team will influence their clients' buying habits to the benefit of the whole salon community, management, team members and clients.

STUDENT PROFILE

Managers who look at increasing the retail business in the salon.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.00pm
1 day

PRICE

£200

TAKE AWAY

Diploma



SALON ACCOUNTS INDUCTION DAY

GUEST ARTIST: Hellen Ward

OBJECTIVES

Free for subscribers to salonaccounts.com, this hands-on induction day shows you how to get the most out of computer software. Written by Hellen Ward, this salon management system is 'Sage for hairdressers, written by a hairdresser'. In easy stages, the system is designed to make management accounting understandable. Hellen and her team take each delegate through the system, showing them how to analyse results, maximise profits and make their businesses more efficient and results driven.

STUDENT PROFILE

New/potential/current salon owners, receptionists, managers or franchisees.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Practical
10.00am - 5.00pm – 1 day

PRICE

Complimentary for subscribers or £190 for non-subscribers. For more information or to book this course, please visit www.salonaccounts.com

TAKE AWAY

Diploma

SALON GURU

GUEST ARTIST: Hellen Ward

OBJECTIVES

This one day session offers a unique and invaluable opportunity to meet other salon owners and to get up close and personal with one of the industry's foremost businesswomen. Hellen Ward, Managing Director of Richard Ward Hair & Metrospa, runs this unique round-table business forum for new, existing or potential salon and spa owners. Starting with her unique 10 point business health check for each salon owner to run through, each delegate can then bring their particular issue for Hellen's individual advice and open discussion and debate.

STUDENT PROFILE

New, existing or potential salon and spa owners.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 2.00pm
½ day (includes lunch)

PRICE

£190

TAKE AWAY

Diploma

Some of the issues Hellen can help you with include:

- Incentivising staff
- Establishing a brand
- Marketing to your target client
- Effective salary deals
- Reducing costs
- Developing an effective pricing structure

Whatever your problem, Hellen can discuss solutions with you.



SHOW ME THE MONEY

GUEST ARTIST: Jeremy Orriss

OBJECTIVES

This course focuses on the development of an ongoing business plan that allows the owner or manager to raise finance and then monitor and grow their salon by continuing to use the plan.

STUDENT PROFILE

New and established salon owners as well as salon managers who are looking for ways to finance their business in the most effective way.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£170

TAKE AWAY

Diploma



Andrew Mulvenna, Belfast

BUSINESS SERVICE

ARE YOU BEING SERVED?

GUEST ARTIST: Hellen Ward

OBJECTIVES

Hellen Ward, Managing Director and Gavin Hoare, Customer Liaison and Salon Manager at Richard Ward Hair & Metrospa, bring a unique, refreshing approach to giving clients the ultimate customer service experience. This half day seminar offers a simple guide to rethinking attitudes to client care. Delegates will learn how to create the right ideology within the salon, and that customer care is a way of thinking, not a department! Gavin and Hellen will then take delegates through a 10-step client journey from

STUDENT PROFILE

All levels of salon staff who have the autonomy to create new business practices through training others.

first point of contact to leaving the salon happy, and finish with an action checklist to implement in the salon.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
2.00pm - 4.00pm
½ day

PRICE

£120

TAKE AWAY

Diploma



MAINTAIN CUSTOMER SATISFACTION

GUEST ARTIST: Julie Eldrett

OBJECTIVES

How we treat our customers is fundamental to the success of any business. Every customer that has made the decision to use your business must leave feeling welcomed, valued, and eager to return, promoting your salon to others as a direct result. This course explores the many aspects essential to maintain customer satisfaction and how to ultimately exceed the customer's expectations. The importance of the consultation, good communication, and effectively advising the customer, encourages customer loyalty,

STUDENT PROFILE

Suitable for any team member who comes into contact with your customers.

rebookings, and retail. Increasing business turnover and promoting team building and performance ensures that the team understands the importance of working together in unison towards the common goal of 'Consistent Customer Satisfaction.'

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£180

TAKE AWAY

Diploma

RECEPTION RULES

EDUCATOR: L'Oréal Professionnel Technical Consultant

OBJECTIVES

This course emphasises the importance of the role of a salon receptionist and reveals best practice secrets. Participants will excel through learning the way to create a first-class reception experience. It is the dream welcome that will maintain high standards of service and allow the salon to succeed from the first client contact through to the last.

STUDENT PROFILE

Receptionists, junior members of staff and salon managers/owners.

FORMAT/PRICE/TAKE AWAY

FORMAT
Theory
9.30am - 5.00pm
1 day
PRICE
£170
TAKE AWAY
Diploma

REMARKABLE RECEPTION

GUEST ARTIST: Julie Eldrett

OBJECTIVES

Reception is the heart of any business and yet it is often seriously undervalued. This course emphasises the powerful role of a receptionist. A good receptionist can help build and maintain a business whilst coordinating the running of the salon and, at the same time, making sure every customer is treated as a welcome guest. This is no easy task and requires a wide range of skills including the ability to deal with complaints. A company's professionalism can always be judged by how it deals with complaints.

STUDENT PROFILE

Senior members of staff, receptionists or salon owners.

Other topics include having the right attitude, image and telephone manner.

FORMAT/PRICE/TAKE AWAY

FORMAT
Theory
10.00am - 5.30pm
1 day
PRICE
£180
TAKE AWAY
Diploma

SALON RECEPTION INDUCTION DAY

GUEST ARTIST: Hellen Ward

OBJECTIVES

Free for subscribers to www.salonreception.com, this hands-on induction day shows how to get the most out of booking software. Hellen Ward's salon booking system is the result of her own business need for reliable, affordable booking software designed specifically for salon receptionists, and written by them too! Hellen and her trainers take each delegate through the system, showing them how to use all the essential tools and reports and deliver tangible business results and guaranteed increased efficiency.

STUDENT PROFILE

New/potential/current salon owners, receptionists, managers or franchisees.

FORMAT/PRICE/TAKE AWAY

FORMAT
Theory/Practical
10.00am - 5.00pm - 1 day
PRICE
Complimentary for subscribers of www.salonreception.com or £190 for non-subscribers. For more information or to book, please see www.salonreception.com
TAKE AWAY
Diploma

SPECIALIST SERVICES

GUEST ARTIST: Nergish Wadia-Austin

OBJECTIVES

L'Oréal Professionnel can organise a range of Specialist Services and Management Education Programmes designed to maximise an organisation's performance and profitability. Nergish's personalised service means that the training programmes shown here can be customised to meet specific business needs.

CUSTOMER SERVICE ANALYSIS USING 'MYSTERY SHOPPING'

L'Oréal Professionnel can organise an analysis of customer service in a real life situation and recommend improvements and highlight missed sales opportunities.

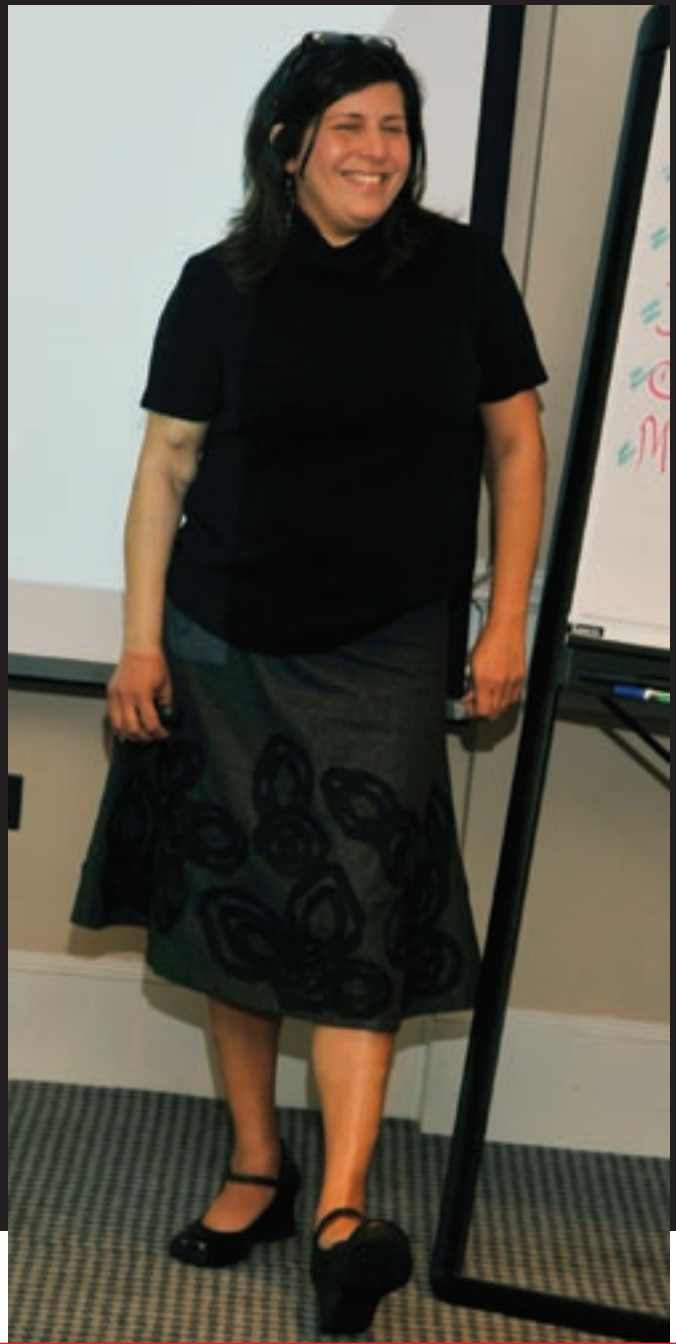
PERFORMANCE ASSESSMENT

Implementation of effective Review and Appraisal policies.

SALON BUSINESS REVIEW

A detailed salon health check and a plan for what comes next. A great service that will easily answer the question: 'Are we ready to expand?'

For further information please contact the L'Oréal International Academy on 020 8762 4200.



M BUSINESS MARKETING AND PR

PHOTOGRAPHIC SEMINAR

GUEST ARTIST: Mark Woolley

OBJECTIVES

Creative Wasp Studio is the brainchild of award-winning hairdresser, Mark Woolley and fashion photographer, Pete Webb. Likened to an independent record label, the Creative Wasp Studio directs, shoots, and releases stunning hair collections to both a UK and international hair-focused audience. The studio has created collections for the British Hairdressing Awards, Most Wanted Awards, and even international advertising campaigns. Mark and Pete will present a photographic shoot with live models being styled by Mark and

STUDENT PROFILE

Stylists, colourists or salon managers looking to learn all about what it takes to manage a successful photo shoot.

shot by Pete. Whilst shooting, the duo will share their expertise in creating the perfect magazine front cover image, give tips on coordinating the shoot, and on prepping and finishing the hair. They will also provide insider knowledge for retouching images to create the ultimate finished look.

FORMAT/PRICE/TAKE AWAY

FORMAT

1 day in photographic studio / L'Oréal International Academy (Please contact the International Academy on 020 8762 4200 for more information)

PRICE

£200

TAKE AWAY

Diploma

SALON MANAGEMENT FOUNDATION DEGREE

OBJECTIVES

Applications for this foundation degree are invited from those interested in meeting the growing demand for highly-skilled and resourceful salon managers in this expanding industry. The two year, part time course provides a sound foundation in business and management principles and, at the same time, helps develop the specific skills and knowledge essential for a successful career in salon management.

STUDENT PROFILE

1 x A Level, BTEC Diploma, Advanced Apprenticeship or Access course.

Applications from people over 21, or those without standard qualifications, are welcome and will be treated on an individual basis. Applications will be screened, followed by an assessment day to ascertain participants suitability.

FORMAT/PRICE

FORMAT

Two years parttime; one day a week over 33 weeks and a one-week block in both July and September. A fast-track option is available for those with substantial experience.

PRICE

Please contact:
Katharine Bennett
L'Oréal Professionnel
Telephone: 020 8762 4308
E-mail: kbennett@uk.loreal.com

The programme has been developed with guidance from HABIA and in partnership with L'Oréal Professionnel products, and has been subject to extensive consultation to reflect the real needs of the hair and beauty industry.

The aims of the Salon Management Foundation Degree are:

- To provide existing and potential salon owners and managers with the knowledge and understanding to efficiently and effectively meet the objectives of their business.
- To equip them with the confidence to develop the enterprise themselves, to achieve their full potential and to understand the constraints and maximise opportunities within the UK and global marketplace.

YEAR 1

- Managing Your Staff
- Knowing the Market
- Legal Requirements for Running a Salon
- Figuring it All Out – Finance 1
- Getting On with IT
- Work-Based Learning 1

YEAR 2

- Safety First
- Attracting Customers – Marketing
- Getting the Best Out of Your Staff
- Money, Money, Money – Finance 2
- Open for Business
- Work-Based Learning 2
- Optional Units Include: Keeping Your Customers Happy & Project Management

The programme does not aim to teach the specialisms relevant to salon work, such as hairdressing or beauty therapy, but to provide the management skills and knowledge in order for these salons to be proficiently and successfully managed.

BUSINESS YOU AND YOUR TEAM

ADVANTAGE POINT

GUEST ARTIST: Simon Shaw

OBJECTIVES

This course emphasises the importance of good service. Learn more about your business culture and the client's journey. Become aware of both verbal and non-verbal communication. Develop your personal service standards that represent your brand. You are the key to client satisfaction; unlock the door and allow your business to grow.

STUDENT PROFILE

Suitable for all customer-facing employees including experienced hairdressers, technicians, receptionists, trainees and managers.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Interactive
10.00am - 5.30pm
1 day

PRICE

£195

TAKE AWAY

Diploma

LEADERSHIP AND TEAMWORK

GUEST ARTIST: Nergish Wadia-Austin

OBJECTIVES

Learn how to maximise daily management time whilst conducting a busy schedule. This course focuses on goals and tools which are easy to take away and implements communication tools that will help create a winning team and environment.

STUDENT PROFILE

All levels of management or those who run a column as well as manage a team.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£220

TAKE AWAY

Diploma

PERFORMANCE REVIEWING AND INTERVIEWING SKILLS

GUEST ARTIST: Nergish Wadia-Austin

OBJECTIVES

This course focuses on the management skills needed to maximise each team member's productivity, showing the manager how to conduct a motivational performance review adding £££s to the stylists' columns. It also guides you in tackling performance issues with positive results. Effective interviewing and standard-setting techniques are taught in the afternoon session.

STUDENT PROFILE

Staff members in charge of team reviews and recruitment.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£220

TAKE AWAY

Diploma

TEAM RAH RAH

GUEST ARTIST: Nergish Wadia-Austin

OBJECTIVES

Meeting customer needs impacts commissioned earnings dramatically. This half-day motivational session will help stylists, therapists, technicians and receptionists meet the customer's needs on a daily basis. Those attending the session will learn easy techniques for maximising customer spend without selling! Team members keen to learn how to maximise earning potential by increasing their colour, retail, treatment and request business percentages will find the experience invaluable. Team RAH RAH can only be booked by individual salons

STUDENT PROFILE

Stylists, therapists, technicians and receptionists accompanied by their management team.

(maximum of 18 students) and is most effective if salon owners or managers have completed Nergish's basic courses prior to booking. The session can be conducted in the salon or off-site but in-salon training can only be arranged provided the salon is closed for the duration of the training.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
½ day morning

PRICE

£2,500

TAKE AWAY

Diploma

To book, please contact the L'Oréal International Academy on 020 8762 4200.



WINNING GAME

GUEST ARTIST: Simon Shaw

OBJECTIVES

Coaching is a skill that can grow effective learning relationships. Everyone will understand and experience the impact that coaching can have on oneself, clients and colleagues who are dedicated to setting up an on-going commitment to coaching, developing and supporting each other. Each participant experiences the value of being a coach and being coached. When we share coaching skills we can help people learn as opposed to telling them what we think they need to know. The ultimate educate the educator course.

STUDENT PROFILE

In-salon trainers, managers and team players.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Interactive
10.00am - 5.30pm
1 day

PRICE

£295

TAKE AWAY

Diploma

C BUSINESS COMMUNICATION

PRESENTATION SKILLS

GUEST ARTIST: John Gillespie

OBJECTIVES

A one day presentation skills course taught by a hairdresser for hairdressers at all levels. For those just starting out who hope to further a career by presenting on stage, this course will help overcome fears and provide the necessary tools to be a good presenter. Those with a lot of experience in presenting will be able to refine their skills. The course will also be highly beneficial for anyone wanting to communicate more effectively with staff at meetings.

STUDENT PROFILE

Hairdressers at all levels.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory
10.00am - 5.30pm
1 day

PRICE

£200

TAKE AWAY

Diploma

SHOW REAL

GUEST ARTIST: Simon Shaw

OBJECTIVES

A course that focuses on developing personal skills in presenting and delivering memorable demonstrations. This course focuses on the 10 core principles of presenting. Whoever your audience is, this formula will not let you fail – be it presenting on stage to hundreds of people to presenting yourself to a client or communicating effectively with your team. See yourself through the eyes of your audience.

STUDENT PROFILE

Current stage performers who want to enhance their presentation skills, stylists with ambitions to demonstrate, present on stage or educate fellow hairdressers, and those preparing for competitions such as Talentspotting or the L'Oréal Professionnel id.artist programme.

FORMAT/PRICE/TAKE AWAY

FORMAT

Theory/Practical/Presentation
10.00am - 5.30pm
2 days

PRICE

£350

TAKE AWAY

Mood board
Tuition mannequin
Your personal presentation on DVD
Diploma



BUSINESS UNIQUE OFFERINGS

BESPOKE COLOUR CONSULTANCY

GUEST ARTIST: Carolyn Newman

OBJECTIVES

With colour services being a sure-fire way of not only increasing client spend but most importantly client loyalty, the business of colour is something not to be ignored. However just educating your team in colour skills may not deliver the results you want – how do you make your team want to use their newfound expertise and turn their skills into profit?

With nearly 20 years as Charles Worthington's right hand lady, heading up the group's colour department, Carolyn Newman certainly has some of the answers. Over the years she has implemented numerous colour initiatives, education programmes and colour launches to clients and press. She combines this commercial salon business experience with her inherent creative drive to offer guidance and solutions to salon owners and their team, in order to increase colour uptake and motivation.

Carolyn's consultancy is a tailor-made approach where Carolyn comes to your business for the day, catering for individual salon needs as she successfully works with teams at all levels, providing tangible support that produces results. Bespoke Colour Consultancy is suitable for both select team members as well as full salon staff.

SAMPLE BESPOKE MENU

1st Class Colour: Step-by-step programme of consultation and communication excellence followed by a practical colour workshop where Carolyn will coach the students into delivering perfect colour in terms of technique and client desires. This course is a sure-fire way of re-igniting a salon team's passion for colour and their clients.

Trend Focus: Inspire your team to utilise fashion and lifestyle trends to keep their colour services, techniques and styles fresh. Carolyn demonstrates how to identify trends and then translate these into their colouring, culminating in a creative presentation of four up-to-the-minute colour techniques that the students can use for shows and photographic work as well as more subtle alternatives for your salon clients.

New Colour News: This practical hands-on day takes the team through a creative journey which will develop their colour confidence and understanding for the next season and beyond. She will give the team practical ways to generate new services and techniques and how to pull these together to give your salon a colour differential. This new colour news can be used to market to your existing clients and moreover to attract new colour clients through your door.

For further information on dates or to check prices and availability, please contact the L'Oréal International Academy on 020 8762 4200.



