

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Diploma in Men's Hairdressing & Grooming Artistry

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference BE-BAG-L • Beauty Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	BE-BAG-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Grooming Techniques

5 chapters · 30 classes85 marks

• 1 Precision Cutting Techniques for Diverse Hair Types — 6 classes

› 1.1 Understanding Hair Type Characteristics for Precision Cutting

› 1.2 Mastering Tools and Techniques for Men's Precision Haircuts

› 1.3 Executing Precision Cuts on Straight Hair Types

› 1.4 Applying Precision Cutting Techniques to Wavy Hair

› 1.5 Adapting Precision Cutting for Curly Hair Textures

› 1.6 Customizing Precision Cuts for Coarse and Afro-textured Hair

• 2 Innovative Styling Methods and Trend Adaptation — 6 classes

› 2.1 Explore Emerging Hair Trends

› 2.2 Analyze Client Preferences and Lifestyle

› 2.3 Select Innovative Styling Tools and Products

› 2.4 Master Advanced Cutting and Styling Techniques

› 2.5 Adapt Styles to Suit Individual Face Shapes

› 2.6 Evaluate and Evolve Personal Styling Approach

• 3 Advanced Shaving and Skin Care Practices — 6 classes

› 3.1 Understanding Skin Types for Optimal Shaving

› 3.2 Selecting the Right Tools and Products for Shaving

› 3.3 Mastering the Hot Towel Technique for Skin Preparation

› 3.4 Executing Precision Shaving Techniques with Confidence

› 3.5 Implementing Post-Shave Skin Care for Longevity

› 3.6 Troubleshooting Common Shaving Problems and Solutions

• 4 Professional Beard Design and Maintenance — 6 classes

› 4.1 Understanding Beard Types and Styles

› 4.2 Analyzing Facial Structures for Optimal Beard Design

› 4.3 Mastering Clipper and Scissor Techniques for Beard Shaping

› 4.4 Implementing Beard Trimming Strategies for Maintenance

› 4.5 Applying Beard Conditioning and Care Practices

› 4.6 Customizing Beard Designs for Client Satisfaction

• 5 Sustainable Practices and Ethical Considerations in Men's Grooming — 6 classes

› 5.1 Explore the Principles of Sustainable Grooming

› 5.2 Analyze the Impact of Grooming Products on the Environment

› 5.3 Evaluate Ethical Consumer Choices in Men's Grooming

› 5.4 Identify Eco-Friendly Alternatives to Traditional Grooming Products

› 5.5 Implement Sustainable Practices in Daily Grooming Routines

› 5.6 Promote Ethical and Sustainable Grooming within the Community

• 1 Understanding Customer Needs in Men's Hairdressing — 6 classes

- › 1.1 Identifying Individual Customer Preferences
- › 1.2 Recognizing the Importance of Active Listening
- › 1.3 Assessing Customer Communication Styles
- › 1.4 Tailoring Services to Meet Customer Expectations
- › 1.5 Handling Customer Feedback and Constructive Criticism
- › 1.6 Implementing Personalised Strategies for Customer Satisfaction

• 2 Communication Skills for Enhancing Customer Experience — 6 classes

- › 2.1 Understanding Customer Communication Styles
- › 2.2 Building Rapport Through Active Listening
- › 2.3 Asking Effective Questions for Client Needs
- › 2.4 Demonstrating Empathy in Customer Interactions
- › 2.5 Managing Difficult Conversations Positively
- › 2.6 Applying Feedback to Improve Communication

• 3 Delivering Personalized Services with Confidence — 6 classes

- › 3.1 Understanding Your Client's Needs
- › 3.2 Building Client Relationships Through Active Listening
- › 3.3 Customizing Services for Individual Preferences
- › 3.4 Communicating Confidence in Your Recommendations
- › 3.5 Managing Client Expectations Effectively
- › 3.6 Enhancing Client Experience Through Personal Touches

• 4 Resolving Customer Complaints and Feedback Management — 6 classes

- › 4.1 Understanding the Importance of Customer Feedback
- › 4.2 Identifying Common Customer Complaints in Men's Grooming
- › 4.3 Developing Effective Communication Skills for Complaint Resolution
- › 4.4 Implementing Strategies for Successful Complaint Resolution
- › 4.5 Analyzing Feedback to Enhance Customer Experience
- › 4.6 Leveraging Customer Feedback for Business Improvement

• 5 Cultivating a Customer-Centric Culture in Barbering Teams — 6 classes

- › 5.1 Understanding Customer Needs in Barbering
- › 5.2 Building Empathy and Communication Skills
- › 5.3 Creating a Welcoming Environment in the Barber Shop
- › 5.4 Implementing Feedback Loops for Continuous Improvement
- › 5.5 Collaborating as a Team to Enhance Customer Experience
- › 5.6 Evaluating and Evolving Customer-Centric Strategies

• 1 Understanding the Basics of Marketing in Men's Grooming — 6 classes

- › 1.1 Explore Key Marketing Principles in Men's Grooming
- › 1.2 Identify Target Markets and Customer Profiles
- › 1.3 Develop a Unique Brand Identity for Grooming Services
- › 1.4 Craft Effective Marketing Messages for Men's Grooming
- › 1.5 Analyze Competitor Strategies in the Grooming Industry
- › 1.6 Implement Digital Marketing Tactics for Grooming Businesses

• 2 Target Market Identification and Persona Development — 6 classes

- › 2.1 Explore the Concepts of Target Market in Men's Grooming
- › 2.2 Analyze Demographic and Psychographic Segments
- › 2.3 Identify Market Trends and Consumer Needs
- › 2.4 Develop Detailed Customer Personas for Men's Grooming
- › 2.5 Illustrate Persona Examples with Case Studies
- › 2.6 Apply Persona Insights to Marketing Strategies

• 3 Creating a Unique Brand Identity in Barbering — 6 classes

- › 3.1 Understanding Brand Identity in Barbering
- › 3.2 Analyzing Successful Barbering Brands
- › 3.3 Defining Your Barbering Brand Values
- › 3.4 Crafting a Unique Brand Story
- › 3.5 Designing Visual Elements for Your Brand
- › 3.6 Implementing Brand Identity in Client Experience

• 4 Digital Marketing Strategies for Men's Grooming Services — 6 classes

- › 4.1 Understanding Digital Marketing for Men's Grooming
- › 4.2 Identifying Target Audiences in Men's Grooming
- › 4.3 Crafting a Unique Brand Voice in the Digital Space
- › 4.4 Utilizing Social Media to Enhance Visibility
- › 4.5 Creating Engaging Content for Digital Platforms
- › 4.6 Analyzing Digital Marketing Metrics for Growth

• 5 Advanced Customer Relationship Management and Retention Strategies — 6 classes

- › 5.1 Understanding Advanced CRM Concepts
- › 5.2 Exploring Customer Journey Mapping
- › 5.3 Implementing Data-Driven Retention Strategies
- › 5.4 Developing Personalized Customer Experiences
- › 5.5 Enhancing Customer Loyalty Through Engagement
- › 5.6 Measuring and Analyzing CRM Effectiveness

• **1 Strategic Planning for Salon Success** — 6 classes

- › 1.1 Understanding the Basics of Strategic Planning
- › 1.2 Identifying Core Salon Goals and Objectives
- › 1.3 Analyzing Market Trends and Client Needs
- › 1.4 Developing Effective Marketing Strategies
- › 1.5 Implementing Resource Management Techniques
- › 1.6 Evaluating and Adjusting Strategic Plans

• **2 Financial Management in Barbering Enterprises** — 6 classes

- › 2.1 Understanding Financial Statements in Barbering
- › 2.2 Analyzing Revenue Streams and Cost Structures
- › 2.3 Developing Budgeting Skills for Salon Success
- › 2.4 Implementing Effective Cash Flow Management
- › 2.5 Managing Payroll and Staff Compensation
- › 2.6 Applying Financial Performance Metrics in Decision-Making

• **3 Optimizing Salon Operations and Workflow** — 6 classes

- › 3.1 Understanding Salon Workflow Dynamics
- › 3.2 Analyzing Client Flow and Appointment Management
- › 3.3 Streamlining Inventory and Supply Management
- › 3.4 Developing Efficient Staff Scheduling Techniques
- › 3.5 Implementing Technology for Enhanced Operations
- › 3.6 Evaluating Salon Performance Metrics

• **4 Excellence in Client Experience and Retention** — 6 classes

- › 4.1 Understand the Principles of Client Engagement
- › 4.2 Develop Effective Communication Techniques
- › 4.3 Implement Personalized Service Strategies
- › 4.4 Cultivate a Welcoming Salon Environment
- › 4.5 Apply Feedback to Enhance Client Satisfaction
- › 4.6 Measure and Improve Client Retention Rates

• **5 Leadership and Team Dynamics in Grooming Salons** — 6 classes

- › 5.1 Understanding Leadership Styles in Grooming Salons
- › 5.2 Building Effective Team Communication
- › 5.3 Developing Conflict Resolution Skills
- › 5.4 Enhancing Team Motivation and Morale
- › 5.5 Implementing Leadership Strategies for Success
- › 5.6 Applying Team Dynamics to Real-World Salon Scenarios

• **1 Understanding the Men's Grooming Market Landscape** — 6 classes

- › 1.1 Exploring Current Trends in Men's Grooming
- › 1.2 Analyzing Key Consumer Segments in the Men's Grooming Market
- › 1.3 Identifying Competitive Landscape and Market Leaders
- › 1.4 Examining Men's Grooming Product Innovation and Branding
- › 1.5 Assessing Digital Marketing Strategies in Men's Grooming
- › 1.6 Applying Market Research for Business Growth

• **2 Developing a Vision and Strategic Plan for Grooming Businesses** — 6 classes

- › 2.1 Understanding the Basics of Strategic Vision in Grooming
- › 2.2 Identifying Unique Value Propositions in Men's Hairdressing
- › 2.3 Analyzing Market Trends and Customer Needs
- › 2.4 Crafting a Compelling Vision Statement
- › 2.5 Setting Strategic Goals for Business Growth
- › 2.6 Developing an Actionable Strategic Plan

• **3 Building Strong Brand Identity and Positioning** — 6 classes

- › 3.1 Understanding Brand Identity: Key Concepts and Importance
- › 3.2 Analyzing Market Position: Tools and Techniques for Brand Assessment
- › 3.3 Crafting a Unique Brand Message: Communicating Values and Vision
- › 3.4 Designing Visual Identity: Elements of Effective Brand Imagery
- › 3.5 Differentiating in a Competitive Market: Strategies for Standout Positioning
- › 3.6 Implementing Brand Strategies: Real-World Applications and Case Studies

• **4 Effective Leadership and Team Building in Grooming Artistry** — 6 classes

- › 4.1 Understanding Leadership Styles in Men's Grooming
- › 4.2 Identifying Key Team Roles in Salon Settings
- › 4.3 Building Trust and Communication Among Team Members
- › 4.4 Developing Conflict Resolution Skills for Salon Success
- › 4.5 Motivating and Inspiring Your Grooming Team
- › 4.6 Implementing Leadership Strategies for Business Growth

• **5 Innovative Marketing and Client Retention Strategies** — 6 classes

- › 5.1 Understanding Innovative Marketing in Men's Grooming
- › 5.2 Exploring Digital Marketing Tools for Client Engagement
- › 5.3 Crafting Personalized Customer Experiences
- › 5.4 Implementing Loyalty Programs to Enhance Retention
- › 5.5 Leveraging Social Media for Brand Growth
- › 5.6 Analyzing Customer Feedback for Continuous Improvement

• 1 Understanding Team Dynamics in the Barbering Environment — 6

classes

- › 1.1 Identifying Key Components of Team Dynamics in Barbering
- › 1.2 Analyzing Roles and Interactions in a Barber Shop Team
- › 1.3 Exploring Communication Styles and Their Impact on Team Cohesion
- › 1.4 Understanding Conflict Resolution Strategies in the Barbering Environment
- › 1.5 Developing Leadership Skills for Effective Barber Shop Management
- › 1.6 Implementing Team Development Practices for Enhanced Barbering Services

• 2 Effective Communication and Conflict Resolution — 6 classes

- › 2.1 Understanding Communication Fundamentals
- › 2.2 Identifying Barriers to Effective Communication
- › 2.3 Mastering Active Listening Techniques
- › 2.4 Utilizing Non-Verbal Communication Cues
- › 2.5 Strategies for Constructive Conflict Resolution
- › 2.6 Applying Communication Skills in Leadership Scenarios

• 3 Cultivating Leadership Skills for Grooming Professionals — 6

classes

- › 3.1 Understanding Leadership Styles in Grooming
- › 3.2 Identifying Personal Strengths for Leadership
- › 3.3 Communicating Effectively with Your Team
- › 3.4 Motivating and Inspiring Team Members
- › 3.5 Managing Conflicts in a Grooming Environment
- › 3.6 Applying Leadership Skills in Real-World Scenarios

• 4 Building and Sustaining High-Performance Teams — 6 classes

- › 4.1 Understanding Team Dynamics in High-Performance Settings
- › 4.2 Identifying Key Roles and Responsibilities for Team Effectiveness
- › 4.3 Fostering Open Communication for Enhanced Collaboration
- › 4.4 Implementing Strategies for Conflict Resolution and Cohesion
- › 4.5 Cultivating Leadership Skills to Drive Team Success
- › 4.6 Evaluating and Sustaining Team Performance Over Time

• 5 Innovation and Change Management in Men's Grooming — 6

classes

- › 5.1 Understanding the Role of Innovation in Men's Grooming
- › 5.2 Identifying Key Trends in Grooming and How to Adapt
- › 5.3 Developing Strategies for Change Management
- › 5.4 Encouraging Creative Thinking and Problem Solving in Teams
- › 5.5 Implementing Change Initiatives in a Grooming Salon
- › 5.6 Evaluating and Sustaining Innovative Practices