

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Advanced Diploma in Barbering Salon Leadership

Executive Level



LAPT — London Academy of Professional Training

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Reference BE-BAG-E • Beauty Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

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

CURRICULUM

1

Advanced Customer Relations

5 chapters · 30 classes 85 marks

• 1 Understanding Advanced Customer Profiles and Preferences — 6 classes

› 1.1 Exploring Diverse Customer Profiles

› 1.2 Analyzing Customer Demographics and Preferences

› 1.3 Identifying Key Factors in Customer Decision Making

› 1.4 Customizing Services Based on Customer Insights

› 1.5 Enhancing Communication for Better Customer Engagement

› 1.6 Implementing Strategies for Improved Customer Satisfaction

• 2 Building Effective Communication Skills for Exceptional Service — 6 classes

› 2.1 Understanding the Foundations of Effective Communication

› 2.2 Exploring Verbal and Non-verbal Communication Techniques

› 2.3 Developing Active Listening Skills for Client Engagement

› 2.4 Tailoring Communication to Suit Diverse Client Needs

› 2.5 Enhancing Empathy in Client Interactions

› 2.6 Implementing Feedback for Continuous Communication Improvement

• 3 Advanced Strategies for Creating a Premium Barbering Experience — 6 classes

› 3.1 Understanding the Premium Barbering Experience

› 3.2 Identifying Customer Needs and Expectations

› 3.3 Crafting Personalized Service Protocols

› 3.4 Implementing Advanced Communication Techniques

› 3.5 Enhancing Ambiance and Atmosphere

› 3.6 Evaluating and Improving Customer Feedback Systems

• 4 Managing Customer Feedback and Handling Complaints Professionally — 6 classes

› 4.1 Understanding the Importance of Customer Feedback

› 4.2 Techniques for Gathering Effective Customer Feedback

› 4.3 Analyzing Customer Feedback for Business Improvement

› 4.4 Responding Professionally to Customer Complaints

› 4.5 Developing Solutions to Common Customer Issues

› 4.6 Implementing Feedback Loops for Continuous Improvement

• 5 Developing Long-term Customer Relationships and Loyalty Programs — 6 classes

› 5.1 Understanding the Importance of Long-term Customer Relationships

› 5.2 Analyzing Customer Needs and Preferences for Enhanced Engagement

› 5.3 Designing Effective Loyalty Programs for Customer Retention

› 5.4 Implementing Personalization Techniques to Strengthen Connections

› 5.5 Evaluating the Success of Loyalty Programs and Customer Satisfaction

› 5.6 Adapting and Innovating Relationship Strategies for Changing Markets

• 1 Understanding Financial Fundamentals in Barbering — 6 classes

- › 1.1 Identifying Key Financial Terms in Barbering
- › 1.2 Analyzing Income and Expense Streams
- › 1.3 Forecasting Financial Performance for Salons
- › 1.4 Managing Salon Cash Flow Effectively
- › 1.5 Understanding Profit Margins and Pricing Strategies
- › 1.6 Developing a Strategic Financial Plan for a Salon

• 2 Budgeting and Forecasting for Salon Success — 6 classes

- › 2.1 Understanding the Importance of Salon Budgeting
- › 2.2 Analyzing Financial Statements for Salons
- › 2.3 Developing a Realistic Salon Budget
- › 2.4 Implementing Cost Control Measures in Salons
- › 2.5 Forecasting Salon Revenue and Expenses
- › 2.6 Utilizing Financial Tools for Salon Growth

• 3 Revenue Streams and Cost Management in Salons — 6 classes

- › 3.1 Identifying Salon Revenue Streams
- › 3.2 Analyzing Fixed and Variable Costs in Salon Operations
- › 3.3 Exploring Pricing Strategies for Salon Services
- › 3.4 Implementing Cost-Effective Marketing Solutions
- › 3.5 Using Financial Statements to Track Salon Performance
- › 3.6 Developing Budget Plans for Sustainable Growth in Salons

• 4 Financial Reporting and Analysis for Salon Leaders — 6 classes

- › 4.1 Understanding Financial Statements for Salons
- › 4.2 Interpreting Key Financial Ratios for Strategic Decisions
- › 4.3 Analyzing Cash Flow Statements for Business Health
- › 4.4 Evaluating Profitability through Income Statement Insights
- › 4.5 Using Balance Sheets for Financial Stability Assessment
- › 4.6 Implementing Financial Analysis in Salon Management

• 5 Strategic Financial Planning for Long-term Salon Growth — 6 classes

- › 5.1 Understanding Financial Foundations for Salon Growth
- › 5.2 Analyzing Market Trends and Their Impact on Salon Finances
- › 5.3 Setting Financial Goals for Sustainable Expansion
- › 5.4 Developing a Budget Plan for Long-term Success
- › 5.5 Implementing Financial Metrics to Monitor Growth
- › 5.6 Creating Financial Strategies for Future Salon Challenges

• 1 Understanding Barbering Industry Dynamics — 6 classes

- › 1.1 Explore the Evolution of the Barbering Industry
- › 1.2 Identify Key Trends Shaping Modern Barbering
- › 1.3 Analyze Competitor Strategies in the Barbering Market
- › 1.4 Understand Customer Demographics and Preferences
- › 1.5 Evaluate the Impact of Technology on Barbering Practices
- › 1.6 Develop Strategic Responses to Industry Changes

• 2 Fundamentals of Human Resource Management in Barbering — 6 classes

- › 2.1 Understanding HR Management in Barbering
- › 2.2 Analyzing the Role of HR in Salon Operations
- › 2.3 Exploring Recruitment Strategies for Barbering
- › 2.4 Developing Effective Onboarding Processes
- › 2.5 Implementing Performance Management Systems
- › 2.6 Applying Conflict Resolution Techniques in Salons

• 3 Developing and Leading High-Performance Barbering Teams — 6 classes

- › 3.1 Understanding Team Dynamics in Barbering
- › 3.2 Identifying and Cultivating Leadership Styles
- › 3.3 Building Effective Communication Skills
- › 3.4 Implementing Team Motivation Strategies
- › 3.5 Conflict Resolution and Management Techniques
- › 3.6 Evaluating Team Performance and Feedback

• 4 Advanced Conflict Resolution and Negotiation Skills — 6 classes

- › 4.1 Understanding Conflict Dynamics in the Salon Environment
- › 4.2 Identifying and Analyzing Root Causes of Workplace Conflicts
- › 4.3 Mastering Effective Communication Techniques for Conflict Resolution
- › 4.4 Developing Negotiation Strategies to Foster Win-Win Outcomes
- › 4.5 Implementing Mediation Practices to Resolve Employee Disputes
- › 4.6 Evaluating and Applying Conflict Resolution Frameworks in Salon Leadership

• 5 Strategic Human Resource Planning for Salon Growth — 6 classes

- › 5.1 Understand Strategic HR Planning in Barbering
- › 5.2 Identify Key HR Functions Essential for Salon Success
- › 5.3 Analyze Workforce Needs for Salon Growth
- › 5.4 Develop a Talent Acquisition Strategy for Salons
- › 5.5 Implement Effective Training and Development Practices
- › 5.6 Evaluate HR Strategies to Enhance Salon Performance

• 1 Historical Evolution and Modern Trends in Barbering Techniques

— 6 classes

- › 1.1 Explore the Origins of Barbering Traditions
- › 1.2 Analyze Key Historical Shifts in Barbering Techniques
- › 1.3 Identify Influential Figures in Barbering History
- › 1.4 Examine the Impact of Technology on Modern Barbering
- › 1.5 Investigate Emerging Trends in Contemporary Barbering
- › 1.6 Apply Historical Insights to Innovate Current Techniques

• 2 Innovative Haircutting and Styling Approaches — 6 classes

- › 2.1 Discovering Contemporary Cutting Methods
- › 2.2 Exploring Texture and Volume Innovations
- › 2.3 Mastering Precision with Advanced Tools
- › 2.4 Integrating Cultural Trends in Styling
- › 2.5 Experimenting with Creative Color Techniques
- › 2.6 Implementing Sustainable Practices in Barbering

• 3 Integration of Technology in Barbering — 6 classes

- › 3.1 Exploring the Evolution of Barbering Technology
- › 3.2 Understanding the Role of Digital Tools in Modern Barbering
- › 3.3 Demonstrating Virtual Consultation and Styling Techniques
- › 3.4 Integrating Augmented Reality into Haircut Simulations
- › 3.5 Implementing Online Booking and Management Systems
- › 3.6 Evaluating the Impact of Social Media and Marketing Tools

• 4 Creative Coloring and Hair Treatment Innovations — 6 classes

- › 4.1 Exploring Advanced Hair Coloring Techniques
- › 4.2 Understanding the Science of Hair Color and Treatment
- › 4.3 Experimenting with Innovative Coloring Tools
- › 4.4 Mastering Customized Color Blending
- › 4.5 Enhancing Hair Health with Modern Treatments
- › 4.6 Applying Creative Coloring in Client Consultations

• 5 Sustainable and Ethical Practices in Barbering — 6 classes

- › 5.1 Understanding Sustainable Materials in Barbering
- › 5.2 Exploring Eco-Friendly Tools and Products
- › 5.3 Analyzing the Impact of Ethical Barbering Practices
- › 5.4 Implementing Waste Reduction Techniques in the Salon
- › 5.5 Integrating Energy-Efficient Practices in Daily Operations
- › 5.6 Evaluating the Economic Benefits of Sustainable Practices

• 1 Understanding Legal Frameworks in Barbering — 6 classes

- › 1.1 Exploring the Legal Responsibilities of Barbering Professionals
- › 1.2 Identifying Key Health and Safety Regulations
- › 1.3 Understanding Employment Laws in the Barbering Industry
- › 1.4 Navigating Data Protection and Client Privacy Rules
- › 1.5 Analyzing Consumer Rights in Barbering Services
- › 1.6 Applying Ethical Practices in Salon Operations

• 2 Health and Safety Compliance in Salons — 6 classes

- › 2.1 Understanding Health and Safety Regulations in Salons
- › 2.2 Identifying Common Hazards in Barbering Environments
- › 2.3 Implementing Risk Assessment Procedures
- › 2.4 Applying Health and Safety Practices to Prevent Accidents
- › 2.5 Promoting Workplace Hygiene and Cleanliness
- › 2.6 Evaluating Health and Safety Compliance in Salon Operations

• 3 Data Protection and Client Privacy — 6 classes

- › 3.1 Understanding Data Protection Laws in Barbering
- › 3.2 Identifying Personal Data in Barbering Services
- › 3.3 Implementing Client Privacy Policies
- › 3.4 Ensuring Secure Storage of Client Information
- › 3.5 Handling Client Data Requests and Breaches
- › 3.6 Evaluating Ethical Practices in Client Privacy

• 4 Ethical Business Practices for Salon Leaders — 6 classes

- › 4.1 Understanding Salon Ethics and Responsibilities
- › 4.2 Identifying and Avoiding Conflicts of Interest
- › 4.3 Navigating Client Privacy and Data Protection Standards
- › 4.4 Implementing Transparent Pricing and Honest Advertising
- › 4.5 Promoting a Respectful and Inclusive Work Environment
- › 4.6 Applying Ethical Decision-Making in Salon Leadership

• 5 Handling Compliance Audits and Inspections — 6 classes

- › 5.1 Understanding Compliance Audits: Purpose and Importance
- › 5.2 Identifying Key Regulatory Requirements for Barbering Salons
- › 5.3 Preparing for a Compliance Audit: Best Practices and Checklists
- › 5.4 Responding to Inspection Findings: Developing a Corrective Action Plan
- › 5.5 Maintaining Continuous Compliance: Strategies and Tools
- › 5.6 Ethical Considerations in Managing Compliance Audits

• 1 Understanding the Barbering Business Environment — 6 classes

- › 1.1 Analyzing Industry Trends in Barbering
- › 1.2 Evaluating Market Position Through Competitive Analysis
- › 1.3 Assessing Regulatory and Legal Considerations
- › 1.4 Identifying Target Audiences and Customer Profiles
- › 1.5 Constructing a SWOT Analysis for Salon Strategy
- › 1.6 Integrating Environmental Factors into Business Planning

• 2 Developing Strategic Vision and Leadership in Barbering — 6 classes

- › 2.1 Understanding Strategic Vision in the Barbering Industry
- › 2.2 Analyzing Market Trends and Influences in Barbering
- › 2.3 Setting Long-term Goals for Salon Success
- › 2.4 Developing Leadership Skills for Effective Team Management
- › 2.5 Aligning Salon Operations with Strategic Objectives
- › 2.6 Implementing Vision-Driven Change in Barbering

• 3 Financial Acumen for Salon Profitability — 6 classes

- › 3.1 Understanding Financial Statements for Salons
- › 3.2 Analyzing Cash Flow to Enhance Salon Stability
- › 3.3 Budgeting Techniques for Optimal Salon Performance
- › 3.4 Evaluating Salon Profit Margins Effectively
- › 3.5 Implementing Cost Control Strategies in Salons
- › 3.6 Developing Financial Forecasts for Salon Growth

• 4 Human Resource Management for Barbering Success — 6 classes

- › 4.1 Understanding the Role of HR in Barbering Success
- › 4.2 Identifying Key HR Functions in a Salon Environment
- › 4.3 Developing Effective Recruitment and Selection Strategies
- › 4.4 Implementing Training and Development for Barbering Staff
- › 4.5 Enhancing Employee Retention and Motivation
- › 4.6 Evaluating Performance and Feedback Mechanisms

• 5 Customer Experience and Brand Management — 6 classes

- › 5.1 Understanding Customer Experience in Salon Settings
- › 5.2 Identifying Brand Touchpoints in Salon Environments
- › 5.3 Crafting a Unique Salon Brand Identity
- › 5.4 Implementing Effective Customer Communication Strategies
- › 5.5 Enhancing Client Loyalty through Personalized Services
- › 5.6 Measuring and Analyzing Customer Feedback for Brand Growth