

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Diploma in Professional Cosmetology

Leadership Level



LAPT — London Academy of Professional Training

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Reference BE-CBT-L • Beauty Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	BE-CBT-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 Cosmetology Techniques

5 chapters · 30 classes

85 marks

• 1 Skin Analysis and Advanced Facial Techniques — 6 classes

› 1.1 Understanding Skin Types and Conditions

› 1.2 Mastering the Skin Analysis Process

› 1.3 Identifying Common Skin Concerns

› 1.4 Advanced Facial Techniques for Diverse Skin Types

› 1.5 Implementing Customised Skincare Solutions

› 1.6 Evaluating Facial Techniques through Client Feedback

• 2 Innovative Haircare and Styling Methods — 6 classes

› 2.1 Discovering Cutting-Edge Haircare Products

› 2.2 Mastering Personalized Hair Treatment Techniques

› 2.3 Exploring Eco-Friendly and Sustainable Haircare Practices

› 2.4 Innovating with Advanced Hair Coloring Methods

› 2.5 Enhancing Styling Skills Using Precision Tools

› 2.6 Applying Technology in Haircare Solutions

• 3 Advanced Cosmetic Chemistry for Product Formulation — 6 classes

› 3.1 Understand the Role of Cosmetic Chemistry in Product Formulation

› 3.2 Explore Key Chemical Ingredients and Their Functions

› 3.3 Analyze the Importance of pH Balance in Cosmetic Products

› 3.4 Investigate Emulsifiers and Their Impact on Product Stability

› 3.5 Examine the Role of Preservatives in Extending Shelf Life

› 3.6 Apply Advanced Chemistry Principles to Formulate a Custom Product

• 4 Expert Makeup Artistry and Application Skills — 6 classes

› 4.1 Understanding Facial Structures for Custom Makeup Design

› 4.2 Mastering Foundation Application Techniques

› 4.3 Elevating Eye Makeup with Advanced Techniques

› 4.4 Perfecting Lip Artistry for Diverse Looks

› 4.5 Highlighting and Contouring for Professional Results

› 4.6 Incorporating Current Trends into Makeup Artistry

• 5 Cosmetology Business Leadership and Innovation — 6 classes

› 5.1 Understanding Business Models in Cosmetology

› 5.2 Exploring Innovation in Beauty Services

› 5.3 Strategies for Effective Team Leadership

› 5.4 Leveraging Technology for Business Growth

› 5.5 Enhancing Client Experience through Innovation

› 5.6 Building a Competitive Brand in the Beauty Industry

• 1 Understanding Client Psychology in Beauty Services — 6 classes

- › 1.1 Explore the Basics of Client Psychology
- › 1.2 Identify Key Psychological Needs in Beauty Services
- › 1.3 Examine the Impact of Communication on Client Perceptions
- › 1.4 Analyze Different Personality Types and Preferences
- › 1.5 Apply Strategies to Enhance Client Satisfaction
- › 1.6 Develop Personalized Service Approaches

• 2 Communication Techniques for Building Client Trust — 6 classes

- › 2.1 Understanding Client Trust and Its Importance
- › 2.2 Mastering Active Listening Skills
- › 2.3 Developing Empathetic Communication Techniques
- › 2.4 Utilizing Positive Body Language
- › 2.5 Building Rapport through Effective Questioning
- › 2.6 Applying Trust-Building Strategies in Client Interactions

• 3 Personalizing Client Interactions Through Consultations — 6 classes

- › 3.1 Understanding the Importance of Client Consultations
- › 3.2 Identifying Client Needs and Preferences
- › 3.3 Establishing Effective Communication Techniques
- › 3.4 Customizing Service Offerings Based on Consultations
- › 3.5 Building Client Trust Through Personalized Interactions
- › 3.6 Evaluating and Improving Consultation Practices

• 4 Managing Client Expectations and Feedback — 6 classes

- › 4.1 Understanding Client Expectations in Cosmetology
- › 4.2 Identifying Common Misalignments in Client Expectations
- › 4.3 Techniques for Effective Communication with Clients
- › 4.4 Implementing Strategies to Align Client Expectations
- › 4.5 Gathering and Analyzing Client Feedback
- › 4.6 Using Feedback to Improve Client Satisfaction

• 5 Strategies for Fostering Long-term Client Loyalty — 6 classes

- › 5.1 Understanding Client Loyalty and Its Importance
- › 5.2 Building Trust Through Consistent Quality
- › 5.3 Creating Personalized Client Experiences
- › 5.4 Implementing Effective Communication Strategies
- › 5.5 Managing Client Feedback for Improvement
- › 5.6 Developing Loyalty Programs to Retain Clients

• 1 Understanding the Beauty Industry Market Trends — 6 classes

- › 1.1 Recognize Global Beauty Industry Trends
- › 1.2 Analyze Consumer Behavior in Beauty Markets
- › 1.3 Identify Key Competitors and Market Leaders
- › 1.4 Explore Technological Innovations in Cosmetology
- › 1.5 Evaluate Economic Factors Influencing Beauty Markets
- › 1.6 Develop Strategies to Leverage Market Opportunities

• 2 Developing a Cosmetology Business Plan — 6 classes

- › 2.1 Understanding the Purpose of a Business Plan
- › 2.2 Identifying Target Market and Customer Needs
- › 2.3 Conducting SWOT Analysis for Your Cosmetology Business
- › 2.4 Defining Unique Selling Proposition in Cosmetology
- › 2.5 Outlining Financial Projections and Budgeting
- › 2.6 Formulating Marketing and Sales Strategies

• 3 Legal and Regulatory Compliance for Cosmetology Startups — 6 classes

- › 3.1 Understanding Legal Structures in Cosmetology
- › 3.2 Navigating Business Licenses and Permits
- › 3.3 Complying with Health and Safety Regulations
- › 3.4 Exploring Intellectual Property in Cosmetology
- › 3.5 Managing Data Protection and Privacy Laws
- › 3.6 Conducting a Legal Compliance Audit for Startups

• 4 Financial Management and Risk Assessment in Beauty Businesses — 6 classes

- › 4.1 Understanding Financial Principles in Beauty Businesses
- › 4.2 Analyzing Profit and Loss Statements in Cosmetology
- › 4.3 Managing Cash Flow for Salon Sustainability
- › 4.4 Identifying and Assessing Financial Risks
- › 4.5 Developing Risk Mitigation Strategies for Salons
- › 4.6 Applying Financial Management Tools to Real-life Scenarios

• 5 Marketing and Brand Development in Cosmetology — 6 classes

- › 5.1 Understanding the Cosmetology Market Landscape
- › 5.2 Identifying Your Target Audience in Cosmetology
- › 5.3 Crafting a Unique Brand Identity
- › 5.4 Developing Effective Marketing Strategies
- › 5.5 Leveraging Social Media for Brand Growth
- › 5.6 Measuring Marketing Success and Adjusting Tactics

• 1 Understanding Leadership in Beauty Therapy — 6 classes

- › 1.1 Exploring Leadership Styles in Beauty Therapy
- › 1.2 Analyzing the Role of Communication in Beauty Leadership
- › 1.3 Identifying Key Leadership Qualities for Beauty Professionals
- › 1.4 Adapting Leadership Approaches for Diverse Client Needs
- › 1.5 Building and Leading Effective Beauty Therapy Teams
- › 1.6 Applying Conflict Resolution Strategies in Beauty Settings

• 2 Developing Communication and Interpersonal Skills — 6 classes

- › 2.1 Understanding the Basics of Effective Communication
- › 2.2 Exploring Verbal and Non-Verbal Communication Techniques
- › 2.3 Building Active Listening Skills in Beauty Therapy
- › 2.4 Enhancing Empathy and Emotional Intelligence
- › 2.5 Navigating Difficult Conversations with Clients
- › 2.6 Applying Interpersonal Skills for Team Leadership

• 3 Team Building and Motivation Strategies — 6 classes

- › 3.1 Understanding Team Dynamics in Beauty Therapy
- › 3.2 Identifying and Maximizing Individual Strengths
- › 3.3 Creating a Collaborative Salon Environment
- › 3.4 Motivating Diverse Beauty Teams Effectively
- › 3.5 Implementing Strategies for Conflict Resolution
- › 3.6 Evaluating Team Performance and Progress

• 4 Operational Management in Beauty Therapy — 6 classes

- › 4.1 Understand the Principles of Operational Management in Beauty Therapy
- › 4.2 Identify Key Elements of Beauty Therapy Operations
- › 4.3 Explore Staffing and Scheduling for Optimal Service Delivery
- › 4.4 Develop Inventory Management Strategies for Beauty Therapists
- › 4.5 Examine Financial Controls and Budgeting in Beauty Operations
- › 4.6 Implement Quality Assurance and Client Feedback Mechanisms

• 5 Strategic Leadership and Innovation — 6 classes

- › 5.1 Understanding Strategic Leadership in Beauty Therapy
- › 5.2 Analyzing Current Trends and Innovations
- › 5.3 Developing Visionary Goals for Your Beauty Business
- › 5.4 Cultivating an Innovation-Driven Culture
- › 5.5 Implementing Change and Overcoming Resistance
- › 5.6 Evaluating the Impact of Strategic Initiatives

• 1 Understanding Regulatory Frameworks in Cosmetology — 6 classes

- › 1.1 Exploring the Purpose of Regulations in Cosmetology
- › 1.2 Identifying Key Regulatory Bodies and Their Roles
- › 1.3 Understanding Licensure Requirements and Procedures
- › 1.4 Complying with Health and Safety Standards
- › 1.5 Navigating Ethical Guidelines in Cosmetology Practice
- › 1.6 Applying Knowledge of Regulations to Real-World Scenarios

• 2 Professional Standards and Ethical Practices — 6 classes

- › 2.1 Understand Ethical Frameworks in Cosmetology
- › 2.2 Explore Key Regulatory Bodies and Their Roles
- › 2.3 Recognize the Importance of Client Confidentiality
- › 2.4 Identify Impacts of Non-compliance on Professional Practice
- › 2.5 Implement Ethical Decision-Making in Daily Operations
- › 2.6 Develop Strategies for Upholding Professional Standards

• 3 Health and Safety Compliance in Beauty Therapy — 6 classes

- › 3.1 Understanding Health and Safety Regulations in Beauty Therapy
- › 3.2 Identifying Common Health and Safety Hazards in Salons
- › 3.3 Implementing Effective Risk Management Strategies
- › 3.4 Enhancing Client and Employee Safety Protocols
- › 3.5 Evaluating Compliance with Health and Safety Standards
- › 3.6 Developing an Action Plan for Safety Audits

• 4 Legal Liability and Risk Management — 6 classes

- › 4.1 Understand Legal Liability in Cosmetology
- › 4.2 Identify Common Legal Risks in the Beauty Industry
- › 4.3 Explore Ethical Standards and Professional Conduct
- › 4.4 Analyze Case Studies on Liability Issues
- › 4.5 Implement Risk Management Strategies
- › 4.6 Apply Ethical Decision-Making in Practice

• 5 Sustainability and Regulatory Innovation — 6 classes

- › 5.1 Understand Sustainability in Cosmetology
- › 5.2 Explore Regulatory Frameworks for Sustainability
- › 5.3 Analyze the Impact of Regulations on Cosmetic Practices
- › 5.4 Identify Innovations in Sustainable Cosmetology
- › 5.5 Develop Strategies for Sustainable Compliance
- › 5.6 Evaluate Ethical Practices in Regulatory Innovation

• 1 Understanding the Beauty Business Landscape — 6 classes

- › 1.1 Exploring the Global Beauty Market
- › 1.2 Identifying Key Industry Trends
- › 1.3 Analyzing Consumer Behavior in Beauty
- › 1.4 Navigating Regulatory and Ethical Considerations
- › 1.5 Examining Competitor Strategies and Positioning
- › 1.6 Integrating Sustainable Practices in Beauty Business

• 2 Strategic Planning and Positioning for Beauty Enterprises — 6 classes

- › 2.1 Understanding Strategic Planning in Beauty Enterprises
- › 2.2 Analyzing Market Trends and Consumer Needs
- › 2.3 Identifying Competitive Positioning Strategies
- › 2.4 Crafting a Unique Value Proposition for Your Beauty Brand
- › 2.5 Developing a Strategic Business Model
- › 2.6 Implementing and Evaluating Strategic Plans

• 3 Financial Management in Cosmetology — 6 classes

- › 3.1 Understanding Financial Fundamentals for Cosmetology Business
- › 3.2 Analyzing Profit and Loss Statements in Salons
- › 3.3 Managing Budgets and Cash Flow in Cosmetology
- › 3.4 Identifying and Reducing Operating Costs in Beauty Services
- › 3.5 Exploring Financial Risks and Mitigation Strategies
- › 3.6 Developing Financial Plans for Business Growth in Cosmetology

• 4 Marketing Strategies for Beauty Brands — 6 classes

- › 4.1 Understanding the Beauty Market Landscape
- › 4.2 Analyzing Consumer Behavior in Beauty
- › 4.3 Developing Brand Positioning
- › 4.4 Crafting Effective Marketing Campaigns
- › 4.5 Leveraging Digital Marketing for Beauty Brands
- › 4.6 Measuring Marketing Success and ROI

• 5 Leadership and Human Resource Management in Beauty Settings — 6 classes

- › 5.1 Understanding Leadership Styles in the Beauty Industry
- › 5.2 Cultivating Emotional Intelligence for Effective Team Management
- › 5.3 Developing Communication Skills for Beauty Salon Leadership
- › 5.4 Implementing Conflict Resolution Strategies in Beauty Settings
- › 5.5 Motivating and Retaining Talent in Beauty Teams
- › 5.6 Evaluating Performance and Fostering Growth in Beauty Professionals