

Beyond the Mannequin From Practice to Purpose

Course Duration: 90 Minutes

Course Overview

This professional development workshop prepares beauty professionals to transition from classroom practice to real-world success by strengthening professionalism, communication, confidence, leadership, and career readiness.

Session One – Beyond Technical Skills

- Difference between talent and employability
- Professional image and confidence
- Growth mindset
- Lifelong learning

Session Two – The Client Experience

- Client consultations
- Professional communication
- Customer service
- Handling challenging situations

Session Three – Building Your Brand

- Personal branding
- Networking
- Social media professionalism
- Reputation management

Session Four – Workplace Success

- Salon professionalism
- Teamwork
- Time management
- Leadership through service

Session Five – From Classroom to Career

- Interview preparation
- Resume tips
- Goal setting
- Career roadmap

Interactive Activities

Role-playing, client communication exercises, personal branding activities, career planning, and group discussions.

Learning Outcomes

Participants will demonstrate professional workplace behaviors, communicate effectively, build a personal brand, strengthen client relationships, and create a career success plan.

Certificate of Completion

Participants who successfully complete the workshop receive a Certificate of Completion.

Educating • Empowering • Encouraging Excellence

The mannequin teaches technique. Your career teaches purpose. Learn both.