



richard ward

— ACADEMY —

2020

Education Brochure

To book email : [Academy@richardward.com](mailto:Academy@richardward.com)

Our Academy is based in its natural home environment at the country's original super salon, situated in the heart of London's Chelsea. In this outstanding location, the Richard Ward Academy offers its delegates an unrivalled educational experience, as well as a unique opportunity get a glimpse behind the scenes at the largest, busiest and highest-grossing independent salon in the UK. The salon provides not only a perfect training environment but also affords a rare chance to see one of the UK's most successful hair and beauty brands in action.

Specialists in their field, the RW education team aim to deliver our strapline of 'exceptional as standard'. Passionate about raising industry standards through delivering simple but effective practical advice, we ensure the training we provide is easy to instigate both on the salon floor and as a take-away strategy to implement in your own businesses. Our educators don't just talk the talk - they're part of a dynamic 120-strong team leading the way in hair, colour, barbering, beauty and spa innovations, looking after the salon's 1100 per week clientele. As such, our now infamous Monday education sessions really do rock! All of our education team are uncommonly home grown talents and leaders in their areas of expertise, exclusively working day to day on the salon floor and fully immersed within salon life, giving them a relatability and unique understanding of how to implement our education programmes in real-time.

Our in-depth coaching focuses on how to grow your business by benchmarking the right key performance indicators designed to increase turnover and customer frequency of visit. We drill down into the core success elements within the financials: growing salon services, upselling and cross-selling, as well as developing salon retail sales. Our education programmes are commercially minded and always have both the salon turnover growth and profitability and the operator's performance objectives at their core.

Whether a stylist, technician, manager or salon owner, our team's combined knowledge and insight into the sector is unsurpassed and is not only celebrated nationwide but regularly delivered to a global audience. Each of our sell-out courses are designed to deliver real, tangible results for delegates and offer an unforgettable experience.

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# The Art of Consultation

**1 day: 10am – 4pm – £165**

**2nd March 2020** sold out

**16th March 2020** sold out

*New dates coming soon*



This is a perfect day of education to perfect the important art of the consultation. In such a competitive marketplace, stylists and colourists need to strive to exceed the client expectation of what a salon visit can be – it becomes more than just about great hair, a great cut, colour or finish. Creatives have act like the experts they are in order to grow their business; whether you're a new stylist or a seasoned professional, we will give you the tools for a proper, in-depth and artful consultation. Often we have the knowledge, but simply not the language or formula to deliver a cohesive consultation with which to fully engage our customer while with us.

## **Educators: Hellen Ward Co Founder & Shelley Pedersen Academy Manager**

Student profile: Any hair stylist new to the floor or seasoned professional, salon educators or senior apprentices.

This 1 day course includes theory and practical role play.



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# Couture Service

**1 Day: 10am – 2pm – £150**

**20th January 2020** **sold out**

**20th April 2020 – a few spaces still available**

*New dates coming soon*



The RW philosophy is all about creating an exceptional client experience as standard. As salon manager, Gavin has led the way in creating consistency in the level of customer service we offer; he regularly lectures all over the world sharing his insight on the subject – which is often hard to evaluate and difficult to educate, but costs us nothing to deliver. Increasingly, Gavin believes it has to be about more than just a great cut, colour or finish as our client sensibilities change in an ever-competitive marketplace. Gavin's ethos is that your entire team needs to understand the role they play in salon life; they need to understand and grasp the full impact that a positive or negative client experience has on the footfall of your business, if a salon wishes to maximise on each client's visit. A must for any salon owner or manager wishing to hone their own User Experience and take a blueprint for excellence back to their teams.

**Educators: Gavin Hoare, Salon Manager**

Student profile: Any salon owner, soon-to-be salon owner, franchisee, decision-making manager, customer service manager or educator.

**Theory & delegate participation**



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# The Chelsea Blow Dry Workshop

**1 day: 10am – 4pm – £165**

**Monday 24th February**

The art of dressing hair and creating a beautiful finish through skilful blow-drying has become the signature RW look, with the company's Chelsea Blow Dry now famous all over the world. Sharing their unique methodologies, the team demonstrate and teach just how to create beautiful, couture hair. Renowned for their trademark classic styling, the team share their tips and tricks for delivering the ultimate salon finish, from product knowledge to educating on the tools needed to achieve the signature RW look and the techniques for creating the perfect blow dry.



**Educators: Cristiano Basciu, Artistic Director & Tommy Cracknell, Creative Director**

Student profile: Any hairdresser with a desire to up-skill their round brush blow-drying technique

## Morning – theory & demonstration

- Defining The Chelsea Blow Dry
- Which tools deliver which results
- Sectioning correctly
- Creating volume
- Creating sleekness

## Afternoon – practical (models are provided)

- Hands-on tuition
- Techniques for volume and sleekness
- Product application
- Proper use of tools
- Creating different looks
- Getting the perfect finish



## Education dates with Hellen Ward



# Team Troubleshooting

**1 day: 10am – 4pm – £195**

**Monday 23rd March 2020**



Most salon owners don't have specific HR expertise, so when it comes to dealing with internal staff performance issues it can be a real headache. In such a labour-intensive sector, making sure we maximise our team performance is crucial, and while proper legal advice is essential for Disciplinary Procedure, how to deliver it is often lacking. Hellen takes delegates through her tried and tested methods to successfully confront staff problems and improve all elements of performance to benefit the employee and the salon owner.

## Morning

### Hellen tackles 6 key HR aspects in bullet point format:

- Performance related issues
- Attitude problems
- Staff saboteurs – dealing with the bad apples who sabotage the team
- How to conduct difficult meetings
- Systems and procedures to follow
- Ongoing issue management

## Afternoon

- Using their own HR situations, Hellen and the delegates discuss solutions and use role play to discover the best methods of tackling difficult, specific performance problems.



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# Money Troubleshooting

**1 day: 10am – 4pm – £195**

**Monday 18th May 2020**

**Morning**

Hellen tackles 6 key financial issues in bullet point format:

- Challenging client visit frequency decline
- Dealing with increased costs
- Improving dwindling income streams
- Honing profitability & margins
- Industry specific challenges
- External economic factors

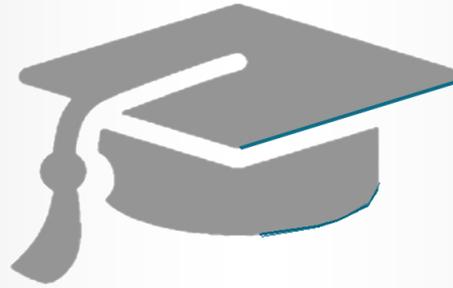
**Afternoon**

Using the delegates' specific issues, Hellen chairs a round-table format to share best practice on tackling turnover related concerns, using her results-driven systems and procedures to tackle difficult financial problems.

Focusing on all things financial, Hellen gets to the root of how to increase profitability and takes participants through her 6 point plan to cover the biggest problems salon owners traditionally face in the sector, all delivered in her trademark, non-nonsense 'hairstylist speak' style.



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