



Certification of topics in the Hair & Beauty

the world of standards &

guidelines

Brussels, 13th of March 2018

Peter Tegel

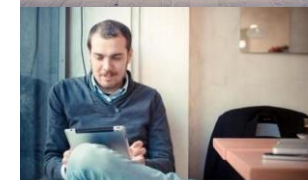
(project manager & lead auditor SCCI)



Hair & Beauty and Certification

Main working field of the SCCI – the Foundation Certification Creative Industries

- Performing arts = Art sector
- Architecture
- Publishing
- Advertising = Media & entertainment
- Photography
- Audio visual (AV)
- Gaming
- ICT + web design
- Design + prepress companies
- Sign = Creative business services & multi channel communication sector
- Graphic media and packaging





Hair & Beauty and Certification

The main 10 questions to be answered by the sector:

1. Why do you want a certification scheme? What is the strategic goal to be reached in the end? And, could there be more than one goal?
2. What will be the topic (scope) of this certificate and what should be the level of complexity? Can there be more than one topic? And can there be more than one level?
3. At which target group are you aiming? Is there more than one target group?
4. How do you want to reach your strategic goal(s)? Which steps should be made to arrive at a certification scheme?
5. When do you want to be operational and how do you want to operate it (certification institute)?





Hair & Beauty and Certification

The main 10 questions to be answered by the sector:

6. How will you inspire your main target group(s)? What is the present level of awareness?
7. Do the main stakeholders in the sector share the same viewpoint about the defined topics?
8. What implementation program (i.e. helpdesk, training programs and consultancy) can you create to help the main target group(s) to reach the level of the chosen topics?
9. Is the implementation program suitable for your target group(s)? On other words: did the project team define the right customer journey to designed their 'product'?
10. How are you going to sell your product? What will be your communication and marketing plan?

When we have all these answers, your certification project will be successful.





Hair & Beauty and Certification



**The need of:
Strategy in SME's**

Entrepreneurs of SME's are:
DO-ers in stead of THINK-ers





Hair & Beauty and Certification

Well known management topics for SME's
(= **DESTEP / PESTEL factors**):

@ services

Agility

Competition

Social media

Transparency

Sustainability

Cyber security

Health & safety

Aging & employability

Economic growth & crisis





Hair & Beauty and Certification



Well known management topics for SME's
(= **DESTEP / PESTEL factors**):

@ services

Agility

Competition

Social media

Transparency

Sustainability

Cyber security

Health & safety: the 'hard' aspects

Aging & employability: the 'soft' aspects

Economic growth & crisis





Hair & Beauty and Certification



Well known management topics for SME's
(= **DESTEP / PESTEL factors**):

@ services

Agility

Competition

Social media

Transparency

Sustainability: the environment

Cyber security

Health & safety: the 'hard' aspects

Aging & employability: the 'soft' aspects

Economic growth & crisis





Hair & Beauty and Certification



Well known management topics for SME's
(= **DESTEP / PESTEL factors**):

@ services

Agility

Competition

Social media

Transparency

Sustainability: the environment

Cyber security

Health & safety: the 'hard' aspects

Aging & employability: the 'soft' aspects

Economic growth & crisis



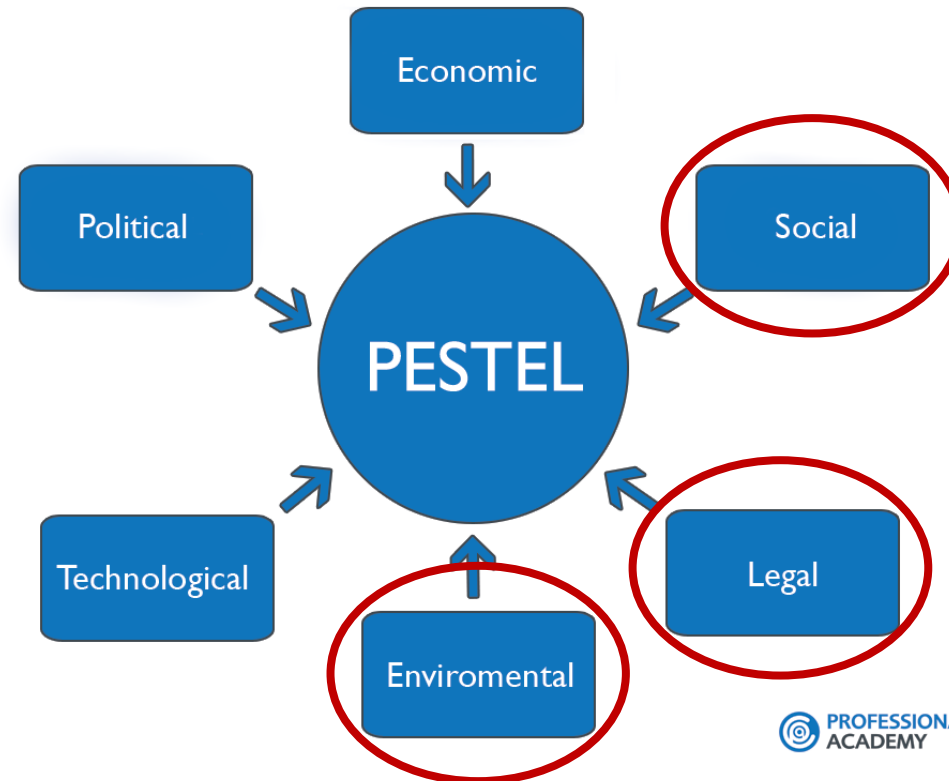
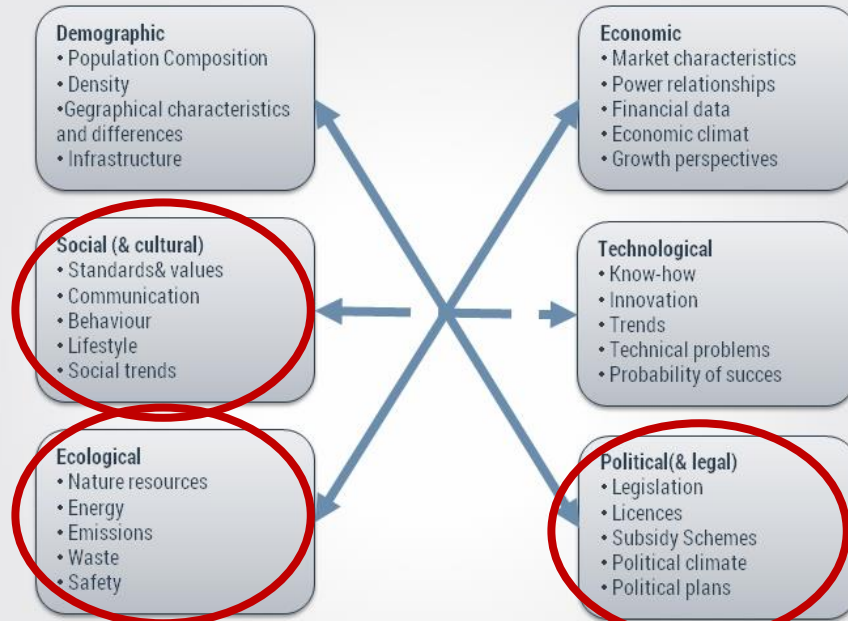


Hair & Beauty and Certification

Every company - also in the hair & beauty sector - should deal with these external **DESTEP** or **PESTEL** factors

Also about the topics: **health & safety and environment: sustainability**

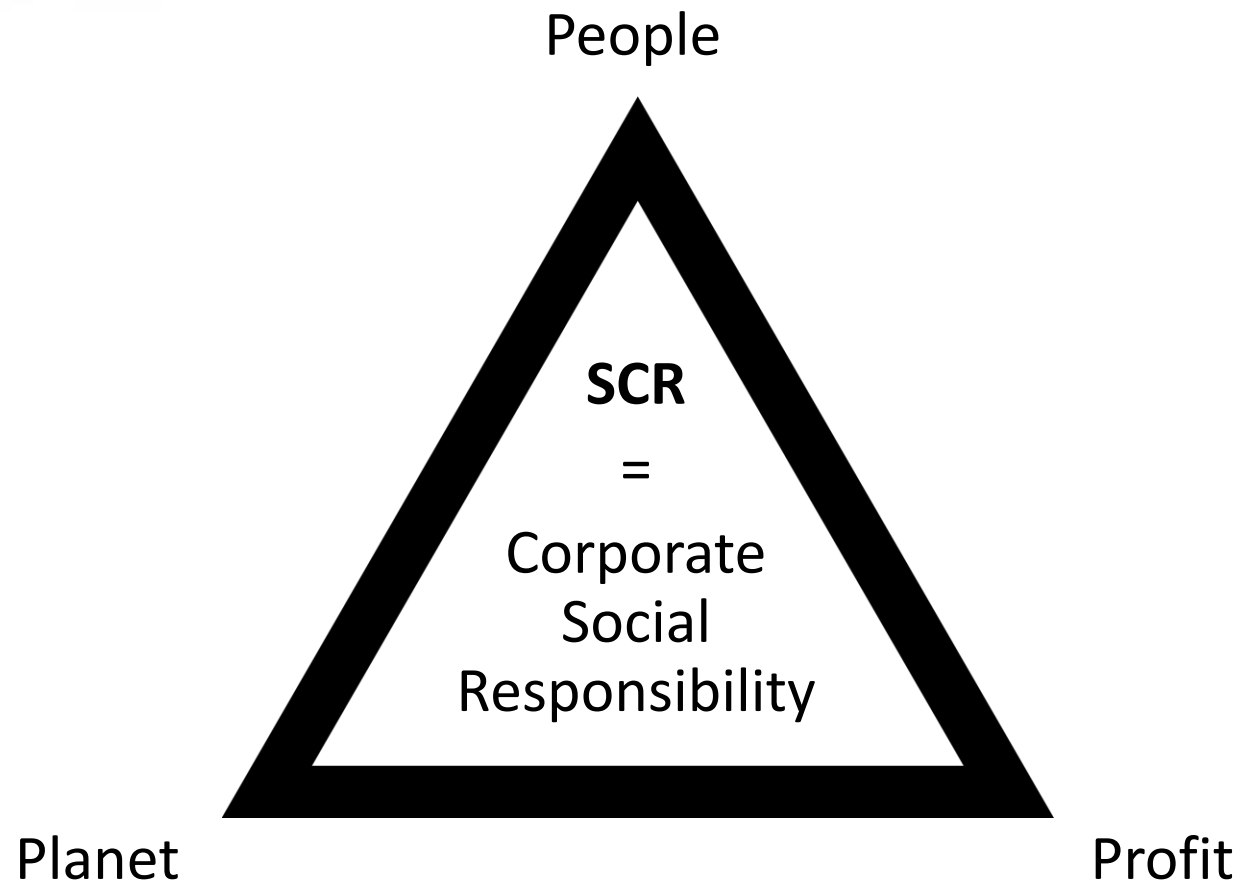
DESTEP





Hair & Beauty and Certification

Investing in management aspects will lead to CSR & Agility





Hair & Beauty and Certification



Well known management topics for SME's
(= **DESTEP** or **PESTEL** factors):

@ services

Agility

Competition

Social media

Transparency = taking responsibility

Sustainability: the environment

Cyber security

Health & safety: the 'hard' aspects

Aging & employability: the 'soft' aspects

Economic growth & crisis





Hair & Beauty and Certification

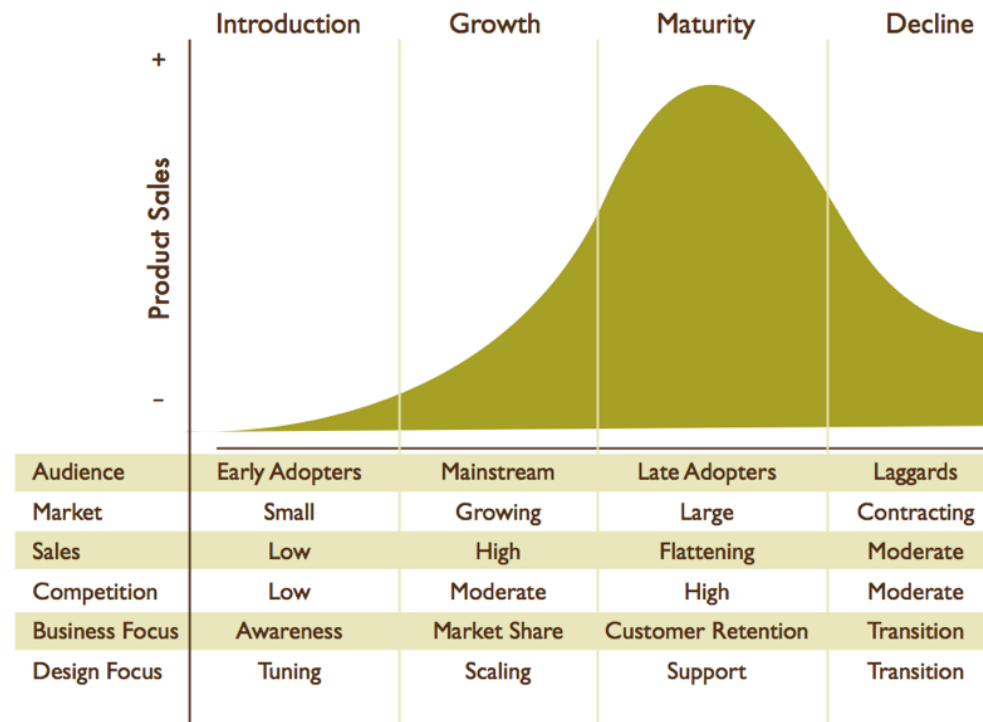
Every product or company is evolving in time. NO adaptation leads to NO future.

Certification of salons and/or licensing of hair dressers can empower the professional development & adaptation of stakeholders in the sector

For instance:

- type of certification scheme
- market attractiveness = market
- target group(s) = audience
- marketing and sales strategy

Life Cycle: Four Basic Stages





Hair & Beauty and Certification



**The need for:
Marketing**

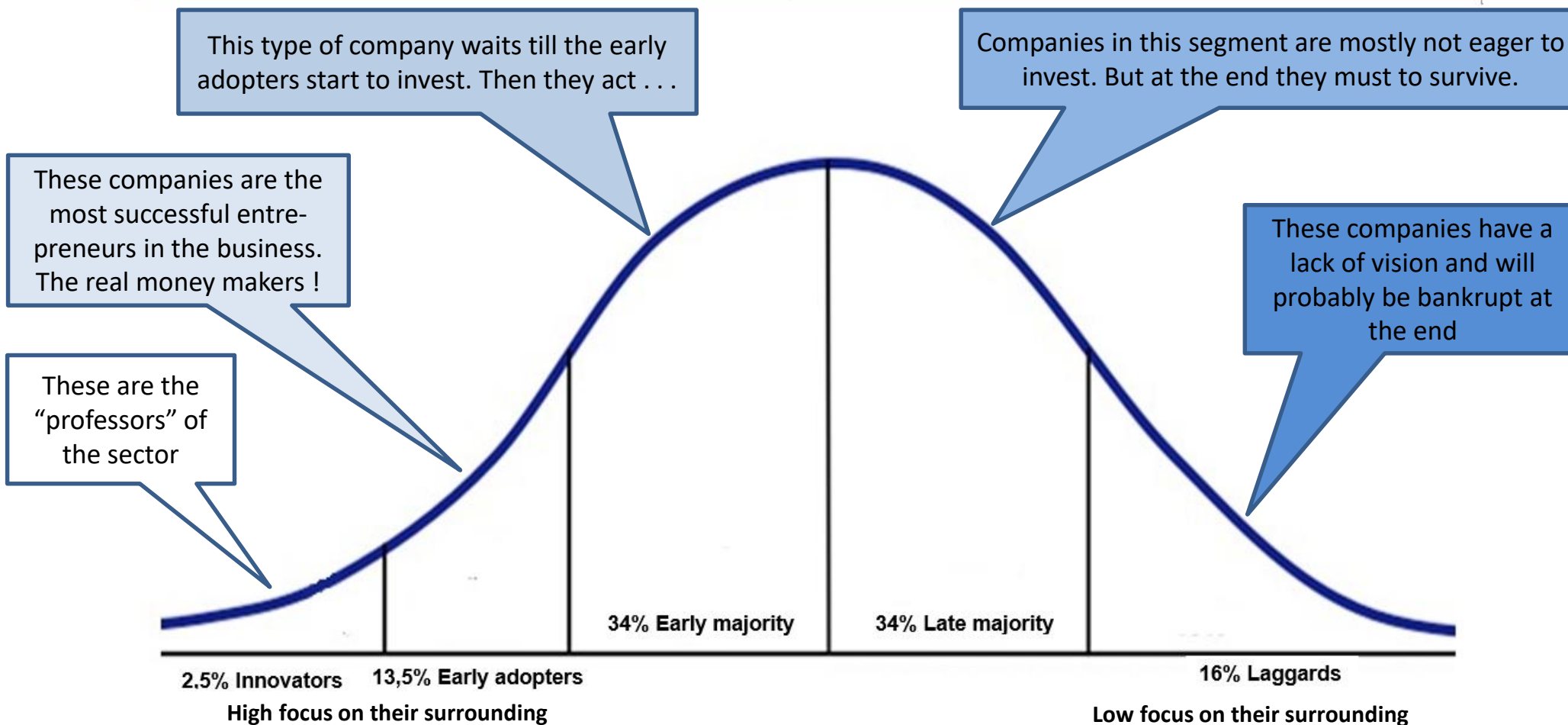
© 2011 The Coca-Cola Company. All rights reserved.

Coca-Cola



Hair & Beauty and Certification

The world we live in - the D E S T E P factors (or PESTEL) <i>(these factors are impossible to influence)</i>					
Demography	Economics	Social / cultural	Technology	Ecology	Politics & society
Competitors			Clients		





Hair & Beauty and Certification

Question in ERASMUS+ project:

Create a definition of the different types of entrepreneurs/salon owners?

Be aware: each target group needs a different marketing approach

Description of the 5 types of companies	
Innovator:	
Early adopter:	
Early majority:	
Late majority:	
Laggard:	





Hair & Beauty and Certification

Can a certification scheme be organized in levels of achievement?

- BASIC = compliance with law and other regulations
- Regular level = ?
- Full = ?
- Corporate Social Responsibility (CSR) ?





Hair & Beauty and Certification

Could the certification be a growth path?

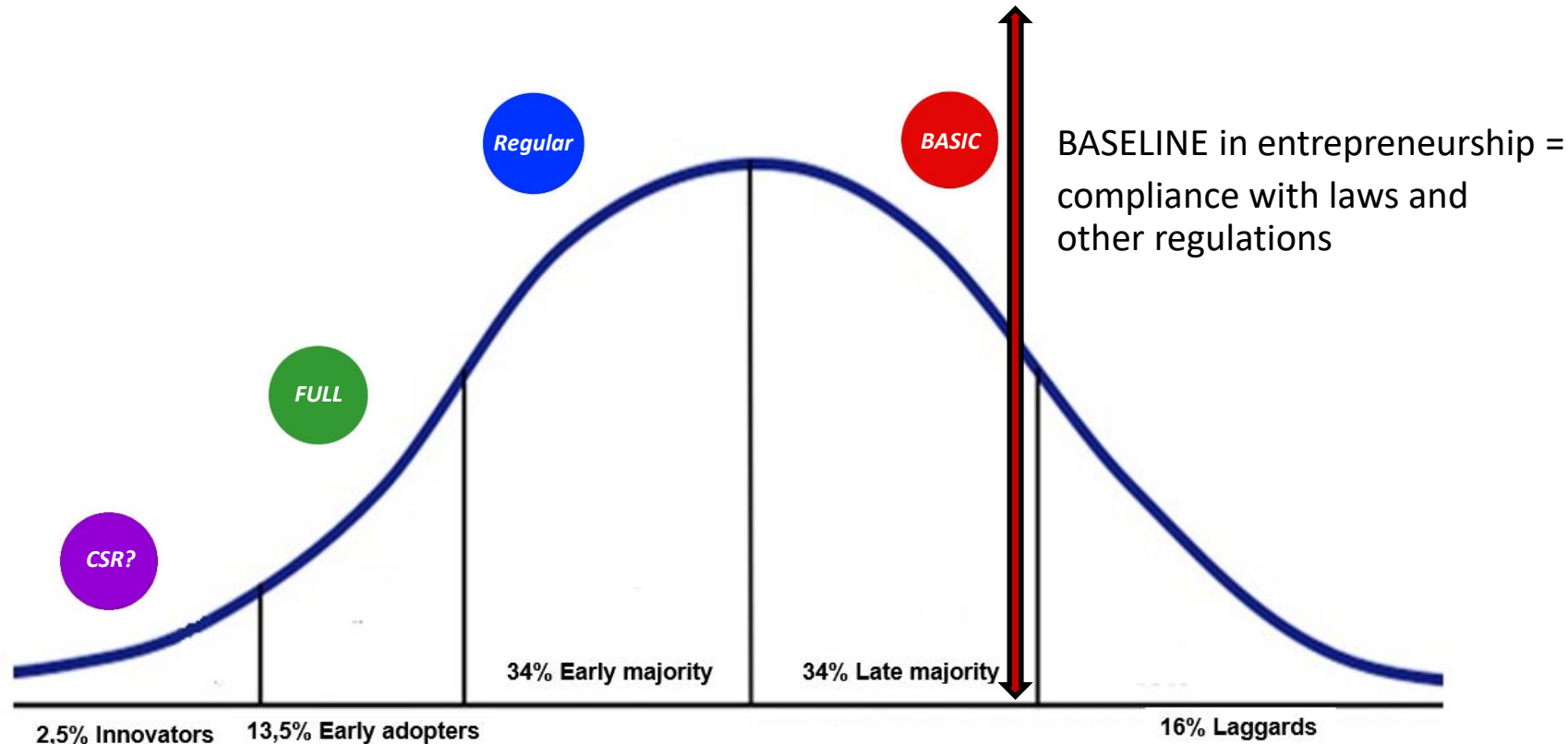
The world we live in - the D E S T E P factors (or PESTEL) <i>(these factors are impossible to influence)</i>					
Demography	Economics	Social / cultural	Technology	Ecology	Politics & society
Competitors			Clients		

BASIC

Regular

FULL

CSR?





Hair & Beauty and Certification

Question in ERASMUS+ project:

How can we define the different stages of the certification levels?

What could be the certification levels? What is the threshold level?	
BASIC	
REGULAR	
FULL	
CSR	





Hair & Beauty and Certification



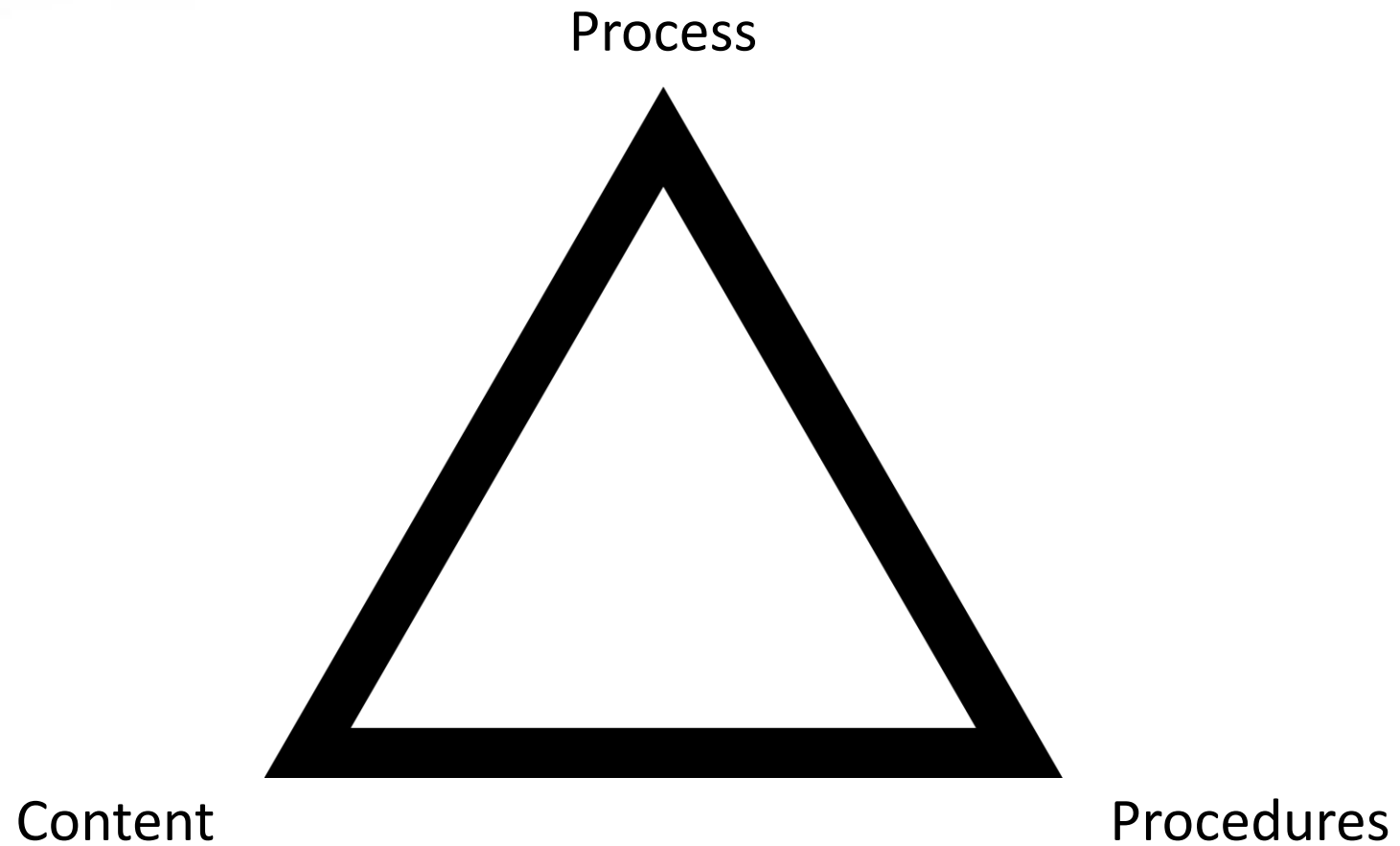
**The need for:
Implementation &
acceptance**





Hair & Beauty and Certification

Which aspects are important for the initiation of a new project:





Hair & Beauty and Certification

To reach a tailor made certification scheme, you need 10 things:

1. Find answers on the 10 previous questions 😊
2. A clear strategic viewpoint of all the relevant stakeholders: where do we stand now, where do we want to go now and which point on the horizon do we want to reach?
3. Commitment of the social partners and other main stakeholders (EU?)
4. A steering committee
5. A project team, with team members with an added value
6. A project plan with specific described project steps
7. Enthusiasm of the team members and the willingness to participate
8. Financial budget: sponsoring, funding, fees from third parties and/or target groups
9. Evolution of the scheme(s): keep it modern and sexy
10. Be aware of 'continuity' of your project





Thank you for your attention

*the world of standards &
guidelines*

Brussels, 13th of March 2018

Peter Tegel

(project manager & lead auditor SCCI)