



Australian Government

SHBHTLS004 Provide creative leadership to the hairdressing industry

Release: 1

SHBHTLS004 Provide creative leadership to the hairdressing industry

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to research and develop effective leadership skills that promote and support the development of an innovative culture for the organisation and in turn, the hairdressing industry.

This unit applies to highly skilled senior hairdressers who have substantial experience across the industry and who work at a national or international level as freelance session stylists or creative or artistic directors for larger hairdressing organisations and product companies. They work with significant autonomy, have highly developed specialised technical, creative, conceptual and leadership skills and knowledge and are responsible for making a range of strategic design, operational and team decisions. They provide technical and creative leadership, training and support to colleagues and the industry at large.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Technical Leadership

Unit Sector

Hairdressing

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Extend research capability to support professional practice

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Develop strategies to extend individual research.
- 1.2. Conduct critical analysis of research outcomes and develop own substantiated position.
- 1.3. Communicate own position in a manner which

- demonstrates clarity of thought and conceptual understanding of different theories.
2. Apply effective leadership strategies to enhance image of the organisation and industry.
 - 2.1. Research theories of leadership and impact of leadership styles on organisational and industry development.
 - 2.2. Develop strategies to maximise personal effectiveness for modelling high level performance.
 3. Apply theories of design to create and support a culture of innovation and creativity.
 - 3.1. Use a range of research techniques to collect information on theories of creativity.
 - 3.2. Assess ways in which theories about creativity may be used to provide benefits to individuals, organisation and industry.
 - 3.3. Promote innovation, creative practices, products or services ensuring that new ideas support the principles of sustainability.
 - 3.4. Develop strategies to foster a culture which encourages innovation and creativity.
 - 3.5. Review, challenge and refine own style for modelling and supporting innovation and creativity.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

Skills	Description
Reading skills to:	interpret and analyse complex conceptual information about leadership, design and creativity theories.
Oral communication skills to:	clearly articulate conceptual ideas to others.
Initiative and enterprise skills to:	proactively use opportunities to update knowledge of effective leadership strategies and creative approach to work.
Planning and organising skills to:	establish a research process, collect and evaluate research data to inform leadership strategies and creative approach to work.
Self-management skills to:	critically analyse information and formulate positions on theories of leadership, design and creativity.
Technology skills to:	use computers and the Internet to research information.

Unit Mapping Information

SIHHTLS804 Provide creative leadership to the hairdressing industry

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>

Assessment Requirements for SHBHTLS004 Provide creative leadership to the hairdressing industry

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- complete a research project using information from at least three different sources to:
 - identify and explore:
 - theories of leadership
 - theories of creativity
 - how hairdressers, designers and artists apply creativity to the design process
 - methods used by organisations to encourage innovation and creativity in the workplace
 - develop a report which covers:
 - analysis of theories of leadership and creativity
 - analysis of own current leadership style and plans for integrating new practices
 - analysis of own current design style and plans for integrating creativity to own professional design practice
 - evaluation of methods used by organisations to encourage innovation and creativity in the workplace, own chosen options and rationale for choice
 - plans for implementing an organisational culture which encourages innovation and creativity.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- different types of research strategies and techniques and the utility of each in collecting and evaluating information relevant to particular projects
- sources of reliable information on theories of leadership and creativity:
 - innovative business organisations
 - trade magazines
 - published articles and conference papers
 - text books
 - university publications
- definitions of:
 - leadership

- creativity
- innovation
- similarities and differences between the concepts of innovation and creativity
- different theories of leadership and creativity:
 - historical perspectives
 - current and emerging thinking
- relationship between theories of leadership and creativity and practical application to hairdressing work
- a range of methods used by organisations to encourage innovation and creativity in the workplace
- types of sustainability and principles which apply to each for the hairdressing industry:
 - economic
 - social
 - environmental
- methods for engaging in professional discussion and debate.

Assessment Conditions

Assessment must ensure use of:

- computers and the Internet to research information
- publications and texts on leadership and creativity.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors; and:

- hold the Graduate Certificate in Hairdressing Creative Leadership, or be able to demonstrate equivalence of competencies; and
- have at least five years full time employment experience in the hairdressing industry where they have applied the skills and knowledge covered in this unit of competency.

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