



Australian Government

SHBHTLS007 Plan and deliver professional hairdressing presentations

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare for and deliver effective hairdressing presentations to a group of people. It requires the ability to plan presentations that are tailored to the audience needs and to deliver interesting and coherent presentations using appropriate aids, equipment and public speaking techniques. Hairdressing presentations may include workshops, seminars and technical demonstrations.

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. Plan and prepare hairdressing

PERFORMANCE CRITERIA

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

- 1.1. Determine session objectives, audience characteristics, presentation scale and type and roles of presentation team.

presentations.	1.2. Identify and evaluate variables of the presentation environment and make appropriate plans. 1.3. Collaborate with relevant people to incorporate new ideas and style of presentation to ensure it fulfils session objectives. 1.4. Determine and organise resources required for the presentation. 1.5. Confirm overall design concepts with relevant people. 1.6. Co-ordinate roles of presentation team members and support individuals to fulfil all aspects of their roles. 1.7. Evaluate possible constraints that may impact on the presentation and take action to address these.
2. Deliver hairdressing presentations.	2.1. Deliver information in a clear, logical and interesting manner, with a good introduction and strong conclusion. 2.2. Incorporate effective public speaking techniques and interpersonal skills, using visual and audio aids, as required. 2.3. Present technical information and processes in a clear and logical sequence, demonstrating techniques as required. 2.4. Use effective interactive strategies to encourage audience participation. 2.5. Monitor and assess audience reactions and adjust presentation approach to ensure ongoing audience interest and engagement.
3. Evaluate hairdressing presentations.	3.1. Evaluate the planning and preparation of presentation for efficiency and effectiveness. 3.2. Reflect on and evaluate the presentation against planned outcome. 3.3. Challenge, refine and adapt strengths and weaknesses of the presentation to inform subsequent demonstrations.

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.

Skill	Description
Numeracy skills to:	calculate quantities of resources required for session.
Planning and organising skills to:	manage all operational logistics for presentations and plan delivery of information in a logical sequence.
Self-management skills to:	critically analyse own performance in presentation to improve

subsequent delivery.

Technology skills to:

- operate audio visual equipment to enhance presentations.

Unit Mapping Information

No equivalent unit.

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 SHBHTLS007 Plan and deliver professional hairdressing presentations

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:

- plan and deliver three logical, well-structured presentations in line with three different briefs that require different subject matter delivery that cumulatively demonstrate:
 - effective use of public speaking techniques and equipment
 - ability to tailor the presentation to specific audience needs
 - use of a single model demonstration with technical explanation of hair designs
 - use of multiple model demonstration with technical explanation of hair designs.

Knowledge Evidence

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

- in-depth knowledge of hairdressing subject matter suited to the requirements of the presentation
- methods for planning presentations, structure and timing of effective presentations
- public speaking techniques:
 - use of voice:
 - tone
 - volume
 - pace
 - diction
 - inflection
 - appropriate eye contact
 - appropriate body language
 - impact of dress
 - use of humour
- interpersonal skills relevant to engaging with an audience:
 - adjusting language to suit audience comprehension
 - engaging with and motivating audience to interact
 - actively listening and responding to audience questions

- features of typical audio visual equipment and software programs used to deliver presentations
- roles and responsibilities of different event and presentation personnel:
 - creative director and producer
 - hair stylists and support team
 - models
 - make-up artists
 - technicians.

Assessment Conditions

Skills must be demonstrated in venues or sites where presentations are delivered; these can be:

- industry venues and sites or
- venues and sites operated within a training organisation where presentations are delivered in live time.

Assessment must ensure use of:

- activities that require the individual to deliver presentations for a designated time period where time pressures and constraints play a key factor
- models for hair designs
- an audience of a size and nature that would be expected for the relevant topic or context
- people with whom the individual can interact for all consultation aspects of this unit; these can be:
 - people in an industry workplace or
 - people who participate in project activities, role plays or simulated activities within a training organisation
- computers and general software programs to plan for presentations
- presentation briefs detailing comprehensive information about objectives, audience characteristics, themes and format of the presentation
- audio visual equipment.

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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