

CORE COMPETENCIES

as of Aug 2021

PROFESSIONAL PREPARATION AND DEVELOPMENT

Clientele/Target Market

Potential Clientele

Programs (Working with Groups)

Presentation Topics, Program Presentational Skills, Types of Formats for Programs/Presentations, Teaching/Facilitation & Engagement Techniques, Teaching Aids & Materials, Program Preparation Materials,

Services (Working with Individuals)

Potential Services (Men, Woman, Children), Service Preparation Materials, Coaching/Facilitation Techniques

Marketing/Marketing Techniques

Public Relations, Graphics, Promotions/ Promotional Materials, Fee Structure, Selling Skills, Business/Personal Networking, Social Media, Digital Marketing, Corporate Social Responsibility

Products

Potential Products/Product Development, Distribution

Personal Development

Adapting to Virtual Training, Presenting & Consulting; Studio Setup & Equipment, Virtual Training Know-How, Blended Learning Model, Leadership, Personal & Corporate Branding

BUSINESS MANAGEMENT

Organizational Aspects

Business Forms, Official/Business Location, Financing, In-Office Staff, Resources/Related Professionals, Associations to Join/Conferences to Attend, Publications to Subscribe to, Image and non-image related entities to associate with for strategic alliances

Management Aspects

AICI Code of Ethics, Strategic Planning/Business Plan, Equipment Supplies, Legal Issues (East & West), Management Style & Skills, Accounting 5- Record Keeping, Travel, Short & Long Term Business Projection, Pivot Strategy

TECHNICAL KNOWLEDGE

Psychological Aspects of Image

Effects of Image, Self Concept, Theory/Individual Identity, General Values & Clothing Value Theory, Personality Theory, Defense Mechanisms, Psychological Shifts (Working From Home)

Social Aspects of Image

Origins, Motives, Function of Apparel, Grooming, Non-Verbal Communication via Image, Cultural Patterns, Diversity, Roles, Status & Stratification/Rank, Historic Costume, Fashion Industry & Fashion Trends, Etiquette & Protocol, Civility, Sustainability, Diversity & Inclusivity

Physical Aspects of Image

Physical Body Perception and Presentation, Body Language, Nutrition/Diet, Exercise/Fitness, Cosmetic Surgery, Grooming

Artistic Aspects of Image/ Visual Design in Apparel

Art in Dress & Image (including Accessories), Design Principles (Goals): Balance, Proportion, Scale, Rhythm, Emphasis, Unity. Design Elements (Tools): Line, Shape, Color, Texture, Pattern, Personal Style in the Elements of Design, Wardrobe Management

ITEMS IN **YELLOW** ARE NEW ADDITIONS