

# CORE COMPETENCIES

as of Aug 2021

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## 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

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## 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

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## 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