

Efe Universal: The Diverse Stylist

Efe is about accuracy, inspiration, diversity, inclusion and truly ensuring that everyone feels like they belong. It is up to us as artists to not only educate ourselves, but to push for more diversification.

Description:

The Diverse Stylist is an in-depth, advanced course that teaches the basics of working with *all* hair textures. Artists will learn how to approach different hair textures when cutting, colouring and styling. The course will include both “look and learn” and hands-on components where students will be trained and assessed on their knowledge of diverse hair texture and technique. Artists will be evaluated periodically and receive an Efe Diverse Stylist Certificate upon completion of the course.

Learning Outcomes:

After completing the Diverse Stylist, artists should be able to:

1. Summarize and explain the structure and composition of all hair types
2. Understand the dynamic between shapes and movement in all hair types
3. Identify hair needs based on textures and characteristics
4. Understand and execute exceptional finishing techniques for all hair types
5. Understand contributing factors that affect successful chemical services
6. Understand how to leverage brand position to reach greater share of the market

Content Covered in this Course:

Difficulty	Topics
	Representation Matters – The Importance of Diversity
	Removing the Fear – Understanding Stigma
	Identifying Textures – Needs and Characteristics
	“Natural Hair Journey” -Maintenance -Cuticle Modification -Colouring -Styling -Product Selection
	Cutting Different Textures – Understanding Shapes and Movement
	Barbering – Scissor and Clipper Cutting
	Chemical Services – Colours, Relaxers, Perms, etc.
	Finishing – Manipulating Hair Structure
	“Retailing 101” – Creating an Inclusive Buying Experience
	Mixing with Marketers – Inclusive Branding
	Successful Sales – Stop, Listen, Learn
	Train the Trainers – Diverse Education 101