



decoding:
Luxury

How to make your brand more sustainable

Course Prospectus 2022

One of the most disruptive changes in business over the last decade has been the rise of Sustainability as both a business opportunity and a risk.

Consumers are demanding better responses from brands – and they are very aware of the increased level of Greenwashing that companies try to use to convince them that they are 'doing the right thing'. If a brand is caught being less than genuine in its sustainability actions the trust and respect that it has built up will be destroyed very quickly.

For many business owners however the array of options to become more sustainable is overwhelming. Which ones should you choose? How can you deliver the initiatives that you commit to? What happens if something goes wrong? It can seem almost as risky as the option to just not do anything and hope that the consumer won't notice. They will!

The simple fact is that if you don't understand sustainability and its foundations you may end up taking a wrong path which will cost your business a lot of time, money and resource without being of any real benefit to you, the consumer, or the planet. However, by building the right approach to Sustainability into your activities and brands you will be future-proofing its potential for growth and long term success.

If you don't do this you will find that you are increasingly side-lined by climate-conscious consumers who are already making active choices in the brands they buy and those that they eliminate from their repertoire. The dinosaurs became extinct because they failed to adapt to different conditions. Don't be a dinosaur!

The global luxury personal goods market was worth \$280 billion dollars in 2019 and has almost doubled in value over the last 10 years*

*source: Statista 2020

Why this course is for you

- If you want to develop a sustainability agenda for your business but don't know where to start, this course is for you.
- If you are losing business to more sustainable competitors and need to respond, this course is for you..
- If you are evaluating the opportunities presented by sustainability and want to understand the specific challenges of each one, this course is for you.

This course will provide you with a far better understanding of the sustainability issues and opportunities, giving you a level of knowledge that will make you more confident in moving your brand or business towards new eco-friendly initiatives.

You will learn about a few different ways to evaluate the different types of initiatives that you might consider, and gather insights, tips and inspiration for ways that you hadn't thought of.

By completing this course you will be demonstrating your commitment to making your own positive impact on the challenges faced by us all. Just one step change made by many people will be a huge move forward.

Who is this for:

- Existing brand owners wishing to develop their sustainability response
- Business owners wanting to understand the opportunities and ways to integrate higher levels of sustainability into their activities

**Online
OR
Offline**

**12 hours
+ assignment**

What this course covers

The course has been developed to give a strong foundation of knowledge about sustainability and business options.

What you'll learn:

- ✓ The foundation elements of sustainability and what they mean to business
- ✓ How to identify and select the right initiatives for your business
- ✓ How innovation can provide both sustainability and competitive advantage
- ✓ A new approach to packaging materials and design that challenges conventions
- ✓ New business models in sustainability that might open up new channels for you
- ✓ How to avoid being accused of Greenwashing

This course includes:

- Tutor guided online or offline learning
- 5 step by step modules
- Topic specific workbook for each module
- 5 audio books
- Introduction videos for each module
- Weekly newsletter with suggested reading and further research
- 24/7 access to online materials and recordings via personal dashboard

At the end of this course you will:

1. Have a better understanding of the key issues that are driving the need for sustainability
2. Have learned about the 17 SDGs that provide a menu of options for your business
3. Learn about innovation strategies and new directions that can drive you sustainability to higher levels
4. Have understood the debate about packaging and found new ways to think about how you respond
5. Have evaluated different business models as a part of your own sustainability agenda
6. Know how to identify brands that are greenwashing and how to avoid it

“As consumers, we have so much power to change the world by just being careful in what we buy.”

EMMA WATSON, Actor

Choose the level that suits you best for your future:

Level 1: Single Course

This is the ideal choice for you if:

- You want to learn faster and in more depth through discussion
- You are serious about becoming part of the Luxury industry
- You want to attend weekly webinars with other students at no extra cost (only 30 students per session)
- You want to get a certificate of course completion
- You want the chance to submit your workbook activities to a tutor for comments
- You want to select individual topics to boost your knowledge in more detail

Level 2: Personalised Programme

- **Learn exactly what you need to achieve your goals with a personally designed programme that is just for you**
- In addition to all of the Level 1 benefits, this is the ideal choice for you if:
- You want to be guaranteed a place on each course or workshop in your Programme
- FREE one hour mentoring from our tutors for 1 year

Because everybody's different...

We all have a preferred 'learning style' whether that's reading, talking, reflecting or actively 'doing'. This can really influence how well you learn and how long you will retain the information.

With that in mind we have designed each of our courses to help you learn most effectively. With interactive webinars and access to expert tutors, our intention is to give you the personal 'Luxury Experience' whilst studying with us.

We have developed six special features that will enhance your learning experience:

1. Specific topic-based modules providing just the right amount of key information you'll need.
2. Applied learning using easy to understand workbooks, and weekly tasks and recommended reading to build your knowledge.
3. Free 12 months' access to your courses and any upgrades or updates to information as issued, with a low cost annual subscription thereafter to help you keep learning.
4. Free access to our WhatsApp Members group connecting you with others just like you.
5. Weekly group webinars led by qualified and experienced tutors to go through specific topics and encourage discussion and help with questions.
6. The opportunity to get feedback on workbook activities from our expert tutors.

You decide how to take advantage of the different resources available to you.

We're here to help and support you in achieving your goals in Luxury.

Making it CLEAR

We provide **Clarity** in the explanation of the topics and theories covered. We avoid using jargon, and explain clearly the different terms and ideas that you will learn about.

Our **E-learning platform** is easy to access through either mobile or desktop devices, so you can study wherever and whenever you like, and we handpick tutors who are **Experts** in Luxury teaching to run the webinars and support your learning **Experience**.

We help you to **Apply** your learning with topic specific workbooks and tasks to enhance your learning, and inspire your thinking and ideas development.

Our **Resources** are high quality, and carefully presented to make learning a pleasure, and take you into the world of Luxury.

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When it comes to Sustainability, the decision is not whether to get involved or not, but HOW you will do it.

This course will give you the information you need and stimulate fresh ideas to help you to come up with the right solutions for your business.

Helen Cooper

Founder of the Helen Cooper School of Luxury
and Author of 'Decoding Luxury'

Our customer support team are available to help you get the most out of your course, and to help with any questions or problems.

Please quote this course code when contacting us: **MYBS**



Hello there

Thanks for taking a look at this course prospectus. I do hope that you find it interesting and decide to work with our expert team as you learn how to develop your own response to the Sustainability challenge.

I originally qualified as a teacher, before moving into the commercial world, and have a deep passion for sharing knowledge and inspiring others to be amazing – whether that's in business, creating fabulous products, or supporting others through informed investment.

I am proud to have had an extremely successful career that so far has lasted over 35 years. I'm still involved in multi million dollar strategic projects and work with teams around the world in delivering truly excellent brands and product experiences.

I've worked at senior Executive levels with a number of well-known international premium and luxury consumer brands, such as Virgin, Yardley and The Royal Mint, and built or repositioned brands with huge success, sometimes even doubling their revenues within 1-2 years.

The reason for establishing the Helen Cooper School of Luxury and writing the Decoding Luxury course was to share my lifetime of experience and expertise, so that businesses like yours can achieve the same spectacular results. Once you have studied with us you can share your knowledge with your team so that the expertise becomes really embedded in your day to day activities – and you won't need to engage expensive consultants to help you!

Sustainability is a real passion of mine. In my opinion as businesses we have a responsibility to provide the consumer with better choices, that in turn help them achieve their own goals to be more responsible in their purchases. Helping them to do better is the basis of real consumer loyalty.

Your learning experience is the most important thing to me. I use a down to earth communication style makes even difficult concepts easy to understand, by breaking them down into actionable bite-sized pieces of information. The tutors have been handpicked for their ability to help you learn effectively, and they will support you in the weekly seminars, providing assistance on your workbook exercises as required.

Knowing how and where you and your business can become more sustainable will give you a much greater chance of achieving your goals. That's what we'll teach you in this course..

I look forward to helping you to find your future in Luxury.

Helen Cooper



- Board Executive
- Entrepreneur
- Inventor
- Teacher
- Advisor
- Mentor
- Wife
- Mother
- Daughter
- Sister
- Friend

Our Values & Manifesto

Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Access to PDF Reader software on your PC
- Access to a printer for downloading and completing workbooks
- Access to Zoom software for online seminars and coaching
- A WhatsApp account to allow you to join the Members only group



HELEN COOPER

School of Luxury

www.helencooperluxury.com

For more information please contact learn@helencooperluxury.com

Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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