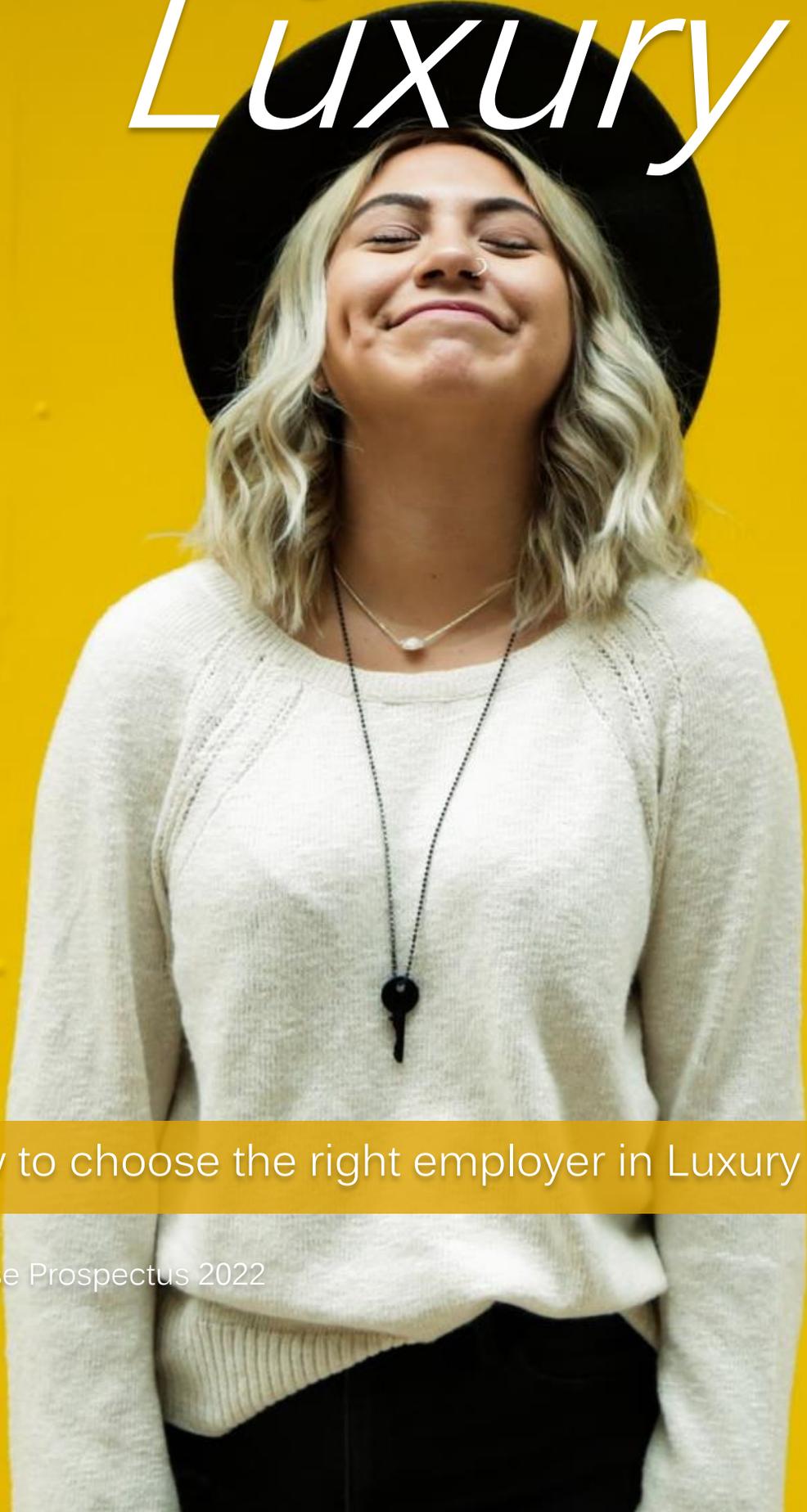


decoding:  
*Luxury*



How to choose the right employer in Luxury

Course Prospectus 2022

**The power of the potential employee has never been stronger in a market that is growing with insufficient high quality and knowledgeable candidates to fill the roles.**

Now there is no need to grab at any opportunity that comes your way, which is important as and one of the main causes of personal stress is an incompatibility with a workplace or cultural values of an Employer. The Gen Z and younger Millennials candidates are making their decisions about which firm to work in on a different set of criteria than used by previous generations.

An alignment with personal Values is critical. A commitment to sustainability and fairness in working and operational practices is now a standard benchmark for the more eco-conscious generation. An opportunity to benefit from training and development to allow an individual to grow their potential into lasting careers is expected.

So use your own power as a candidate to choose the right Employer that suits your personality and ambitions. You need to understand what exactly you will be doing in a role and how much you can actually contribute to decisions, as there's nothing more soul destroying than being ignored or the 'coffee gofer' especially if you have studied a degree for 3 years and want to get started.

*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 are starting to look at where you will begin your career in Luxury, this is the course for you.
- If you want to be more self aware of the things that really matter to you, this is the course for you.
- If you want to know how you can research potential employers in more detail before applying, this is the course for you.

We will show you a 4 step approach to identifying your own Values that will help you decide what really matters to you, and what you are prepared to compromise on. We'll then show you how to work out the Values of brands and companies too, because it's not always as easy as just looking on their website. That really only tells you what they want you to know, not what you need to know.

You will have your own interests and passions, and bring some skills that you already have to the market. Finding what type of role and company would suit you best is something that this course will help you to do.

We'll get you take a simple psychometric test to help understand your best types of role too because you don't want to end up being a square peg in a round hole. You'll learn what it means to 'play the odds' too.

And finally we'll show you a systematic way to research potential Employers, either before you apply or before you have an interview.

## Who is this for:

- Undergraduates getting a headstart in the jobs market
- Graduates wanting to find their first role in Luxury
- People with ambition but without the backing of a degree.

**Online  
OR  
Offline**

**12 hours  
+ assignment**

## What this course covers

This short course of 3 modules covers the ways that you can decide whether an Employer is the right one for you to start a career with.

What you'll learn:

- ✓ How to define your own Purpose and Values and improve your self-awareness
- ✓ How to find out the Values of a potential employer
- ✓ How to find the best fit for your skills and preferred way of working
- ✓ How to do the right research that will give you the full picture of a company

## This course includes:

- Tutor guided online learning
- 3 step by step modules
- Topic specific workbook for each module
- 3 narrated videos
- Introduction videos for each module
- Weekly newsletter with suggested reading and further research
- High quality PDF e-book per module

## At the end of this course you will:

1. Have defined your own Values using a four step process
2. Have found out how to identify the 'Brand Speak' from the Reality about a company
3. Have learned about the wider Luxury ecosystem and identified a place for you in it
4. Understand the different levels of involvement and potential for skills growth in western and Indian luxury brands
5. Have a comprehensive, easy to use template to complete thorough research

“ My only advice is to try to get the job that's most like the job you want, rather than the one that's more prestigious.

EZRA KLEIN

## 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 'Made to Measure' Programme

- **Learn exactly what you need to achieve your goals with a personally designed programme that is just for you and your business**
- 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.

“ The first step in your career in Luxury will set you off on a path that needs to be right for you.

This course will teach you how to make the right choices so you get started well.

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: **CREL**



## Hello there

Thanks for taking a look at this course prospectus. I do hope that you find it inspiring and decide to work with our expert team as you learn more about making the right choices at the start of your career in Luxury.

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.

The reason for establishing the Helen Cooper School of Luxury and writing the Decoding Luxury course was to share a lifetime of experience and expertise, using proven tools and techniques that I have gathered throughout my career. 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, as well as being an entrepreneur myself.

During my career I have recruited 100's of individuals, some of whom went on to have very successful careers in a variety of sectors. There is a responsibility of an Employer to do the best for their new recruits, but with the talent pool of great candidates dwindling, you must avoid falling for their 'spin' and do your own research first.

Your learning experience is the most important thing to me. My 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 real world Luxury experience and their ability to help you learn effectively. Their inspirational coaching style will support you in the weekly webinars and provide guidance on your assignments.

Making the right first step in your career will set you off in a strong direction and you will have the chance to grow and be successful. Use the easy to apply techniques that we provide to make sure you will look back on your first job with pride and happiness.

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](http://www.helencooperluxury.com)

For more information please contact [learn@helencooperluxury.com](mailto: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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