

# decoding: *Luxury*

How to find your Purpose and use it in Luxury

Workshop Prospectus 2022

# ABOUT THIS WORKSHOP

**As individuals we all need to feel that we have a Purpose in life. Sometimes it can be hard to find that, but when you do you want to make sure that everything you do aligns with that.**

So if you have a feeling that your life is drifting or you feel dissatisfied with what you are doing, this workshop will not only help you start to work out what really matters to you but also help you with suggestions as to how you might activate it in the Luxury market.

Often Sustainability is thought as being the only focus for Purpose, but actually there are many other ways that you can find greater fulfilment in your personal and professional life. So if you love to make people feel good about themselves there's certainly a career waiting for you in Luxury. The same is true if you want to support local crafts and skills by helping them to commercialise their goods. Or maybe you like to help people achieve whatever their goals and dreams might be.

Step 1 is to define your Purpose and then everything else will become clearer. We take a practical and personal view of who you are, and show you how to understand your own skills – because sometimes we don't fully appreciate the things we're good at!

In this workshop you will learn:

- Deciding what matters to you and why
- Improving your self-awareness
- Understanding how you can make a difference
- Developing your personal Values Framework
- How to identify Luxury brands that align with your Purpose

At the end of this workshop you will have confidence in knowing what matters most to you, and have some ideas on how you could turn that into a career that you love. We can show you how to achieve that.

## **This course includes:**

- Expert tutor-guided online learning
- 3 hour group workshop format
- Break-out team working sessions
- Group discussions
- A workbook
- End of workshop Certificate

*Nothing is really work unless you'd rather be doing something else*

*J. M. Barrie*

## **Designed to suit your needs**

The Workshop format has been developed to provide a practical level of knowledge about the importance of finding and activating your Purpose so you can find the career you want:

- A group discussion approach that develops friendships and support from people just like you
- Expert tutors and specialists in self-awareness and Purpose to guide your learning
- Workbooks and checklists to use during and after the workshop
- Evening sessions to fit in with your other commitments or studies

## **Who is this for:**

- Graduates looking for their first job in Luxury but keen to align with their Values
- Middle Managers wanting to accelerate their career in the right company

**Online  
or  
Offline**

**3 hours**

## 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
- Video supported internet access
- Access to Zoom software for online workshop and breakout group work



HELEN COOPER

School of Luxury

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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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