

<b>ITEC Level 2 Professional Conduct and Business Awareness</b>	
<b>Unit 22</b>	
<b>Learning outcome</b> Students will be able to:	<b>Underpinning knowledge</b>
1) Understand and explain the points of professionalism related to Beauty/Complementary or Sports Therapy and explain the appropriate professional appearance of the therapist	To include the importance of the following: <ul style="list-style-type: none"> <li>• Appropriate attire – professional work wear (for sports therapy a polo shirt and clean tidy tracksuit bottoms), full flat shoes, socks with trousers, natural tights with skirts, no jewellery except a wedding band and stud earrings (must be removed or covered if using electrical equipment), short clean finger nails with no enamel</li> <li>• No body odour</li> <li>• No bad breath</li> <li>• No perfume</li> <li>• No chewing of gum or sucking of sweets</li> <li>• Hair neat, clean and tied back – not on the collar or face</li> <li>• Punctuality</li> <li>• Clean hygienic working surroundings and equipment</li> <li>• Appropriate client care and modesty</li> <li>• Sufficient equipment and products to perform the treatment fully</li> <li>• Only perform therapies in which one is qualified</li> <li>• Do not make false claims</li> <li>• Do not discuss or put down other salons/clinics</li> <li>• Only recommend treatments which are relevant and appropriate to the client</li> <li>• Refer clients where necessary</li> <li>• Do not diagnose</li> </ul>
2) Understand, explain and maintain a professional working relationship with other students/therapists	To include the importance of the following points: <ul style="list-style-type: none"> <li>• Only working within their own perimeters and professional boundaries</li> <li>• Not making false claims regarding treatments/products or other clinics/salons</li> <li>• Understanding when to refer clients to other therapists e.g. Physiotherapists, Counsellor</li> <li>• Understanding when a client may be contraindicated and when to get GP's permission to treat them</li> </ul>
3) Understand and explain why it is necessary to build up a rapport with the medical profession	To include: <ul style="list-style-type: none"> <li>• Understanding when a client may be contraindicated to treatment and at what point GP's permission should be sought</li> <li>• Educating the medical profession of the benefit of treatments as complementary to health care and the importance of working alongside them</li> <li>• Referral procedures</li> </ul>
4) Understand and explain why it is necessary to build up a rapport with other therapists	To include: <ul style="list-style-type: none"> <li>• Building up a support network of therapists qualified in other therapies to whom they can refer clients</li> <li>• Referring clients to Counsellors when appropriate</li> <li>• Being Professional when asked about other salon/clinics/therapists</li> </ul>
5) Understand and explain the meaning of contraindications related to the treatment (Contraindications for each treatment are listed in the appropriate units)	To include: <ul style="list-style-type: none"> <li>• The importance of showing knowledge and understanding of specific contraindications to each treatment as well as general contraindications</li> <li>• Knowing when not to treat</li> <li>• Knowing when and how to seek written permission to treat from a GP</li> <li>• Adapt the treatment to the individual's needs</li> </ul>
6) Understand and explain the impact of advertising, whilst accepting the legal implications of the relevant laws	To include: <ul style="list-style-type: none"> <li>• Raising the profile of the therapist/clinic/salon</li> <li>• Increasing public awareness of the treatments available</li> <li>• Educating the public in terms of what the treatments are</li> <li>• Methods of advertising: Local newspaper - Classified section, Mail-shots, Word of mouth, Radio, Posters</li> <li>• Appropriate talks and demonstration to groups</li> <li>• A talk should be designed and demonstrated to fellow students to help establish the rudiments of public speaking</li> <li>• The advantages and disadvantages of each of the above methods should be established</li> </ul>

7) Understand and explain the necessity of having professional indemnity insurance	To include: <ul style="list-style-type: none"> <li>• A definition of professional indemnity insurance; what it covers and the difference between a salon/clinic policy and for an individual therapist</li> <li>• The source of the insurance – Professional Associations</li> <li>• Full amount and cover</li> </ul>
8) Understand and explain the need to ensure strict client confidentiality at all times other than with the consent of the client or when reporting treatments/clinical findings to a fellow therapist/medical practitioner	To include: <ul style="list-style-type: none"> <li>• Professionalism</li> <li>• Do not discuss the personal details of a client with another therapist</li> <li>• Do not discuss the personal details of a client with another client</li> <li>• Ensure the client realises that the only reason information would be disclosed would be to ascertain permission to treat from a GP or other medically trained practitioner</li> </ul>
9) Understand and explain the need for consent	To include: <ul style="list-style-type: none"> <li>• Personal or written permission from the parent/guardian is recommended if treating a client under 16 years of age</li> <li>• From a guardian if a client is too ill to consent themselves</li> <li>• From a GP if the client is taking medication or contraindicated in any way</li> </ul>
10) Understand and explain the contents of a First Aid box	To include: <ul style="list-style-type: none"> <li>• Check the most recent publication from St Johns ambulance</li> </ul>
11) Understand and explain why it is necessary to have an accident book	<ul style="list-style-type: none"> <li>• To record any incident where somebody may hurt themselves</li> <li>• To state any action taken at the time of the accident</li> <li>• To document written evidence in case there is an insurance claim</li> </ul>
12) Understand and explain how to complete an accident book	To include: <ul style="list-style-type: none"> <li>• Date of accident • Time of accident • Nature of accident</li> <li>• Action taken • Signature of client and therapist</li> </ul>
13) Understand and explain how to administer First Aid for the following:	<ul style="list-style-type: none"> <li>• Fainting • Burns/Scalds • Epileptic fit • Bleeding • Hysteria</li> <li>• Heart Attack • Unconsciousness • Heat Exhaustion</li> <li>• Twisted Ankle • Asthma Attack • Diabetic Coma</li> <li>• Nose Bleed • Insect Sting • Hyperventilation • Migraine</li> <li>• Dizziness • Electric Shock • Electrical burns • Sun burn</li> <li>• Something in/on the eye, e.g. product</li> </ul>
14) Understand, explain and demonstrate how to put a client into the recovery position	Check with St Johns Ambulance/ St Andrews/Red Cross or equivalent for the current format
15) Understand and explain when and how to call for medical assistance	To include: <ul style="list-style-type: none"> <li>• Ensure the patient is in the recovery position</li> <li>• Ensure somebody stays with the patient</li> <li>• Dial for the emergency services (check the number depending upon the country therein)</li> </ul>
16) Understand, explain and demonstrate how to supervise an evacuation of themselves and their clients in the case of a fire alarm	<ul style="list-style-type: none"> <li>• Organise people to move swiftly and quietly out of the building • Ensure client modesty is preserved</li> <li>• Ensure belongings are left behind</li> <li>• They must ensure the nearest exit is used</li> <li>• Ensure the meeting point is made clear</li> <li>• A check list is completed of those present</li> </ul>
17) Understand and explain the types of fire-fighting equipment required in a salon	<ul style="list-style-type: none"> <li>• Foam • Water • Carbon Dioxide • Dry powder</li> </ul>
18) Understand, explain and demonstrate how to carry out basic safety checks for electrical equipment	To include: <ul style="list-style-type: none"> <li>• Regular servicing and checking of servicing records</li> <li>• Check that the wires are fully insulated within the plugs</li> <li>• Check that there are no trailing wires</li> <li>• Check there is no water in the vicinity of the electrical equipment</li> <li>• Check the equipment on self first before applying to the client</li> </ul>
19) Understand and explain the importance of professionally checking electrical equipment on an annual basis	To include: <ul style="list-style-type: none"> <li>• Ensuring no harm comes to the client or therapist during use of electrical treatments</li> </ul>
20) Understand and explain the following hygienic terms:	<ul style="list-style-type: none"> <li>• Septic • Antiseptic • Disinfectant • Sterile • Cross infection</li> <li>• Sterilisation • Aseptic • Bactericide • Bacteriostat</li> <li>• Fungicide • Fungistat • Pathogenic • Non-pathogenic</li> <li>• Toxins • Hygiene</li> </ul>
21) Understand and explain briefly the following types of infection	To include: <ul style="list-style-type: none"> <li>• Bacterial • Fungal • Viruses and infestations stating the basic characteristics for each one and giving relevant examples</li> </ul>
22) Understand and explain the methods of sterilisation/sanitisation available relevant to the treatment	To include: <ul style="list-style-type: none"> <li>• Chemical sterilising cabinet • UV cabinet • Autoclave</li> <li>• Hot bead • Chemical liquid and their most appropriate use</li> </ul>

23) Understand and explain the advantages and disadvantages of each of the following:	To include: <ul style="list-style-type: none"> <li>• Chemicals</li> <li>• Autoclave</li> <li>• Glass bead</li> <li>• Ultra Violet</li> <li>• Steam Cabinets</li> </ul>
24) Understand and explain the reasons why personal hygiene is vital for the therapist	To include: <ul style="list-style-type: none"> <li>• The appropriateness of professional appearance (see below)</li> <li>• No body odour</li> <li>• No bad breath</li> </ul>
25) Understand and explain salon hygiene methods	To include the use of the following: <ul style="list-style-type: none"> <li>• Septic</li> <li>• Antiseptic</li> <li>• Disinfectant</li> <li>• Aseptic</li> <li>• Bactericide</li> <li>• Bacteriostat</li> <li>• Fungicide</li> <li>• Fungistat</li> <li>• Chemical sterilising cabinet</li> <li>• UV cabinet</li> <li>• Autoclave</li> <li>• Hot bead</li> <li>• Chemical liquid and their most appropriate use</li> </ul>
26) Understand and explain all aspects of waste disposal for the salon	To include: <ul style="list-style-type: none"> <li>• Disposal of contaminated waste</li> <li>• Sharps tin</li> <li>• Normal bin</li> </ul>
27) Understand and explain the importance of being aware of blood transmitted diseases	To include: <ul style="list-style-type: none"> <li>• Hepatitis A &amp; B</li> <li>• HIV/AIDS</li> </ul>
28) Understand, explain and design a consultation card relevant to the treatment	Sample consultation form for each treatment in the syllabus can be found on <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a> To include: <ul style="list-style-type: none"> <li>• Name</li> <li>• Address</li> <li>• Telephone number (day and night)</li> <li>• GP</li> <li>• Medical history</li> <li>• Any contraindications to treatment (as listed below)</li> <li>• Client lifestyle</li> <li>• Client profile</li> <li>• The importance of planning a treatment programme bearing in mind the clients religious, moral and social beliefs</li> <li>• Home care advice</li> <li>• Product advice</li> <li>• Determining the nature and extent of the clients needs</li> <li>• Agreement to the course of action</li> <li>• Ascertain the clients consent to the treatment</li> <li>• Signature and date</li> </ul>
29) Understand and explain why conversation should be ethical and client led	To include: <ul style="list-style-type: none"> <li>• Not causing embarrassment to self, client or others</li> <li>• There may be issues the client does not want to discuss e.g. politics, religion, race, sex, financial, emotional</li> <li>• Never discuss other clients/clinics</li> </ul>
30) Understand and explain the contraindications relevant to each treatment	To include: <ul style="list-style-type: none"> <li>• The general contraindications to all treatments unless medical permission has been gained or the client has signed an informed consent stating that the treatment and its effects has been fully explained to them and confirm that they are willing to proceed without permission from their G.P. or specialist</li> <li>• Contraindications which may restrict treatment</li> </ul>
31) Understand and explain the following terms:	<ul style="list-style-type: none"> <li>• Client Modesty</li> <li>• Towel management</li> <li>• Client Care</li> </ul>
32) Understand and explain the importance of keeping accurate client records	To include: <ul style="list-style-type: none"> <li>• Contact details</li> <li>• Medical history and GP's number in case of illness or medication</li> <li>• Treatment plan in case there are any adverse reactions</li> <li>• Any adverse reactions at the time of treatment</li> <li>• Home care advice</li> <li>• Products used and sold to the client</li> <li>• Any individual client requirements</li> </ul>
33) Understand and explain why effective client communication is vital	To include: <ul style="list-style-type: none"> <li>• Ensuring that the correct information is taken from the client</li> <li>• Ensuring that the client gives sufficient detail regarding their health and background and realises the importance of gaining GP's permission in the relevant circumstances</li> <li>• Ensuring that the client feels able to confide in the therapist where necessary</li> <li>• Ensuring that the client feels secure in the knowledge that any discussion is confidential</li> <li>• Ensuring that the client signs the consultation form</li> </ul>
34) Understand and explain how to deal with negative feedback	To include: <ul style="list-style-type: none"> <li>• Allow the client to speak freely</li> <li>• Ascertain why the feedback is negative</li> <li>• Listen carefully</li> <li>• Do not interrupt</li> <li>• Do not argue</li> <li>• Try to make it a positive</li> <li>• Offer another/alternative treatment</li> </ul>

35) Understand, explain and demonstrate effective questioning techniques	To include: <ul style="list-style-type: none"> <li>• Good communication skills (asking open and/or closed questions where appropriate)</li> <li>• Trust</li> <li>• Professionalism, confidence and enthusiasm</li> <li>• Confidentiality</li> </ul>
36) Understand, explain and demonstrate appropriate body language at all times	<ul style="list-style-type: none"> <li>• Private comfortable area</li> <li>• Positive body language</li> <li>• Positioning of the client (no barriers between themselves and client)</li> </ul>
37) Understand, explain and demonstrate the importance of completing each treatment in a commercially acceptable time	Times given on syllabus <ul style="list-style-type: none"> <li>• Candidates must understand the time limit a salon owner would find commercially acceptable for each treatment to be completed based on the cost of the therapists time, products, heating lighting and general overheads required to operate a salon/clinic</li> </ul>
38) Understand and explain the importance of maintaining good working relationships	To include: <ul style="list-style-type: none"> <li>• Personal effectiveness</li> <li>• With other therapists</li> <li>• As part of team</li> <li>• With clients</li> <li>• With suppliers</li> </ul>
39) Understand and explain the concept of a 'Code of Ethics' and its importance	To include: <ul style="list-style-type: none"> <li>• The importance of becoming a member of a Professional Association/Society/Guild</li> <li>• A code of ethics is a code which governs the professional conduct of any member of the said Association/Society/Guild</li> <li>• Any member found not to be adhering to the Code of Ethics may be removed from the organisation</li> </ul>
40) Understand and explain the term Continual Professional Development	To include: <ul style="list-style-type: none"> <li>• It may be mandatory if Statutory Regulation proceeds in certain professions</li> <li>• It means that therapists are required to attend a certain amount of training hours per year in order to remain registered</li> <li>• This can be obtained by attending lectures at exhibitions/conferences organised throughout the year or additional training courses/workshops</li> </ul>
41) Understand, explain and demonstrate how to plan the interior of a treatment room	To include: A project whereby a plan of a salon/clinic must be produced incorporating the following: <ul style="list-style-type: none"> <li>• Heating</li> <li>• Lighting</li> <li>• Ventilation</li> <li>• Plumbing</li> <li>• Flooring</li> <li>• Interior décor</li> <li>• Equipment</li> <li>• Layout</li> <li>• Waste disposal</li> <li>• Laundry</li> <li>• Storage</li> <li>• Reception</li> <li>• Treatment areas</li> <li>• Relevant equipment and couches</li> </ul>
42) Understand and explain the accounting systems required when running a business, including income and expenditure	To include: <ul style="list-style-type: none"> <li>• Basic profit and loss</li> <li>• Petty cash</li> <li>• Spreadsheets</li> <li>• Budget</li> <li>• Cash flow</li> <li>• Costing of treatments</li> <li>• Net profit</li> <li>• Gross profit</li> </ul>
43) Understand and explain the importance of developing and maintaining a good stock control system	To include: <ul style="list-style-type: none"> <li>• Regular stock checks</li> <li>• Regular stock valuation</li> <li>• Regular rotation of stock i.e. ensure the newest products are stored at the back and oldest drawn forward</li> <li>• Regular ordering</li> <li>• Order products that sell through quickly and do not stand on the shelves</li> </ul>
44) Understand and explain the importance of providing a retail service	To include: <ul style="list-style-type: none"> <li>• Linking the treatment to the products and enabling clients to continue treating themselves at home</li> <li>• Encouraging clients to look after themselves</li> <li>• Extra revenue for the business</li> <li>• Encourages staff to sell if they work on commission</li> </ul>
45) Understand and explain the basic principles of selling	To include: <ul style="list-style-type: none"> <li>• Never pre-judging a customer</li> <li>• Good communication skills and enthusiasm</li> <li>• Good product knowledge</li> <li>• Never try to sell a product which is not suitable for the client</li> <li>• No pressure selling</li> <li>• How to close a sale</li> <li>• Choosing appropriate time in the treatment to introduce additional services and retail products</li> <li>• Allow time for clients to ask questions</li> </ul>

<p>46) Understand and explain the role of the receptionist</p>	<p>To include:</p> <ul style="list-style-type: none"> <li>• Scheduling Appointments</li> <li>• Appearance</li> <li>• Telephone Manner</li> <li>• Client Handling</li> <li>• Customer Service</li> <li>• Record Keeping</li> <li>• Sales Techniques – SWOT and PEST</li> <li>• How to close a sale</li> <li>• Product Knowledge</li> <li>• Treatment Knowledge</li> <li>• Taking money and logging payments</li> <li>• Preparing treatment rooms before and after treatment</li> <li>• Setting up of couch, trolley and other equipment</li> <li>• All tools prepared using correct hygiene procedure</li> </ul>
<p>47) Understand and explain the main forms of advertising and the advantages and disadvantages of each method</p>	<p>To include:</p> <ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Leaflets</li> <li>• Mail shots</li> <li>• Word of Mouth</li> <li>• TV</li> <li>• Cinema</li> <li>• Radio</li> <li>• Posters</li> <li>• Talks</li> <li>• Demonstrations</li> </ul>
<p>48) Understand, explain and demonstrate how to plan a talk/demonstration</p>	<p>To include:</p> <ul style="list-style-type: none"> <li>• Role play should be encouraged during training a talk /demonstration should be planned and delivered</li> <li>• Ensure relevant products are available</li> <li>• Ensure a couch and model are available for demonstration purposes</li> <li>• Ensure bullet points have been prepared or cue cards to ensure the continuity of the talk</li> <li>• Ensure there is an introduction and conclusion</li> <li>• Take the appointment book</li> <li>• Take price lists</li> <li>• Take information on products available</li> <li>• Take a leaflet explaining the treatments available</li> </ul>
<p>49) Understand and explain how to cost a treatment</p>	<p>To include:</p> <ul style="list-style-type: none"> <li>• The time it takes</li> <li>• Overheads</li> <li>• Products used</li> <li>• Consumables used</li> <li>• Profit</li> </ul>
<p>50) Understand and explain the benefits of offering courses of treatments</p>	<p>To include:</p> <ul style="list-style-type: none"> <li>• Ensures that clients return to the salon/clinic</li> <li>• Ensures that cash is paid in advance</li> <li>• Improves cash flow</li> <li>• The client usually gets a discount for paying for the course</li> </ul>
<p>51) Understand and explain the basic security implications of the establishment relating to:</p>	<ul style="list-style-type: none"> <li>• People</li> <li>• Equipment</li> <li>• Stock</li> <li>• Cash</li> <li>• Confidential client records</li> </ul>