

The Eyes of the Instructorby Larry Little

The key to success for the student in any barber college is the instructor. Students should refuse to accept mediocrity, so should the owner, or manager. So what should we do then?

If we look at student education thru the eyes of the “Master Educator” instructor we will notice some interesting differences. The “Master Educator” instructor knows that he must see the floor, much like a player on a championship basketball team. He will always know where every student is, both physically and educationally. The “Master Educator” instructor knows each student personally, he or she knows how the student learns, when the student is having issues that interfere with their learning. The “Master Educator” instructor is aware that no two students learn in the same way, so he or she will always have a plan for each type of learner. He or she always knows what service and product is needed for each client. The “Master Educator” instructor knows that his job as a teacher begins when the client walks thru the door, he or she teaches the student how to greet the client, find out what service is needed, and then teaches the student the proper way to prepare the client for their service, as well as conduct the proper consultation with the client in order to determine the best way to accomplish the desired service. The next decision concerning the service requires the instructor to teach the student how to determine the best product and the proper amount of product to accomplish the goal and to prevent wasting product, and see the service through to the completion including seeing the client to the door with a thank you for allowing us to serve them.

The “Master Educator” instructor also knows that he is on the team with the management of the school. He or she is responsible for efficiency in the clinic as well as the lab and classroom. He or she is always well prepared to teach theory and lab, using the latest and innovative teaching methods, being continually educated through continuing education.

The “Master Educator” instructor is aware that personal professionalism is essential, and is contagious and he tries to infect every student.

So what should we do? Make sure that every instructor is passionate about his profession and is equipped to lead. MiLady’s Master Educator program should be required for every instructor in every college. Great education is the first step to success for your instructors as well as your students. The question is, are you willing to take it?