



# 10 THINGS TO LOOK FOR IN A

## *Training Academy*

and red flags to avoid!

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# 10 Things To Look For

when searching for a training course.

01

## **Do they have accreditation?**

Accreditation means the course has generally been checked and vetted by a professional industry body, and has been deemed to be up to or above the required industry standard. HOWEVER...not all accreditation is equal, so if you've never heard of the accreditor, check their website and socials, and contact them directly if you're still unsure about their credentials!

02

## **Does the trainer have the necessary qualifications?**

In order to teach a course which will be recognised by industry insurers, a trainer needs a minimum of a Level 3 Ofqual regulated Award in Education and Training (AET), or a Level 4 CET, or Level 5 DET, which is equivalent to the PGCE. They will also need to be fully insured and qualified in the subject they are teaching - usually to NVQ standard.

03

## **Is the trainer experienced?**

Having all the right certificates is all well and good, but your trainer should have a good level of industry experience, too. Usually, they will only be able to get insurance if they have been qualified in their subject for over 2 years, sometimes more. Some people will qualify, then immediately get their teaching qualifications and go to work teaching others, which is very unethical and not recommended.

04

## **Does the trainer do/have they done what they're teaching you?**

If they haven't offered the treatment to clients before teaching it to you, then chances are they aren't that confident themselves! This isn't always the case - perhaps they did the treatment before and then have gone into training full time, or haven't offered that treatment for a while, but if they've qualified in something and never offered it, there may be a reason!

05

## **Are they asking for pre-requisites?**

Lots of courses in the industry require you to have some qualifications before doing these more advanced treatments. For example, you need a facial qualification to do advanced facials like needling. If your training isn't even asking you, and is selling you a course for the sake of it (knowing you won't be able to get insurance...RED FLAG).

# 15 Things To Look For

when searching for a training course.

06

## **What brands are they using?**

Check that the training provider is using professional only brands! I see it all the time when trainers are using the cheapest possible brands to save on costs, but all they are doing is teaching their students bad habits! Buying professional brands is imperative to maintain your reputation as an industry expert and leader. Don't fall foul to buying off Ebay or Amazon.

07

## **Are they willing to work alongside you?**

This seems a bit of a no-brainer, but when I train I like to work with my students to achieve their goals. I will happily tailor my courses to suit the needs of the student, because each learner is different! Look for a training provider who you vibe well with, who will keep in touch with you and perhaps send you updated information as they learn it themselves, as I do when I do a new course for my own development.

08

## **Have they got reviews?**

Of course, a new training provider will not have any reviews yet, but if they are an experienced therapist, which they should be, then they should be able to provide you with SOMETHING. Be it client testimonials or offer you some kind of value before selling you a course, such as a free webinar or mini course. If they have got reviews, make sure you read them and take note!

09

## **See what learning methods they use.**

How do they teach you? Is it online? Is it in person? Is it a mixture of both? Is it one to one or group training? Think about how you like to learn and go with that. Remember, you should always learn practical in person, and work on a live model. If this is not included in your course then this is a huge red flag! Make sure you ask how many clients you get to work on before being certified.

10

## **Is the price right?**

Obviously, we all look for a course where the price is within budget, but be wary of courses which seem just a bit too cheap in comparison to other similar courses. If it's too cheap, they are probably a) using rubbish products and don't need to charge much to cover costs, or b) they don't believe their course is good enough to sell at a high price.

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