



Educator Careers & Business

INSTRUCTOR / EDUCATOR PROGRAM - Unit 17

Applies to: Instructor / Educator

Suggested time: 2.5 hours (theory and planning)

How to use this plan: The lines under "Say" are scripted word for word so every class hears the same information - read them aloud. *Italic in brackets is what you do.* The jade "Teaching move" names the method; the "Students" line is their involvement.

Learning Objectives

By the end of this lesson, students will be able to:

- Identify career paths for beauty educators.
- Describe the basics of the education business.
- Plan professional growth as an educator.
- Recognize opportunities in education and beyond.

Materials and Equipment

- SGS chapter slide deck, projector, and whiteboard
- Educator-careers handout and a growth-plan worksheet
- Student-educator workbook

Key Terms

educator career path, lead instructor, education director, curriculum, brand educator, school ownership, professional growth, opportunity.

Lesson Sequence

1. Opening Hook - 10 min

Teaching move: Education is a career with a ladder.

SAY (read aloud):

Becoming an educator is not the end of your career - it is the start of a whole new one with its own ladder. From classroom instructor to lead instructor, education director, curriculum developer, brand educator, or school owner, the opportunities are real. Today we look at where your educator license can take you.

- **Students:** share what drew them to teaching, and where they hope it leads.

2. Educator Career Paths - 20 min

Teaching move: The ladder of opportunity.

SAY (read aloud):

The paths are many. You can teach in a school, become a lead instructor or education director, develop curriculum, train for a product brand as a brand educator, present at shows, write and create content, or move toward owning or managing a school. Your classroom expertise is the foundation for all of it.

- **Students:** name an educator career path beyond classroom teaching.



3. The Business of Education - 20 min

Teaching move: Schools are businesses too.

SAY (read aloud):

Education is also a business. Schools run on enrollment, retention, outcomes, compliance, and reputation - which is why everything we have studied, from great teaching to retention to consistency, is also good business. If you ever move toward managing or owning a school, you will balance education quality with sound business practices, just as a salon owner does.

- **Students:** name one way good teaching is also good business for a school.

4. Planning Your Growth - 20 min

Teaching move: Keep growing.

SAY (read aloud):

The best educators never stop growing. You keep your craft skills sharp, you pursue professional development in teaching, you seek mentorship, and you set goals for where you want your education career to go. Plan your growth on purpose, and doors open. *[Hand out the growth-plan worksheet.]*

- **Students:** name one professional-growth goal as an educator.

5. Activity, Check, and Recap - 20 min

Teaching move: Plan and recall.

SAY (read aloud):

Complete your educator growth plan. Quick check: name two educator career paths. *[Pause.]* Is good teaching also good business for a school? *[Pause.]* Yes. To recap: education opens a real career ladder, schools are businesses, and you plan your growth on purpose.

- **Students:** complete the growth-plan worksheet and share one goal.

Assessment

- Written: quiz on educator careers and the education business.
- Performance: a completed growth plan.
- Verbal: participation in the discussion.

Assignment

Read Educator Careers & Business and complete the workbook. Write a growth plan for your education career.

Instructor Notes and Safety

Keep it aspirational about the educator career ladder.

Connect the education business to Salon Business principles.