

STRUCTOGRAM® helps to provide active consulting

True beauty comes from within

Carolin Frei

Light, white rooms coupled with pink radiators, mint-coloured window frames and lots of green plants define the image of EFAKOS in Aarau, the most successful elite college for beauticians in all of Europe. This is not only where the skilled trade of cosmetics is conveyed, this is where the ‚other‘ aspect of beautification is taught – a greater feeling of self-worth through well-being.

Sixteen (16) young ladies attend the program given by the college director Silvia Vifian. She can present a comprehensive range of skills – Silvia Vifian is a chemist, beautician (HFP; higher specialist qualification) and has a diploma as a teacher of a vocational school. But that’s not all. In addition to the solid basis of specialist knowledge, Silvia Vifian also has something to offer that not all lecturers do: Understanding for the diversity of her protégés. Everybody has their strengths and weaknesses and, at EFAKOS, they attach importance to ‚uncovering‘ both sides and accepting them without valuation. Above all, the respect for this diversity will open the gate to success for the budding beauticians later in their professional everyday life. The aim for the beauticians is to address the different requirements of every



Silvia Vifian, Director EFAKOS

customer individually, competently and with understanding. Only in this way – can

trust develop – without which no treatment can come to fruition. Not every person finds it easy to relax on the lounge and speak openly about ‚his or her problems‘ which can be corrected or reduced thanks to cosmetics. Here tact and a healthy dose of empathy are required.



Social competence is also on the curriculum as a supplement to specialist tuition

Therefore, the curriculum not only includes subjects that convey in-depth specialist knowledge about cosmetics but, also topics such as time management, social competence and hygiene. Or would you like to be treated by someone who has dirt under their fingernails?

Justifiably, the elite college has an excellent reputation. To be the number one in Europe, professional management and competent trainers are required. Additionally, a constant quality check is necessary. "With the new educational reform, the requirements and rights for private schools have also changed. A major benefit is that the new regulation makes access to the federal tests even more attractive. We are also aiming for certification, for instance from eduQua," says the director.

The remarkably high quality today is also confirmed by the fact that a former pupil recently won gold medal at the world championships in Japan. Silvia Vifian: "Such an experience does of course make us proud." This compensates Silvia Vifian:

for not only investing passion but also a huge amount of time in her school.

EFAKOS
Europe's largest training facility for beauticians

EFAKOS has been the first-class address for vocational education and further training since 1994. It conveys practice-oriented and solid specialist knowledge that goes far beyond the occupational knowledge required. The college is therefore called the 'mecca of beauticians' by insiders.

EFAKOS
Elite college for beauticians
Schachenallee 29
5000 Aarau/Switzerland
www.efakos.ch

White, pink and mint define the external appearance of EFAKOS. The colours green, red and blue have also been omnipresent for a good ten years - even if they are not externally visible. The significance of these colours is something that trainer Sabina Strahm-Waller teaches the course participants using the personal Structogram, which depicts the result of the individual biostructure analysis in a tri-colour pie chart (see box). In a first step, both the pupils and the teacher learn the basic structure of their personality - and thus their strengths and weaknesses. The class dynamics also benefits from this knowledge. Sabina Strahm-Waller: "The groups are put together based on the Structogram which substantially reduces the potential for conflict within the team." Thanks to their new knowledge, the pupils are better able to accept the strengths and weaknesses of their teachers - even when a touch of humour is needed. Director Silvia Vifian: "For me, the Structogram is the reconciliation with myself. I now know why certain things are not that easy for me and how I can handle them. It was the right decision to invest years ago in the specialist know-how and to integrate the Structogram training with our curriculum."



The knowledge about one's own genetic personality structure lays the foundation upon which, in another step, the knowledge of human nature can be trained. This is done with specific exercises that hone the perception of the requirements of other people. You no longer have to guess whether proximity or distance, for example, is required - you know it. The ongoing beauticians need this flair in order to be able to successfully embark on the road to self-employment. For their goal is to activate not only the external but also the internal beauty of their clients.

Knowledge of human nature can be learned

The STRUCTOGRAM® as a visualised result of the biostructure analysis indicates which personality traits and behavioural patterns can be changed easily and permanently and which cannot. An important training goal of the Structogram seminar is the, 'authenticity' of the participant, i.e. the coherence between the inherent biostructure and the learned behaviour. In further steps, the participants learn to recognise the biostructure of other people and to sell the same product or the same service to different customers, 'in different ways' and to develop a permanent customer relationship.

The biostructural analysis is an unbiased method, to find out the genetically predisposed basic pattern of personality and behavior and therefore for the associates' opportunities and risks. The procedure is based on evolutionary biology and is confirmed by the latest research results in neuro-sciences, behavioural genetics and molecular biology.

STRUCTOGRAM® International
 IBSA Institut für Biostruktur-Analysen AG
 Morgartenstrasse 2
 CH-6003 Luzern
www.structogram.com



Making the customer's external and internal beauty shine through.