

Case Study

Training – on/off the job

Orbit Smoke Barbers



Orbit Smoke Barbers are based in Edinburgh, Scotland. They have one shop and cater for a wide range of clients; children, men and women. They offer haircuts, beard shaving and a 'manper'; a male facial treatment. Their reputation is built on being a quality & friendly barber.



Owner, Angela Dickson, has been a barber for over 30 years and was initially going to pursue a career in the armed forces but her step-dad saw an opportunity to gain an apprenticeship as a barber and this has been her career ever since. She is professional accredited as a 'Master Craftsman Diploma in Barbering'. In addition, she has studied trichology, the study of hair and scalp. The shop walls are full of certificates of her barbers' qualifications as well as industry awards that they have received.

The name of the business is often confusing! 'Orbit Smoke' is an anagram of motorbikes, as that was something Angela's Dad was into in a big way. There is a large image of a motorbike in the shop along with many different types of skulls that are displayed around the windows.

One of the reasons for their success is their training. Angela is a strong believer in on-the-job training and says this is the best way for her apprentices to learn. She suggests the main advantage of on-the-job training is that barbers learn how to deal with customer's as well as learn in a live environment. Angela trains them on both 'scissor work' (cutting) and customer service and provides extensive induction training. To maintain standards, she pays for her barbers to be SVQF accredited (Scottish Qualifications Authority) – this when an assessor comes to the shop to verify the standard. Some barbers can train at college where they cut hair on dummies which is not as realistic. They may only get half a day 'shop experience' a week as part of this which Angela suggests is not preparing them for the demands of the job.



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Get Prepared.

These are things you could do (individually/groups/as a class) **before** you watch the video.

How many people go to a barber/hairdresser? (*Maybe have a quick survey?!*)

What are the things you like about the barber/hairdresser you go to?

How many different hair styles can you name?!

Get It?

These are quick questions based on watching the video. Tune in carefully!

What is the logo of Orbit Smoke?

Name one of their certificates and awards.

What hair style was Graeme trying at the end?

Name one of Angela's advantages of training.

Get On It.

- ✓ These are questions based on the **Case Study** on page 1.
- ✓ There are also questions based on **Training**.

1 **From the case study**, identify what career Angela was going to pursue before barbering. (1)

2 **From the case study**, identify two awards or certificates Orbit Smoke have. (2)

3 Describe two benefits to Orbit Smoke of having these awards and certificates. (2)

4 Describe two advantages of on-the-job training. (2)

5 **From the case study**, describe two disadvantages of off-the-job training. (2)

6 **Justify** whether on or off-the-job training is better for training to be a barber. (2)

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Get With It.

- ✓ These are 'exam' style questions for you to try.
- ✓ These are questions based on the **Case Study** on page 1.
- ✓ There are also questions based on **Training**.
- ✓ *In italics - these are questions from **other parts of the course** you might have studied.*

1 **From the case study**, describe the two types of training that Angela adopts at Orbit Smoke. (2)

2 Explain the benefits to Orbit Smoke of undertaking on-the-job training. (2)

3 Describe off-the-job training. (2)

4 Explain the benefits of Angela having a 'Master Diploma in Barbering'. (2)

5 Compare two different methods of training. (2)

6 *Describe the target market of Orbit Smoke (1)*

7 *Describe two external factors that could affect Orbit Smoke. (2)*

8 *Identify and describe what sector of industry Orbit Smoke operates in. (2)*

Get Creative.

Format individual or groups of 3/4
Resources either A3 paper/iPad/Laptop/Whiteboard/Interactive app/PowerPoint

Each group should:

- ✓ **identify a new service that barbers could introduce for existing or new customers.**
- ✓ **describe advantages of this new idea**
- ✓ *to be extra creative you could come up with:*
 - ✓ a name for your idea
 - ✓ image/sketch of the idea.
- ✓ each individual/group should **present to the class** and the **class chooses the best idea.**