

LUXURY
ACADEMY

THE ART OF LUXURY

PROGRAMME MODULES

Leadership in Luxury



ABOUT YOUR PROGRAMME

LEADERSHIP IN LUXURY

This course helps you become a confident, effective leader in any area of the luxury sector, whether you work in retail, hospitality, automotive, private services, or beyond.

You'll learn how to manage people with clarity, authority, and emotional intelligence while maintaining the high standards expected across all luxury environments.

The focus is on building respect, setting expectations, and leading teams with confidence and consistency, whether you're stepping into management for the first time or refining an established leadership style.

WHO IS IT FOR?

WHO IS THIS PROGRAMME FOR?

This course is for anyone in a management or supervisory role within the luxury sector, or those preparing to step into one.

It's ideal if you lead teams, oversee client experiences, or manage performance and want to do so with confidence, authority, and emotional intelligence.

Whether you're new to leadership or refining your skills, the programme will help you understand how to inspire respect, maintain standards, and bring out the best in your team.

TRAINING MODULES

Programme Structure

1. Your programme is 100% online
2. There are no live classes to attend
3. Each lesson is presented in short, informative video format
4. There is an exam at the end of the programme, you have 3 attempts to pass this exam
5. You have 3 months to complete your programme
6. Your programme is CPD accredited
7. You will receive a CPD certification upon successfully passing the end of course exam

Modules

Understanding Your Role as a Manager

1. The Shift from Doing to Managing
2. Managing Time, Resources and People
3. Being Accountable for Results, Not Just Effort
4. Balancing Business Goals with People Needs
5. Representing the Brand as a Leader
6. Understanding Your Legal and Ethical Responsibilities
7. Getting the Best from Your Team Without Doing It All
8. Knowing When to Escalate and When to Own It

How to Lead a Team

1. The Role of a Team Leader
2. Understanding Team Dynamics
3. Setting the Vision and Direction
4. Building Trust and Credibility as a Leader
5. Establishing Standards and Expectations
6. Decision-Making and Authority

Modules

Setting Expectations and Accountability

1. Why Clarity Beats Niceness in Management
2. How to Set Expectations That Stick
3. Getting Verbal Agreement and Written Follow-Through
4. Recognising Excuses Versus Valid Concerns
5. Holding People Accountable Without Aggression
6. Following Up Without Nagging
7. Escalating When There's No Change
8. Linking Accountability to Performance and Progression

Handling Poor Performance

1. Identifying Performance Issues Early
2. Distinguishing Between Can't and Won't
3. Giving Clear, Evidence-Based Feedback
4. Creating a Simple, Action-Focused Plan
5. Monitoring Without Breathing Down Their Neck

7. Leading Through Change and Pressure
8. Evaluating and Improving Team Performance

Going from Co-worker to Manager

1. Why This Transition Feels Personal
2. Establishing Authority Without Alienating
3. Setting New Boundaries Early
4. Handling Pushback and Power Struggles
5. Managing Informal Alliances and Favouritism
6. Being Fair Without Being Distant
7. Communicating Decisions as a Manager
8. Earning Long-Term Respect in the New Role

Building Respect as a Manager

1. The Difference Between Being Liked and Being Respected
2. Showing Competence Without Showing Off
3. Keeping Promises and Owning Mistakes
4. Making Decisions with Confidence and Fairness
5. Staying Calm Under Pressure
6. Handling Pushback with Authority
7. Avoiding Favourites and In-Jokes
8. Being Visible and Accessible Without Being Overfamiliar

Power and Authority in Luxury Leadership

1. Introduction to Power and Authority in Leadership
2. Exploring the Different Types of Power in Leadership
3. Exploring the Different Types of Authority in Leadership
4. Applying Power and Authority When Managing Teams
5. One-on-One Management. Deciding on Power or Authority
6. Understanding Power and Authority Dynamics with Luxury Consumers
7. Balancing Power and Authority in High-

6. Knowing When You've Done Enough
7. When to Involve HR and When Not To
8. Documenting Issues Without Turning It Into a Drama

Handling Difficult Conversations

1. Recognising When a Conversation Can't Be Avoided
2. Planning the Outcome, Not Just the Opening Line
3. Regulating Your Own Emotions Before You Speak
4. Choosing Words That Lower Defensiveness
5. Listening Without Getting Pulled Off Course
6. Holding Firm Without Escalating
7. Following Up After the Conversation
8. Reflecting on What You Could Do Differently Next Time

Feedback That Gets Results

1. What Feedback Is (and What It's Not)
2. Why Timing and Privacy Matter
3. Giving Positive Feedback That Feels Genuine
4. Addressing Poor Performance Clearly and Fairly
5. Feedback on Behaviour vs. Personality
6. Encouraging Openness to Feedback
7. Following Up to Reinforce Change
8. Making Feedback Part of Everyday Culture

Delegating Without Micromanaging

1. Why Managers Struggle with Delegation
2. Choosing the Right Tasks to Delegate
3. Matching the Task to the Right Person
4. Giving Instructions Without Micromanaging
5. Setting Checkpoints and Deadlines
6. Letting Go While Staying Accountable
7. What to Do When Delegation Fails
8. Using Delegation as a Development Tool

Pressure Situations

8. Ethical Use of Power and Authority

9. Building Influence and Trust Through
Authority

10. Conclusion. Integrating Power and
Authority into Effective Leadership