



THE HAYES INSTITUTE
— OF ESTHETICS & ENTREPRENEURSHIP —

Lead with Passion. Build with Integrity. Thrive with Vision



An innovative business school in Michigan exclusively dedicated to addressing the diverse needs of the multicultural skin care market, equipping entrepreneurs and business executives with the knowledge and skills to build successful careers and businesses.



Vision:

To be the preeminent school for multicultural aesthetics, entrepreneurial and corporate leadership training, cultivating a generation of professionals who redefine inclusivity and success.



Mission:

Transforming Esthetics and business through education, innovation, and diversity.

- School of Esthetics
- School of Entrepreneurship
- School of Business for Executives

**Small class
sizes**

Mentorship

**Advanced
training**

**Business
Assistance
set up**

School of Esthetics:

Curriculum Overview

Comprehensive Esthetics Training

Our curriculum is designed to equip students with the knowledge and skills necessary to excel in the dynamic beauty industry.

- 1 Multicultural Esthetics Specialization:** In-depth study of diverse skin types and conditions, ensuring graduates are prepared to serve a wide range of clientele.
- 2 State-Approved Esthetics Program:** Comprehensive 750-hour curriculum meeting all licensing requirements.
- 3 Acne Treatment Expertise:** Specialized training in acne diagnosis, treatment, and prevention, including a dedicated 90-day bootcamp.
- 4 Esthetics Instructor Certification Preparation:** Comprehensive coursework to prepare students for esthetics instructor licensure.

Business and Entrepreneurship Focus

We empower our graduates to build successful careers:

- 1 Entrepreneurial Mindset Development:** Business fundamentals, marketing strategies, and financial management training.
- 2 Product Development and Launch:** Learn how to create and market your own skincare line, from concept to consumer.
- 3 Grant and Loan Acquisition Guidance:** Assistance in securing financial support for business launch.
- 4 Scholarship Opportunities:** Financial aid options to make education accessible.

By combining in-depth esthetics training with a strong business foundation, our graduates are uniquely positioned to thrive as industry leaders.

Theory

01

ORIENTATION

History and Career Opportunities Life Skills Your Professional Image

02

GENERAL SCIENCE

Infection Control Basics of Chemistry Basics of Electricity
Basics of Nutrition

03

SKIN SCIENCE

Psychology and Histology of the Skin Disorders and Diseases of the Skin Skin Analysis Skin Care
Products - Chemistry Ingredients

04

ESTHETICS

The Treatment Room Facial Treatments Facial Massages Facial Machines Hair Removals -
Facial & Body Waxing

Clinic

- Advanced: Treatments
- Makeup
- Lash Extensions
- Enzyme Peels Chemical Peels
- Brow Rehab
- Dermaplaning
- HydraFacial Treatments
- Acne Specialist - 90 Day Acne Bootcamp
- Microneedling
- LED Light Therapy
- Oxygen Facials
- Molding masks
- Back Treatments



School of Entrepreneurs

Curriculum Overview

Our curriculum is designed to empower small business owners to start or scale their business while being profitable by providing comprehensive business and entrepreneurial training.

Core Business Curriculum



- **Startup Essentials:**
- Business planning and financial modeling
- Market research and customer acquisition
- Legal and regulatory compliance
- Legal contracts needed
- Pricing strategies for services and products
- Branding and marketing fundamentals
- How to become profitable within 30 days
- The process and negotiation of brick & mortars and permits



- **Scaling Your Business:**
- Strategic growth planning and implementation
- Operational efficiency and team management
- Financial management for growth
- E-commerce and digital marketing strategies
- Hiring a team and delegation
- Structuring bank accounts to scale

Advanced Business Integration

Service and Product Offerings:

Expanding your service offerings to cater to diverse clientele.

01

Profitable Pricing and Packaging:

Optimizing pricing strategies and creating irresistible service packages.

02

Client Retention and Loyalty Programs:

Building a loyal customer base and increasing repeat business.

03

Business Development and Partnerships:

Exploring opportunities for growth through collaborations and strategic alliances.

04

By having a strong business foundation, our graduates will be equipped to build thriving, scalable businesses.

School of Business for Executives:

Curriculum Overview

Our curriculum is designed to cultivate visionary leaders capable of driving organizational excellence and transformative growth.

- **01 Strategic Thinking and Decision Making**
 - Develop a strategic mindset for long-term success.
 - Analyze complex situations and identify key opportunities and threats.
 - Make sound decisions based on data, intuition, and calculated risks.
- **02 Building High-Performing Teams**
 - Foster a culture of collaboration, trust, and accountability.
 - Attract, develop, and retain top talent.
 - Manage diverse teams and leverage their strengths.
- **03 Financial Acumen for CEOs**
 - Understand key financial statements and financial metrics.
 - Make informed investment decisions.
 - Manage risk and ensure long-term financial sustainability.
- **04 Crisis Management and Communication**
 - Develop a crisis management plan to mitigate risk and protect your reputation.
 - Communicate effectively during times of crisis.
 - Lead with empathy and resilience.
- **05 Executive Presence and Personal Branding:**
 - Developing a strong personal brand
 - Mastering nonverbal communication (body language, eye contact, posture)
 - Cultivating charisma and confidence
 - Executive wardrobe and grooming
- **06 Public Speaking and Presentation Skills:**
 - Crafting compelling narratives and storytelling
 - Overcoming stage fright and building confidence
 - Effective use of visual aids and multimedia
 - Handling Q&A sessions with poise



Negotiation and Influence:

- Mastering negotiation tactics and strategies
- Building rapport and establishing trust
- Persuasive communication and influencing stakeholders
- Conflict resolution and mediation skills



Media Training:

- Preparing for media interviews
- Crafting key messages
- Managing media crises

Contact:



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About the CEO

Jessie Hayes

Jessie Hayes has made a name for herself in the beauty industry by transforming her passion for skincare into the first facial bar and acne clinic in Metro Detroit. Skinphorea, her innovative concept, caters to the on-the-go individual with professional skincare services available for \$59 without an appointment. This unique facial bar has garnered a loyal following, boasting over 5,000 clients, 200 monthly VIPs, and its popular 90-day acne bootcamp.

To cultivate future industry talent, Hayes partnered with the state to establish Skinphorea as an apprenticeship program. Students receive training to obtain their esthetic license while gaining hands-on experience and the opportunity for full-time employment. Over the past ten years, Hayes has contributed to the Metro Detroit community by providing jobs and on-site training.

A Goldman Sachs alumna, Hayes was chosen as the class speaker for Cohort 13 and is also a Build Institute graduate. She has shared her entrepreneurial journey as a speaker at Detroit Startup Week. Her accomplishments have been recognized through features in Black Enterprise, Rolling Out Magazine, and DBusiness. Notably, she was named 2019's Diversity Business Leader by Corp Magazine and included in the top 40 under 40 lists of both the Michigan Chronicle and Crain's Magazine. Hayes was also a featured nominee for Who's Who in Black Detroit in 2020.

Expanding her influence beyond the beauty industry, Hayes has conducted business management seminars in Rome and Florence, Italy. She continues to mentor entrepreneurs on achieving profitability.

Wealth InvestHer Network

- Chair, 2020
- Co-Founder

Hayes Co-Founded the Wealth Invest Her network, a platform empowering women through wealth, investment, and entrepreneurship. SHE conducts monthly seminars and round table discussions for business executives and entrepreneurs.

Michigan Women's Forward

- Board Member since 2020
- Loan Committee Member

Hayes has served on the loan committee since 2020, approving over \$3.6 million in business loans to Michigan entrepreneurs. Eighty-five percent of these recipients are African American businesses in their startup or growth phases.

Give Merit

- Board member since 2023

The Fate Program is an eight-year cohort-based mentorship and enrichment program for Detroit youth that has partnered with Jalen Rose Academy. Hayes and the board members are completing a \$15 million project in partnership with the NBA Foundation, Skillman Foundation, and Dan Gilbert Foundation to develop a 60,000-square-foot facility. This youth-centered initiative, called Merit Park, will address the need for accessible recreation and play options. Groundbreaking for Merit Park took place in May 2024.