**Cosmetology Standards and Skills**

**October, 2023**



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# Health & Safety Standards

**Standard 1: Safety and Health in a Salon Environment**

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| Students will be able to demonstrate health and safety in a salon environment, including the management of tools, use of personal protective equipment, and workspace ergonomics. | OSHA 10, General Industry  Massachusetts Cosmetologist License |

**Skills:**

1. Differentiate between the three levels of decontamination (sterilization, disinfection, and sanitation) according to current industry and OSHA standards.
2. Describe OSHA warnings about formaldehyde in hair salon environments.
3. Identify, describe, and apply state laws and regulations regarding infection control and safety.
4. Identify and apply Occupational Safety and Health Administration (OSHA) and other health and safety regulations that apply to specific tasks and jobs in the occupational area.
5. Identify, describe, and demonstrate the effective use of Safety Data Sheets (SDS).
6. Identify and apply Environmental Protection Agency (EPA) and other environmental protection regulations that apply to specific tasks and jobs in the occupational area.
7. Define and follow Universal Precautions.
8. Identify, describe, and demonstrate the safe and effective use of all tools, implements and materials.
9. Identify and describe sterilization procedures.
10. Demonstrate disinfection procedures.
11. Demonstrate sanitation procedures.
12. Prevent cross-contamination.

# Technical & Integrated Academic Standards

**Standard 2: Hair and Scalp Treatment**

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| Students will be able to perform professional hair and scalp treatment in preparation for specified hairstyling outcomes, including wet hair styling. | Massachusetts Cosmetologist License |

**Skills:**

1. Drape client with the appropriate cape for wet styling.
2. Analyze the hair and scalp through pre-brushing techniques.
3. Select appropriate products for hair condition and texture.
4. Monitor the water temperature.
5. Demonstrate professional shampooing and conditioning procedures for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
6. Apply shampoo, conditioner, and rinse hair and scalp thoroughly to prepare for desired service.
7. Apply shampoo and stimulate the scalp using the cushions of fingertips.
8. Perform hair and scalp treatment and massage according to hair and scalp condition.
9. Apply conditioner to hair as needed.
10. Rinse hair and scalp thoroughly to prepare for desired service.
11. Perform hair and scalp treatment for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
12. Identify and differentiate between various scalp treatments.
13. Demonstrate a professional roller set for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
14. Select roller appropriate for length of hair.
15. Section hair according to length and width of roller.
16. Determine base to achieve proper volume.
17. Demonstrate securing rollers with clip.
18. Perform a comb out using teasing and smoothing techniques.
19. Demonstrate finger waves and pin curls.
20. Direct hair into C-shape.
21. Complete three ridges in an alternating pattern.
22. Demonstrate and describe types and effects of pin curls for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.

**Standard 3: Drying Tools**

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| Students will be able to utilize thermal and blow-drying hair tools on all genders and hair textures to achieve a specified desired outcome. | Massachusetts Cosmetologist License |

**Skills:**

1. Drape client for service with a non-flammable cape.
2. Apply appropriate styling products for desired style.
3. Demonstrate croquignole, spiral, and base curls.
4. Demonstrate blow dry styling techniques using appropriate styling brushes.
5. Demonstrate blow dry styling techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
6. Monitor the blow dryer temperature.
7. Produce a hairstyle that is completely dry from scalp to end.
8. Complete a style that is complimentary to the client’s features.
9. Demonstrate a professional thermal hairstyle for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
10. Conduct a hair and scalp analysis and client consultation.
11. Identify materials and implements (tools) necessary for the procedure.
12. Demonstrate safety while using thermal tools for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
13. Drape for thermal hairstyling with a non-flammable cape.
14. Check the temperature of thermal tool with white paper or towel.
15. Place comb in between iron and scalp to prevent burns.
16. Demonstrate various bases of curls and explain their purpose.
17. Demonstrate the use of thermal irons to smooth or curl.
18. Demonstrate styling hair using a pressing comb for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
19. Demonstrate soft, medium, and hard pressing techniques.

**Standard 4: Haircutting**

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| Students will be able to perform common sectioning and cutting techniques and to create desired styles for all genders and hair textures. | Massachusetts Cosmetologist License |

**Skills:**

1. Correctly use shears, clippers, razors, and trimmers on all hair textures to attain the desired result.
2. Explain the relevance of anatomy as it relates to haircutting.
3. Identify reference points on the head and understand their role in haircutting.
4. Explain and demonstrate the relevance of neat, uniform partings, sections, and subsections.
5. Identify and describe sectioning techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
6. Perform haircuts for various degrees, lengths, and layers.
7. Drape client for service.
8. Identify materials and implements needed to perform various haircuts using shears, clippers, razors, and trimmers for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
9. Demonstrate safety and handling of all tools.
10. Explain the relevance of guidelines and the various techniques used to achieve a design for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
11. Differentiate between traveling and stationary guidelines.
12. Differentiate between horizontal, vertical, and diagonal lines.
13. Explain and describe how different elevations and directions determine different results.
14. Perform a one length, zero-degree blunt haircut for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
15. Perform a one length, zero-degree blunt haircut.
16. Perform a 45-degree, graduated layered haircut.
17. Perform a 90-degree, uniform layered haircut.
18. Perform a 180-degree, long layered haircut.
19. Perform a haircut using a razor.
20. Perform a haircut using clippers.
21. Perform and explain different texturizing techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
22. Explain and perform different techniques used to remove bulk or weight from a design.

**Standard 5: Braiding**

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| Students will be able to perform common sectioning techniques and use various braiding techniques to create desired styles for all genders and hair textures. | Massachusetts Cosmetologist License |

**Skills:**

1. Demonstrate professional braiding techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
2. Drape client for braiding service.
3. Properly and neatly part hair into sections and subsections.
4. Demonstrate sectioning used for braiding.
5. Demonstrate a visible braid.
6. Demonstrate an invisible braid.
7. Demonstrate various braiding techniques.

**Standard 6: Nail Analysis and Treatments**

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| Students will be able to conduct a nail analysis and perform professional manicures/pedicures using appropriate products and techniques. | Massachusetts Cosmetologist License |

**Skills:**

1. Perform a proper nail polish application on both feet and hands.
2. Demonstrate professional manicure service.
3. Conduct nail analysis and client consultation.
4. Demonstrate proper filing procedure.
5. Demonstrate the ability to trim excess cuticles using nipper.
6. Demonstrate various hand and nail conditioning services.
7. Perform a hand and arm massage.
8. Complete polish application.
9. Demonstrate professional pedicure service.
10. Demonstrate proper clipping and filing of toenails.
11. Perform a foot and leg massage.
12. Complete polish application.
13. Apply nail enhancements.
14. Identify and demonstrate various nail enhancement techniques.
15. Research and identify current industry trends for nail enhancements.

**Standard 7: Skin and Facial Analysis and Treatments**

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| Students will be able to conduct a skin analysis and perform professional facial treatments and hair removal services using appropriate products and techniques. | Massachusetts Cosmetologist License |

1. Perform a hand, arm, foot, and leg massage.
2. Demonstrate and describe the three massage manipulations.
3. Apply various nail enhancement techniques and research industry nail trends.
4. Demonstrate various hair removal services.
5. Conduct an appropriate client consultation prior to hair removal service.
6. Distinguish methods of temporary hair removal.
7. Demonstrate eyebrow arching, using tweezing and waxing.
8. Demonstrate facial waxing.
9. Research and identify other industry trends for hair removal procedures.
10. Conduct advanced eyebrow techniques.
11. Demonstrate a professional facial treatment.
12. Drape client for facial service.
13. Conduct a skin analysis and client consultation.
14. Explain and select products for skin type.
15. Follow all safety measures throughout the facial procedure to prevent cross-contamination.

**Standard 8: Makeup**

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| Students will be able to apply various makeup and corrective makeups applications. | Massachusetts Cosmetologist License |

**Skills:**

1. Prepare skin and properly drape client for makeup application.
2. Demonstrate a professional makeup application.
3. Drape client for makeup application.
4. Demonstrate and explain the importance of cosmetic color theory.
5. Identify different facial shapes and how it relates to makeup application.
6. Perform various makeup applications.
7. Demonstrate corrective makeup application.
8. Follow all safety measures throughout makeup application to prevent cross-contamination.
9. Conduct advanced eyelash techniques.

**Standard 9: Hair Coloring**

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| Students will be able to perform various hair coloring services on all genders and hair textures, including temporary, semi-permanent, demi-permanent, permanent, and retouch hair coloring. | Massachusetts Cosmetologist License |

**Skills:**

1. Demonstrate proper draping, preparation, and materials required for the specified services.
2. Prepare for various hair color services for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
3. Conduct a client consultation.
4. Analyze hair for level, tone, and condition.
5. Explain the principles of color theory for formulation.
6. Drape client for a chemical service.
7. Perform a preliminary strand test.
8. Perform virgin, retouch, and corrective hair coloring services.
9. Formulate and apply toner.
10. Demonstrate safety and sanitation practices throughout the service.
11. Read and follow manufacturer’s directions for hair coloring products.
12. Differentiate among the various classifications of hair color for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
13. Define temporary hair color.
14. Define semi and demi permanent hair color.
15. Define permanent hair color.
16. Research and identify other industry trends for dimensional hair coloring techniques.
17. Formulate hair color for desired result for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
18. Perform professional hair color application techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
19. Demonstrate knowledge of double-process hair coloring for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
20. Differentiate between on-the-scalp and off-the-scalp lighteners.
21. Perform special effects hair coloring for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
22. Perform a foil using slicing and weaving techniques.
23. Perform a cap highlight.
24. Perform balayage.
25. Maintain accurate records.
26. Record client information in an accurate and timely manner.

**Standard 10: Waving and Smoothing Services**

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| Students will be able to perform permanent waving, chemical relaxing and smoothing services for all genders and hair textures. | Massachusetts Cosmetologist License |

**Skills:**

1. Conduct a scalp and hair analysis, including identifying the texture, porosity, elasticity, and density of a client’s hair as it relates to relaxing, smoothing, and waving services.
2. Perform a professional permanent waving service for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
3. Conduct a hair analysis and client consultation.
4. Demonstrate proper client draping for chemical service.
5. Read and follow the manufacturer’s directions for permanent waving products.
6. Determine appropriate rod size for desired results.
7. Perform neat and clean partings for sections and subsections.
8. Demonstrate even and smooth winding techniques, free of fishhooks.
9. Demonstrate various wrapping techniques using endpapers.
10. Apply protective cream and cotton.
11. Demonstrate application of permanent waving solution.
12. Perform a test curl.
13. Demonstrate neutralizing techniques.
14. Record client information in an accurate and timely manner.
15. Perform a professional chemical relaxing and smoothing service(s) for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
16. Differentiate between the various types of relaxers.
17. Identify materials and implements necessary for procedure.
18. Read and follow the manufacturer’s directions for chemical relaxing and smoothing products.
19. Demonstrate sectioning.
20. Apply a relaxer and perform spreading method with brush, comb, and fingers.
21. Perform a virgin relaxer.
22. Perform a retouch relaxer.
23. Perform smoothing services.
24. Demonstrate a test strand.
25. Demonstrate neutralizing techniques.
26. Research and identify other industry trends for smoothing and relaxing hair.

**Standard 11: Wigs and Extensions**

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| Students will be able to perform professional wig, hair extension and hair enhancement services according to the clients desired needs and expectations. | Massachusetts Cosmetologist License |

**Skills:**

* + - 1. Perform a professional Wig and Hair Enhancement service.
      2. Conduct a hair analysis and client consultation, recording all client information.
      3. Identify types of wigs and hair enhancements.
      4. Demonstrate proper draping for service.
      5. Prepare head for method and application, including measuring the client’s head for services.
      6. Prepare hair for method being used.
      7. Perform various types of wigs and hair enhancement services.
      8. Record client information.
      9. Mount wig in appropriate block size to fit.
      10. Secure wig on mount with t-pins at temples, above each ear, and each corner of nape.
      11. Perform wig services according to client needs and expectations.
      12. Identify various extension techniques.
      13. Research and explain various extension techniques.
      14. Demonstrate bonding techniques.
      15. Demonstrate fusing methods.
      16. Demonstrate beading techniques.

# Employability Standards

**Standard 12: Employability Skills**

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| Students will understand and demonstrate the roles of professional communication, critical thinking, problem solving, professionalism, teamwork, and collaboration within the context of cosmetology careers. |  |

**Skills:**

1. Examine the role of cosmetology in society, particularly in terms of its significance for employability and career opportunities.
2. Demonstrate the impact of a cosmetologist’s communication skills on the customer experience and the salon’s profitability.
3. Describe appropriate methods of communication for coworkers and employers.
4. Evaluate the impact of poor communication by cosmetologists on the safety of a salon.
5. Build a staffing plan for a beauty salon, including job descriptions for business operations, customer service and management roles, and describe the importance of these positions within the context of the business’ mission.
6. Professionally greet and assist customers.
7. Describe and demonstrate how to utilize various technological devices for effective communication(s) and record keeping.
8. Acknowledge clients in a timely manner using professional practices.
9. Identify and describe the steps used to manage dissatisfied customers.
10. Conduct an effective client consultation.
11. Assess and record client information and services.
12. Analyze the client’s hair, skin, and/or nails.
13. Communicate with the client on service to be performed using reflective listening skills.
14. Demonstrate post service procedures.

# Entrepreneurship Standards

**Standard 13: Entrepreneurship**

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| Students will be able to explain various career pathways in cosmetology, describe opportunities for entrepreneurship and be able to evaluate the value proposition of business ownership in the cosmetology field. |  |

**Skills:**

1. Evaluate the licensing, regulatory and tax implications of self-employment and business ownership as a licensed cosmetologist compared to W-2 employment.
2. Demonstrate networking techniques to market products and services.
3. Prepare an advertisement incorporating social media, print and/or web-based technology.
4. Develop quality public relations and ethical practices.
5. Research and analyze market trends.
6. Establish a salon’s business plan.
7. Identify business regulations and laws.
8. Establish short-term and long-term business goals.
9. Design a salon’s physical layout.
10. Name and describe the types of ownership under which a business may operate.
11. Develop a mission statement or a company objective.
12. Describe how a company establishes a price structure.
13. Outline the management operations of a successful salon.
14. Develop a budget for a business.
15. Identify operating business expenses/costs.
16. Differentiate between hourly, commission, and booth rental salary structures.
17. Formulate ways to generate income from a business.
18. Describe appropriate cash and tip handling practices within a business.
19. Produce business, financial, and operations management records.
20. Demonstrate professional conduct within a business.
21. Distinguish the difference between ethical values, business practices, and legal responsibility.
22. Demonstrate personal and professional conduct.
23. Identify strategies for improving professional conduct in specific business situations.

# Digital Literacy Standards

**Standard 14: Digital Literacy**

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| Students will be able to demonstrate the use of common software and information technology in a modern cosmetology environment. |  |

**Skills:**

1. Describe the use of online resources in licensing and professional development as a cosmetologist.
2. Demonstrate the use of common scheduling, resource management, ticketing and/or customer relationship software systems.
3. Understand where to find online resources that support effective cosmetology work and how to be a safe and ethical consumer and creator of digital content.
4. Apply strategies for using digital tools and technology to drive business and commerce.

# Sample Performance Tasks

**Standard 1: Safety and Health in a Salon Environment**

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| Students will be able to demonstrate health and safety in a salon environment, including the management of tools, use of personal protective equipment, and workspace ergonomics. | OSHA 10, General Industry  Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will identify, describe, and demonstrate safety and sanitation procedures for all services completed.
* Students will identify, describe, and demonstrate professional decontamination procedures.

**Standard 2: Hair and Scalp Treatment**

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| --- | --- |
| Students will be able to perform professional hair and scalp treatment in preparation for specified hairstyling outcomes, including wet hair styling. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will demonstrate professional shampooing and conditioning techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will describe and demonstrate scalp treatments for various scalp conditions for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will demonstrate various roller setting techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will set the hair combining the use of finger waves and pin curls for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will identify and demonstrate various pin curling techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.

**Standard 3: Drying Tools**

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| --- | --- |
| Students will be able to utilize thermal and blow-drying hair tools on all genders and hair textures to achieve a specified desired outcome. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will use various products and techniques and complete a finished style that is complimentary to clients’ features for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will perform a professional consultation to determine the client’s desired result for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will demonstrate proper safety while operating thermal tools for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will demonstrate various types of thermal curls for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will demonstrate the use of a pressing comb for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.

**Standard 4: Haircutting**

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| Students will be able to perform common sectioning and cutting techniques and to create desired styles for all genders and hair textures. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will demonstrate and differentiate between the implements used in haircutting for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will demonstrate precise sectioning in haircutting for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will describe and demonstrate how guidelines and elevations affect a haircut for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will complete haircuts using various haircutting techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will explain and demonstrate different texturizing techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.

**Standard 5: Braiding**

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| --- | --- |
| Students will be able to perform common sectioning techniques and use various braiding techniques to create desired styles for all genders and hair textures. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will perform various braiding techniques for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.

**Standard 6: Analysis and Treatments**

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| Students will be able to conduct a nail or skin analysis and perform professional manicures/pedicures, facial treatments and hair removal services using appropriate products and techniques. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will perform a professional manicure.
* Students will perform a professional nail polish application.
* Students will perform a professional pedicure.
* Students will perform a professional nail polish application.
* Students will identify and demonstrate various nail enhancement techniques.

**Standard 7: Skin and Facial Analysis and Treatments**

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| --- | --- |
| Students will be able to conduct a skin analysis and perform professional facial treatments and hair removal services using appropriate products and techniques. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will perform an eyebrow wax service in accordance with the client’s desired shaping.
* Students will design the eyebrows using tweezers in accordance with the client’s desired shaping.
* Students will perform a professional facial treatment using appropriate products and proper techniques.

**Standard 8: Makeup**

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| Students will be able to apply various makeup and corrective makeups applications. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will prepare skin prior to makeup application.
* Students will perform a basic makeup application.

**Standard 9: Hair Coloring**

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| Students will be able to perform various hair coloring services on all genders and hair textures, including temporary, semi-permanent, demi-permanent, permanent, and retouch hair coloring. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will perform a hair coloring service according to the client’s needs and expectations for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will be able to differentiate between the various classifications of hair color for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will explain and demonstrate proper color formulation for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will perform various types of hair color application for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will explain and demonstrate double-process hair coloring for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will perform special effects haircoloring for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will document and maintain client records.

**Standard 10: Waving and Smoothing Services**

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| --- | --- |
| Students will be able to perform permanent waving, chemical relaxing and smoothing services for all genders and hair textures. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will complete a permanent waving service according to the clients’ needs and expectations for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will identify texture, porosity, elasticity, and density as it relates to permanent waving for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will perform a chemical relaxing or smoothing service according to clients' needs and expectations for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.
* Students will identify texture, porosity, elasticity, and density as it relates to chemical relaxing or smoothing service for all genders and hair textures including, but not limited to, coiled, curly, straight, and wavy.

**Standard 11: Wigs and Extensions**

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| --- | --- |
| Students will be able to perform professional wig, hair extension, and hair enhancement services according to the clients desired needs and expectations. | Massachusetts Cosmetologist License |

**Sample Performance Tasks:**

* Students will achieve the desired look using a proper fitting wig.
* Students will measure client for custom fit.
* Students will research and identify the various wig and hair enhancements.
* Students will research and explain various extension techniques.

**Standard 12: Employability Skills**

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| --- | --- |
| Students will understand and demonstrate the roles of professional communication, critical thinking, problem solving, professionalism, teamwork, and collaboration within the context of cosmetology careers. |  |

**Sample Performance Tasks:**

* Students will demonstrate professional practices for effective customer service skills.
* Students will demonstrate a professional client consultation using communication skills and technology.

**Standard 13: Entrepreneurship**

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| --- | --- |
| Students will be able to explain various career pathways in cosmetology, describe opportunities for entrepreneurship and be able to evaluate the value proposition of business ownership in the cosmetology field. |  |

**Sample Performance Tasks:**

* Develop a business plan for the launch of a beauty salon, including initial capital costs, tools and equipment costs, labor costs, an inventory of initial perishable products, short term revenue projections and a financing plan.
* Describe the concept of professional networking and demonstrate personal introductions and an “elevator speech” appropriate for other cosmetologists, potential landlords, potential clients, and other potential business partners.
* Students will design and prepare an advertisement that will be used to market and promote the salon including products according to market analysis.
* Students will research and create a business plan.
* Students will demonstrate professional conduct within a business.
* Students will identify a professional salon’s business finance structure.
* Students will demonstrate professional conduct within a business.