



SETTING STANDARDS IN PERSONAL SERVICE

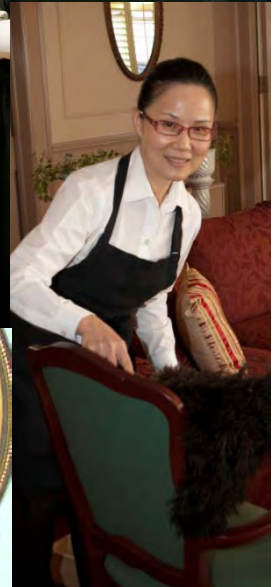
*Service as an Expertise*

CAREERS IN  
PRIVATE SERVICE  
& LIFESTYLE  
MANAGEMENT



ADMISSIONS  
2011

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## The Certified Household Management Program

### Program Curriculum

Starkey's intensive 360-hour, eight-week Household Management Program provides a full Household Service Management Certification. This program is 20 years old in sophistication and is absolutely essential in the marketplace of the Household Management profession. It presents the management tools, the technical skills in ten service areas, the personal development, and the luxury-product knowledge required for all those entering the Service Management Profession. Starkey also will continue to add cutting-edge curriculum additions and our dream team of resources throughout the year.



Students in this amazing full Household Management offering will receive:

- ★ Household Management Certification,
- ★ Starkey Systems Certification
- ★ StarkeyHQ® Software and complete library or household management publications and vendor resources
- ★ Luxury Service Etiquette and Protocols
- ★ Fine Housekeeping Techniques
- ★ Entertainment and Event Planning
- ★ Private Service Sommelier Certification
- ★ Culinary for Private Service
- ★ Property and Grounds, Maintenance, Security and Smart-Home Technology
- ★ The ability to customize and set up a comprehensive Service Management Plan
- ★ Professional Profiling for your Service Career Goals
- ★ Completion of a customized Service Management Plan



# CERTIFICATION PROGRAMS

The Certified Household Management Program comprises 360 curriculum hours. The Certified Household Management Program is divided into the following educational areas:

## 1. *The Relationship of Service & Service Leadership*

Students learn to identify why they have “Chosen Service.” Starkey’s Personal Statement Exercise provides a transformational experience in self-discovery, individual Service Styles, and Personal Career Goals through the understanding of self! It also includes Service Etiquette, **Personal Graces, Service Attitudes, Protocol & Employment**

- ★ Overview and Defining the Relationship of Service
- ★ Service Philosophy and Attitudes
- ★ Self-Assessment in the Relationship of Service
- ★ Individual Myers Briggs and FiroB Assessment Profiles and Conflict Resolution Styles are identified
- ★ Choosing Service & Service Leadership vs. Management
- ★ Service Styles and Cultures
- ★ Developing your Employment Profile
- ★ Family Tree Dynamics
- ★ Service Code of Ethics
- ★ Image and Personal Presentation
- ★ Coaching for Private Service Interviewing
- ★ Privacy and Professional Boundaries
- ★ Roles and Perspectives
- ★ Employability Critiques
- ★ Personality Aspects of a Service Heart
- ★ Understanding Life Balance

## 2. *Starkey Service Management System*®

Our unique Service Management System instructs how to identify service expectations and to customize a service delivery plan. This patented service management tool is a highly sophisticated process for identifying, organizing and prioritizing household staff duties and service expectations. Unique to the service profession, it provides a management foundation for Private Service. It includes Terminology, Zones, organizes Housekeeping, Maintenance and Security Task Sheets, synthesizes service delivery hours, position descriptions and provides software for customizing a service delivery plan. Areas of emphasis include:



## Starkey Service Management System and StarkeyHQ® Software

- ★ Introduction to Service Management and Management Tools
- ★ Identifying Vision and Service Goals
- ★ Employers Family Tree and Traditions
- ★ Household Favorites and Preferences
- ★ Family Schedules
- ★ Establishing the Environment
- ★ Physical Structure and Service Flow
- ★ Housekeeping and Maintenance Task Sheets
- ★ Employer’s Service Standards & Matrix
- ★ Provider’s Technical Skills Qualifier and Matrix
- ★ “Day in the Life®” Schedules & Position Descriptions

## Service Standards in:

- ★ Administration, Calendars, Inventory
- ★ Housekeeping Schedules
- ★ Culinary Expectations
- ★ Clothing and Valet Care
- ★ Entertainment – Event Planning
- ★ Property and Grounds Management
- ★ Maintenance Task Schedules
- ★ Transportation and Travel Schedules
- ★ Safety and Protection Management
- ★ Personal Care: Elder, Guest, Child (Nanny), and Pet
- ★ Special Events, Budgets/Expenses, Maintenance Projects, Inventory, and Collectibles
- ★ Overall Service Matrix
- ★ Managing Week One in Private Service
- ★ StarkeyHQ® Software & Application

### 3. *Ten Service Standards and Technical Skills*

Students are empowered with the skills needed to be leaders of people and managers of projects in Private Service. Accepted Human Resource Employment Practices, “Day in the Life®” Time Management, and the Supervision of Vendors in the Business of Private Service Management are taught. Students experience the different roles within the home environment and learn that it can be as challenging to Receive Service, as it is to Give.

#### **Administrative Standards**

- ★ Introduction to Administrative Standards
- ★ Time Management
- ★ Managing Calendars, Cell Phones and other Electronic Devices
- ★ Service Flow
- ★ Hiring and Retaining Household Staff
- ★ Background Investigations, Immigration
- ★ Desired Management Traits
- ★ Managing and Resourcing Support Vendors
- ★ Inventory and Collectibles
- ★ Introduction to the Family Office
- ★ Household Finances, Records and Budgets (QuickBooks)
- ★ Listening and Anticipation
- ★ Staff Clothing and Uniforms
- ★ Life Balance

### 4. *Housekeeping Standards Program*

#### **Private Service and Housekeeping with Clothing and Valet Technical Skills**

Superior techniques for care and maintenance within Private Service are mastered. This section stresses Housekeeping and Housekeeping Products Knowledge, Recognition and Care of Fine Clothing, Care of Antiques and Masters Artwork in the home, closet organization, and recognition and care of designer clothing

#### **Housekeeping Standards**

- ★ Housekeeping Standards and Philosophy
- ★ Household Housekeeping Techniques and Tool Box
- ★ Daily, Weekly and Detail Cleaning
- ★ Detail Housekeeping & System Schedules
- ★ Cleaning Products (Green)
- ★ Chemicals, Tools, and Cleaning Closet Organization
- ★ Care and Identification of Fine Bed Linens
- ★ Bed Making and Turndown Service
- ★ Care of Fine Art and Collectibles
- ★ Conservation of Fine Art
- ★ Oriental Rugs and Care
- ★ Staff Training Inspections and Supervision

#### **Clothing and Valet Standards**

- ★ Closet Organization
- ★ Sewing Skills, Emergency Repair
- ★ Recognition of Designer Clothing
- ★ Understanding of Dry Cleaning
- ★ Valet, Folding, and Packing for Travel
- ★ Ironing and Steaming Skills
- ★ Laundry Skills
- ★ Care of Fine Table Linens and Spot Removal
- ★ Leather and Shoe Polishing



## 5. *Culinary Standards for Private Service*

This thoughtful cooking program focuses on our unique (for the Private Home) “Flavor Profiles.” Taught only at Starkey International®, this curriculum helps develop the ability to recognize Individual Preferences and to cook by using the finest resources and ingredients available rather than by simply replicating recipes. Employers love that our Graduates have an understanding of the Marriage of Food and Wine and are able to provide thoughtful Menu Development for the Private Home. Students learn Global Product Identification, Use of Fresh, New, Seasonal, and Organic Vegetables, Meats, Fish and Herbs, while maintaining Nutrition, Kitchen Safety, and Sanitation Standards.

### **Culinary Standards**

- ★ Food and Kitchen Safety
- ★ Kitchen Organization, Equipment
- ★ *Mise en Place*
- ★ Nutrition, Healthy Cooking
- ★ Food Purchasing, Fresh and Bulk
- ★ Storage, Refrigeration
- ★ Menu Planning
- ★ Identifying Flavor Profiles
- ★ Product Identification
- ★ Health Food and Use of Fresh Ingredients
- ★ Hors d’oeuvres
- ★ The Marriage of Food and Wine
- ★ Sauces and Salad Dressings
- ★ Moist- and Dry-Heat Cooking Techniques
- ★ Soups, Sauces, Vinaigrettes, and Stocks
- ★ Tips and Resources
- ★ Family Favorites, Menus and Comfort Food



## 6. *Entertainment in the Private Service Environment and Event Planning*

The Ballet of Service is an inspirational and educational experience where students become fully acquainted with Private Service Event Planning; including Starkey’s Event Planning Management Tool. The Formal Dinner is scheduled; Table Etiquette, Protocol, Formal and Informal Entertaining, Table Service, Table Settings are practiced with Floral Design along with Care of Fine Linens. Students also practice the Marriage of Food and Wine, Sommelier Service, Organoleptic Tasting, Wine Cellar Management, Classic Cocktails, and Cigars.

### **Part I Event Planning & The Ballet of Service**

- ★ Setting-up for Entertaining (the Ballet of Service)
- ★ Event Planning and Logistics
- ★ The Formal Table
- ★ Seating Charts
- ★ Table Settings
- ★ Table Service Styles
- ★ Table Linens
- ★ Caterers, and Rentals
- ★ StarkeyHQ® Software for Entertaining and Event Planning
- ★ Identification and Care of China, Crystal, and Silver
- ★ Flower Arrangements and Design

### **Part II Etiquette and Personal Graces, Principals of Service**

- ★ Entertaining Etiquette
- ★ Personal Service Graces and Formal Introductions
- ★ Grooming, Speech, and Writing
- ★ Personal Presentation
- ★ The Luxury Market
- ★ Fine Stationary

### **Part III**

- ★ International Protocol and Diversity

### **Part IV Level I Private Service Sommelier Course**

- ★ The History of Wine
- ★ Components of Wine
- ★ Wine and Beverage Service
- ★ Wine Cellar Management
- ★ The Pairing of Food and Wine Tasting
- ★ Organoleptic (involving the use of sense organs)
- ★ Old-World and New-World Winemaking
- ★ Liquor and Bar Set-up
- ★ Sommelier Service

### **Part V**

- ★ Coffee, Tea and Water Service
- ★ Introduction to Cigars

## 7. *Property & Grounds, Maintenance, Transportation & Travel and Security Standards*

Master gardening and smart home technology has become essential knowledge to the Private Service Profession. In the full Household Management Program the student will learn from landscape experts, technology gurus and security professionals the major points of knowledge required of a Household Professional

- ★ Care of Grounds and Property
- ★ Horticulture and Landscaping
- ★ Basic Household Maintenance
- ★ Intelligent Home Technology
- ★ Home Security Systems
- ★ Handwriting Analysis
- ★ Luxury Car Care & Chauffeuring
- ★ Concierge & Travel Services
- ★ Fire Protection
- ★ Advanced Care: CPR and First Aid



## 8. Personal Care Standards

Personal care is the center of the relationships you will create with your principals and their families and guests. You will learn about each of the personal care disciplines as they pertain to Children, Elders, Guests, and Pets; how to set up support staff and schedule daily care. This section also offers a multitude of possibilities for personal care in all ten standard areas.

- ★ Identification of Possibilities for Personal Care Standards

### Child Care (Nanny) Standards

- ★ Nanny Management System
- ★ History of Child Care
- ★ Terms and Definitions
- ★ Nanny Management
- ★ Politics and Etiquette of the Household
- ★ Conflicts Between Nannies and Parents
- ★ Schedules

### Elder Care (Senior Service) Standards

- ★ Senior Service Management
- ★ Aging of America
- ★ Mental, Spiritual, and Physical support
- ★ Social Support and Staying Active
- ★ Management of Care Givers and Schedules

### Guest Care Standards

- ★ Guest Care Management
- ★ Concierge Services
- ★ Guest Service Visions and Favorites
- ★ Entertainment
- ★ Service Standards and Tracking Favorites

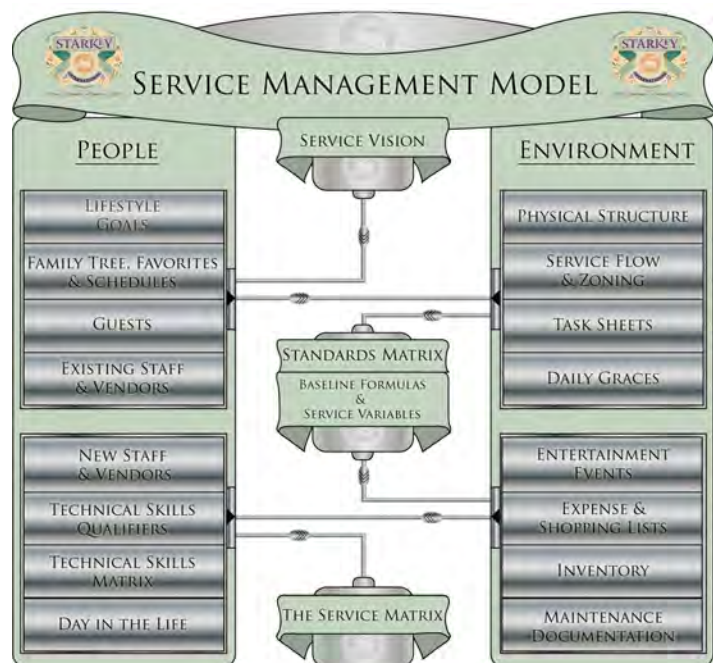
### Pet Care

- ★ Pet Care Management
- ★ Service Standards for Household Pets
- ★ Suggested Schedules for Pets
- ★ Bathing and Grooming

## 9. Setting Up the Service Management System

This is the capstone of the Household Management Certification and it is where you actually create and customize a service management plan on StarkeyHQ® Service Management software. The student will utilize all aspects of the service management system presented at the beginning of the course and demonstrate knowledge and ability in identifying specific service standards for Principals in all ten service categories and put the service plan into action. This is where you complete a Household Manager's book.

- ★ Customizing a Service Management Plan and Creating a Household Manager's Book
- ★ Identifying the Principal's Lifestyle Service Vision
- ★ Identifying the Environment
- ★ Identifying the Service Standards
- ★ Working with the Service Management System's Tools
- ★ Presenting it to Your Principals and Fine Tuning



# STARKEY™

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