



DIAMOND EDGE
ACADEMY

Transforming the People Behind Luxury Service

Become a Certified Luxury
Transformation Professional™
(CLTP)

A DIAMOND EDGE ACADEMY CERTIFICATION





Luxury has spent decades
perfecting the client experience.



*This certification is about developing
the people behind it.*

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The unspoken *truth* about luxury.

Most people serving affluent clients didn't grow up in the world they're now serving.



It's an obvious truth once you hear it, yet it's rarely acknowledged within the luxury industry.

Instead, brands invest enormous resources teaching people the products, the standards, the service protocols, and the client experience. Those investments are essential.

But very little attention is given to what people bring with them to their jobs.

Every one of us has a story.

We have stories about money, success, wealthy people, and even about ourselves. We inherit them from our families, our communities, our life experiences, and the world around us. Most of us never stop to ask whether those stories are helping us or quietly holding us back.

Yet those stories have a profound influence on the way we show up. Especially when you are operating in a world very different than where you came from.

Someone who questions whether they truly belong may become overly cautious, try too hard, or focus more on getting everything right than on creating a genuine connection. Someone who carries unconscious assumptions and judgements about affluent clients may actually project on clients what they think they are keeping hid.



Traditional luxury training isn't designed to address it.
This certification is.



Traditional luxury training develops capability. This certification develops *capacity*.

Over the years, I've had countless conversations with luxury leaders from a wide range of industries. Again and again, I hear the same challenge.

"Our people know the products."

"They understand our standards."

"They've been highly trained."

"So why aren't they connecting more deeply with our clients?"

The answer is that capability and capacity are not the same thing.

Traditional luxury training develops capability. It teaches product knowledge, service standards, communication skills, sales techniques, and operational excellence. Those investments are essential, and this certification is not intended to replace them.

Capacity is different.

It's the ability to read the client, see the unobvious, remain present under pressure, replace judgment with empathy, build trust naturally, and feel genuinely comfortable serving people whose lives may look very different from your own. It shapes how someone thinks, shows up, and ultimately how they make another person feel.

When someone's capacity expands, something remarkable begins to happen.



Presence replaces performance.



Confidence replaces self-consciousness.



Connection replaces effort.

The transformation begins within the individual, but it doesn't end there. Clients feel more understood. Trust develops more naturally. Relationships deepen. Teams become stronger. The brand becomes stronger because the people representing it have become stronger.

That's why this certification sits alongside traditional luxury training—not in competition with it.

One develops professional capability.

The other develops personal capacity.

Together, they create the conditions for exceptional luxury service.



Capacity is what you know.

It's knowledge. Skills. Standards.
The technical excellence to perform.



Capacity is how you think and feel.

It's presence. Empathy. Trust.
The human ability to connect.



Capacity sees what others miss.

It reads the client. Sees the unobvious.
Not just what's said, but what's felt.



Capacity creates connection.

It builds trust naturally.
It makes clients feel truly understood.



Capacity sustains relationships.

Trust deepens. Loyalty grows.
Clients stop looking elsewhere.



Capacity strengthens everything.

Stronger people. Stronger teams.
Stronger relationships. Stronger brand.

This became *personal* long before it became professional.

I didn't grow up around wealth.

I grew up in a lower-middle-class family, and like many people, I inherited beliefs about money, success, and wealthy people without ever questioning where those beliefs came from. They simply became part of how I saw the world.

Years later, I built a career as a portrait photographer, eventually becoming one of the most sought-after photographers for affluent families in America. My work brought me into private homes and into the lives of people many only read about. It was an extraordinary privilege, but it also presented me with a choice.

I could hold on to the stories, attitudes, and stereotypes I had grown up with, or I could become genuinely curious about the people I was serving.

It didn't take long to realize those old stories would become the ceiling over my own success.

If I believed wealthy people were arrogant or entitled, how could I expect to earn their trust? If I questioned whether I belonged in their homes, why would I be welcomed? If I believed success belonged to "people like them" instead of "people like me," how could I ever create the life I wanted?

No one told me I needed to do that work.

I simply understood that if I wanted to build authentic relationships with affluent clients, I first had to change the relationship I had with my own beliefs.

That realization changed far more than my photography business. It became the foundation for everything I've done since—from writing *Sell to the Rich* to advising luxury brands around the world and speaking to organizations about the mindset and behavior of affluent clients.

Looking back, I often think how much easier that journey would have been if someone had helped me recognize those invisible barriers years earlier.

That's why I created the Certified Luxury Transformation Professional™ certification.

It's the guidance I wish I'd had, and the guidance I'm now honored to provide to others.



Transforming the *People Behind* Luxury Service

The Certified Luxury Transformation Professional™ certification is an immersive professional development experience designed to expand the personal capacity of those who serve affluent clients.

Through guided reflection, facilitated discussion, experiential learning, executive coaching, and practical application, participants gain a deeper understanding of themselves, the clients they serve, and the human dynamics that shape exceptional luxury relationships.

The goal isn't to teach people how to perform luxury more convincingly.

The goal is to help them become the kind of professional for whom exceptional luxury service feels natural.

As participants grow in self-awareness, confidence, emotional intelligence, and presence, they stop working so hard to create connection. It begins to happen more naturally because it comes from who they are rather than what they're trying to do.

The result is an experience clients immediately recognize.

Presence replaces performance.

Confidence replaces self-consciousness.

Connection replaces effort.

And those changes don't benefit only the individual.

They strengthen every client relationship, every team interaction, and ultimately every brand they represent.

Because the quality of luxury service will never exceed the quality of the people providing it.



What *participants* experience

This certification is intentionally designed to be highly interactive because transformation isn't something that happens by listening to presentations alone. It happens through awareness, conversation, reflection, and application.

Participants are guided through a series of experiences that challenge old assumptions, strengthen self-awareness, and expand their ability to build authentic relationships with affluent clients.

Every element of the certification is designed to help participants return to their organizations with practical insights they can apply immediately and a renewed confidence in how they lead, communicate, and serve.

THROUGHOUT THE PROGRAM, PARTICIPANTS ENGAGE IN:



Guided reflection and self-discovery



Experiential learning exercises



Coaching and facilitated discussion



The psychology and behavior of affluent clients



Trust-building and relationship dynamics



Emotional intelligence in luxury service



Practical application to real client situations



Personal action planning for continued growth

What *participants*— and *brands*—gain

The most meaningful outcomes of this certification begin with the individual, but they don't end there.

As participants expand their personal capacity, they become more self-aware, more confident, and more emotionally present. They communicate with greater authenticity, build trust more naturally, and approach affluent clients with curiosity rather than assumption.

*They stop trying to perform luxury.
They begin embodying it.*



That personal transformation creates measurable value for every luxury brand.

Clients feel genuinely understood. Trust develops more naturally. Relationships deepen. Loyalty grows stronger. Teams communicate with greater confidence and consistency because the change isn't superficial—it's foundational.

Luxury organizations invest millions creating extraordinary client experiences.

This certification strengthens the people creating those experiences.



The result is more than a stronger professional.



Stronger client relationships.



Stronger teams.



Stronger culture.



Stronger brand.

Because the greatest competitive advantage in luxury has never been the experience alone.

It's the people who create it.



Certification *with meaning*



The Certified Luxury Transformation Professional™ designation recognizes far more than attendance.

It recognizes a commitment to becoming the kind of professional who understands that exceptional luxury service begins long before a client arrives. It begins with the mindset, presence, and capacity of the person creating the experience.

Participants earn certification through meaningful engagement, thoughtful reflection, practical application, integration of the principles explored throughout the program, and commitment to the professional they have become.

More importantly, they leave with something no certificate alone can provide.

A different way of seeing themselves.

A different way of seeing affluent clients.

*And a different way of building relationships
that creates lasting value for both the client and the brand.*

Because the future of luxury won't belong simply to organizations with the finest products or the most beautiful environments.

It will belong to organizations whose people create relationships competitors cannot replicate.

Who should *attend*

The Certified Luxury Transformation Professional™ certification is designed for professionals whose success depends on building trust with affluent clients and creating relationships that endure.

Ideal participants include:

- ◆ Client Advisors
- ◆ Sales Associates
- ◆ Guest Relations Professionals
- ◆ Concierges
- ◆ Relationship Managers
- ◆ General Managers
- ◆ Sales Leaders
- ◆ Client Experience Leaders
- ◆ Retail Managers
- ◆ Hospitality Professionals
- ◆ Anyone who represents a luxury brand through direct client relationships

The certification is equally valuable for emerging leaders preparing for greater responsibility and experienced professionals who want to deepen their influence, strengthen client relationships, and lead with greater confidence.

It is designed for organizations that understand exceptional service is never created by standards alone. It is created by people whose mindset, presence, and emotional intelligence allow those standards to come to life.

Industries include hospitality, luxury retail, private aviation, yachting, residential design, private clubs, jewelry, automotive, real estate, concierge healthcare, financial services, and any business serving affluent clients.



The learning journey

The Certified Luxury Transformation Professional™ certification combines insight, reflection, discussion, coaching, and practical application into a learning experience designed to create lasting change.

PARTICIPANTS WILL EXPLORE:

- ◆ **The psychology of affluent clients**
Understand how affluent clients think, what they value, and what earns their trust.
- ◆ **The invisible barriers to exceptional service**
Recognize the stories, assumptions, and limiting beliefs that influence confidence, communication, and relationships.
- ◆ **Capability and capacity**
See why technical excellence isn't enough and how expanding personal capacity elevates every client interaction.
- ◆ **Presence and leadership confidence**
Develop the confidence, self-awareness, and emotional intelligence that create authentic connection.
- ◆ **Trust as the ultimate luxury**
Learn how trust is built, how it is lost, and why trusted relationships drive lasting value.
- ◆ **Applying the work**
Translate insights into practical behaviors that strengthen relationships, improve team performance, and create measurable results.

Participants leave with more than ideas. They leave with a practical framework for continuing their growth and immediately applying what they've learned within their organization.

THE CERTIFICATION JOURNEY

- 1 Pre-Certification Reflection
- 2 Two-Day Immersive Certification Experience
- 3 Personal Integration and Commitment
- 4 Certified Luxury Transformation Professional™ Designation
- 5 Post-Certification Integration Session

Designed to ensure the learning is integrated, applied, and sustained long after the certification experience concludes.

Every luxury brand invests
in the client experience.

The question is...

Who is investing in the *people* creating it?

Every memorable client experience begins with a person.

- A person who is present.
- A person who is confident.
- A person who is curious instead of judgmental.
- A person who makes clients feel understood rather than simply well served.

That's why I created the Certified Luxury Transformation Professional™ certification.
Not to replace the outstanding training that already exists throughout the luxury
industry, but to complement it by developing something traditional training has
rarely addressed—the personal capacity of the people behind the service.

When people grow from the inside out, clients experience the difference.

Relationships become stronger.
Trust becomes deeper.
Loyalty becomes greater.
And brands earn a reputation that competitors cannot easily replicate.

I believe this is the next evolution of luxury.

Not simply creating extraordinary experiences.
Creating extraordinary people who create extraordinary experiences.

I invite you to join us.



CERTIFIED LUXURY
TRANSFORMATION PROFESSIONAL™
(CLTP)
Transforming the People Behind Luxury Service

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