



CHAMPIONS INSTITUTE  
*Barbering • Beauty • Business*

## 2026 Admissions Packet



### The Standard

*A higher level of craft, responsibility, and self-leadership.*

CBI trains people to meet a higher standard in their craft, their decisions, and how they show up in the world.

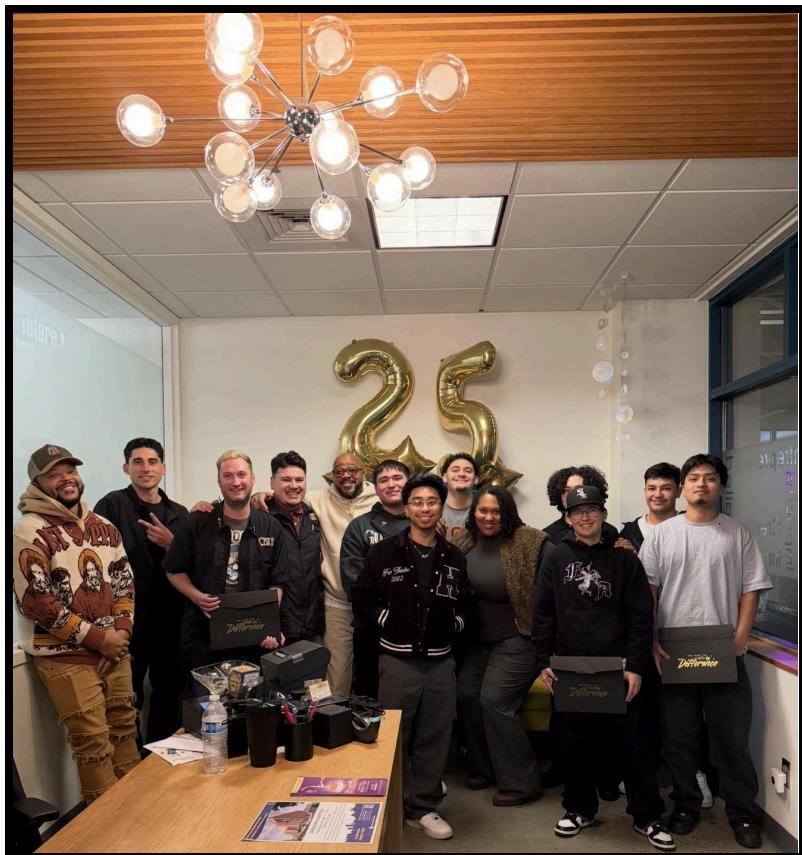
## Honoring the Dream Team

Last year's cohort answered a call rooted in vision, possibility, and personal aspiration. They chose themselves. They chose growth. They chose to begin.

That chapter matters.

Each year, CBI sets a clear tone. This year, the tone is **The Standard**.

**2026 is...**



## An Invitation to The Standard

The Standard is not a class. It is a way of operating.

It reflects the level of skill, responsibility, and self-leadership required to build something that lasts in your craft, your decisions, and how you show up in the world.

Opportunity cost matters.  
The cost of delay.  
The cost of under-preparation.  
The cost of operating without a standard.

As industries shift globally and technology accelerates, the ability to work with your hands, make sound decisions, and show up consistently is becoming more valuable than ever.

CBI is designed for individuals who are ready to meet a higher standard, in your craft, your decisions, and how you show up in the world.

## A Timeless Trade in a Modern Economy

*Where Craft, Entrepreneurship, and the Future of Work Meet*

Barbering is one of the most resilient, human-centered professions in the modern economy. This trade is over 6,000 years old. While technology continues to reshape how businesses operate, barbering remains rooted in trust, skill, and community. These are elements that will be highly valued and sought after in a digitally advanced world.

We often say at CBI:

**“Barbering endures because it is human at its core. Technology doesn’t erase the craft; it strengthens how it’s practiced”**

That belief has guided our admissions conversations for years, and it matters now more than ever.

### 2025 Barber Industry Market Size by Region



**The Americas and Asia & Oceania dominate the global barber industry market.**

Source: <https://www.kentleyinsights.com/barber-shops-market-size/>

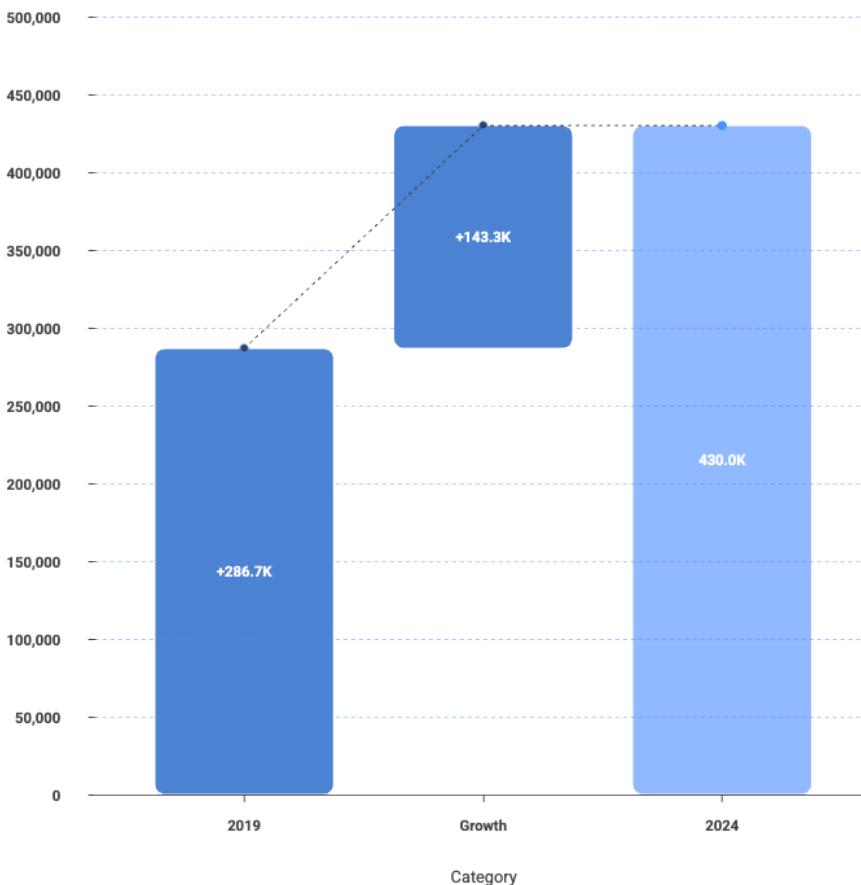
## The Industry Today

- Barbering is a multi-billion-dollar industry in the U.S., with steady post-pandemic growth driven by grooming culture, wellness routines, and community-based service.
- Most professional barbers already function as independent operators, managing clients, schedules, pricing, and personal reputation.
- Every chair represents a micro-business, whether inside a shop, a suite, or a mobile model.

*Barbers don't simply clock in.*

*They grow a business one client at a time.*

## U.S. Entrepreneurship Surge: Business Applications Growth



## Entrepreneurship Momentum (Why This Matters Now)

- Entrepreneurship is experiencing historic growth, with millions of new business applications each year and a long-term shift toward independent, owner-operated careers.
- Solopreneur and service-based businesses are expanding faster than traditional employment paths.
- Technology has lowered the barrier to entry, making business ownership more accessible, but also more competitive.

The professionals who thrive are not just skilled, they are forward thinking and strategic.

Source:

<https://home.treasury.gov/news/press-releases/jy2555>

## What's Changing in the Next 5–10 Years

The bartering industry is evolving, not disappearing.

We are already seeing:

- A split between low-cost, high-volume services and premium, experience-driven grooming
- Increased demand for multicultural expertise, personalization, and specialized care
- Digital expectations becoming standard: online booking, automated reminders, cashless payments
- Growth in mobile, private, and concierge bartering models
- New opportunities beyond the chair: education, content creation, product development, and brand building

Technology will continue to change *how* barbers operate, but not *why* clients return.

As the world evolves, this craft must evolve with it and without losing its authentic origins.

Barbering carries a ripple effect—preserving identity, restoring confidence, and strengthening the well-being of individuals, families, and communities.

The future belongs to barbers who understand the weight of the chair.

When identity is honored, people regulate.

When people regulate, communities thrive.

This work matters. Carry it with intention.

## Why Business Education Is Not Optional

Every barber, by default, is an entrepreneur.

That's why **Strictly Business** is a required component of CBI's 855-hour Barber Certification Program.

Strictly Business aligns students for **real-world readiness** by teaching:

- How to think clearly about pricing, revenue, and sustainability
- How to build and retain a loyal client base
- How to make sound decisions as markets, tools, and opportunities change
- How to operate with structure instead of guesswork

The curriculum taught within our certification program is intentionally offered on its own for professionals and entrepreneurs who want to operate at the same standard, in any business context. This is for new or established businesses, because the standard does not change, only the stage.

Strong hands require strong clear decisions.

## The CBI Perspective

CBI was built for professionals who are serious about their craft *and* their future.

We believe:

- Skill builds your work
- Wisdom builds your life
- And what you practice here becomes what you're known for, **in your craft and in your business.**



True education is preparation. Building the skills, discernment, and readiness required for real life success.

## Readiness & Next Steps

We encourage you to review this information and decide with intention.

**Enrollment at CBI opens once a year and is intentionally limited, we love small class sizes. The 2026 enrollment closes to new applicants on March 10, 2026.**

### How to Proceed

Use this admissions packet to gain clarity and decide whether this standard is right for you this year.

**Step 1: Complete the Readiness Quiz (required admissions step)**

Assess your alignment with the expectations, pace, and responsibility of the program.

**Step 2: Submit the application fee (look for access when taking the quiz)**

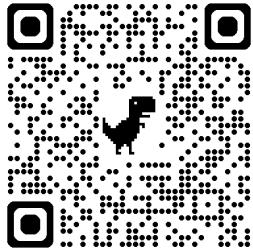
This unlocks access to the certification program application and signals readiness to proceed.

**Step 3: Complete the certification program application (you will receive upon making payment)**

Once submitted, the admissions team will review your materials and guide you through next steps.

**Ready to evaluate your readiness, take the quiz:**

- [2026 Readiness Quiz](#)



**Not ready this year, join a future cohort waitlist:**

- [Join the 2027 Waitlist](#)



Same standard.

Same expectations.

Different starting points.

## CBI Impact & Legacy

CBI was built for professionals who are serious about their craft and their future.

Our impact is not measured only in enrollment, but in what graduates build, sustain, and return to.

- **100+ graduates trained through the CBI standard**
- **97% graduation certification program rate**
- **95% state board certification pass rate**
- **11% alumni-owned businesses launched or operating**
- **8+ years of sustained instruction and industry contribution**

CBI alumni are not “former students.”

They are continuing practitioners of the standard.

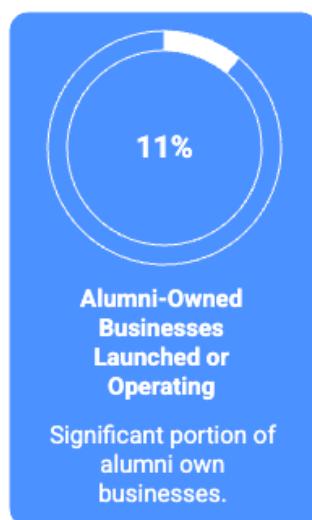
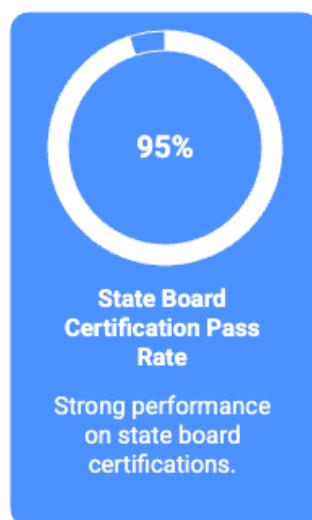
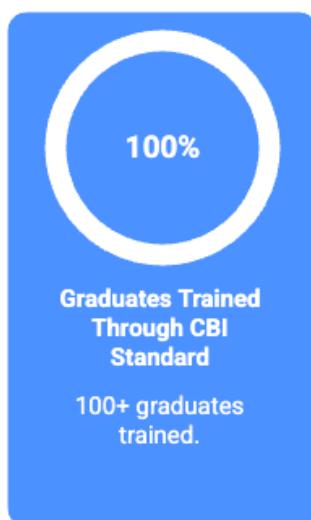
The Standard isn’t something you graduate from.

It’s something you return to over and over again.

As the world changes, so must how we focus, decide, and lead.

CBI remains a place to recalibrate, in community.

### CBI Impact Highlights



**CBI demonstrates strong success in training, certification, and alumni business ventures.**

Made with  Napkin

# The CBI Barber 855 Hour Certification Program

## The Three Learning Environments

CBI's Barber Certification Program is built on three unified learning environments, because a well-rounded education requires more than technical skill alone.

**Craft (Barber Certification)** is where the hands learn the standard.

This environment focuses on developing precise, repeatable barbering skills through intentional practice and instruction aligned with licensure requirements. Led by Professor Lane, whose 20+ years of experience span every layer of the craft.

**Business (Strictly Business)** is where the mind learns the standard.

Students are introduced to business fundamentals and decision-making frameworks and develop a business plan that clarifies how their craft translates into a sustainable operation.

**Personal Leadership (Wisdom & Significance)** is where you learn how to carry the standard.

This environment supports self-leadership, awareness, and responsibility, how you communicate, manage yourself, and show up consistently for your craft, your clients, and yourself.

One trains your hands.

One trains your decisions.

One trains how you show up.

Together, they form a complete foundation for operating at a higher standard, during the program and beyond.

*Skill builds your work.*

*Wisdom builds your life.*

## Entrance Requirements

Admission is open to prospective students 18 years and older with a high school diploma or general education development (GED). Admission is on a first come-first serve basis, due to our limited class sizes, this ensures each student receives individual attention. A waitlist system is utilized if your desired start date is full.

## 2026 Schedule & Key Dates

### Weekly Class Schedule

- **Tuesday–Thursday:** 10:00 AM – 4:00 PM
- **Friday:** 12:00 PM – 6:00 PM
- **Saturday:** 12:00 PM – 4:00 PM

## Key Dates

- **Orientation:** March 30, 2026 | 12:00–2:30 PM
- **Program Start Date:** March 31, 2026
- **Anticipated End Date:** November 14, 2026

## School Holidays & Closures (Subject to Change)

- **Summer Break 1:** July 3–11, 2026
- **Summer Break 2:** August 4–8, 2026
- **Thanksgiving Break:** November 24–28, 2026

## Program Investment

**Total Tuition: \$20,000**

CBI is an all-inclusive program. Tools, equipment, and the resources required to be a successful student are provided so your focus stays on learning and mastery.

**CBI is not priced to compete. It is structured to prepare.**

## Cohort-Securing Deposit

A **\$4,000 deposit** is required to secure your seat in the cohort.

## Payment Plan

After the deposit, the remaining balance is divided across **9 months**.

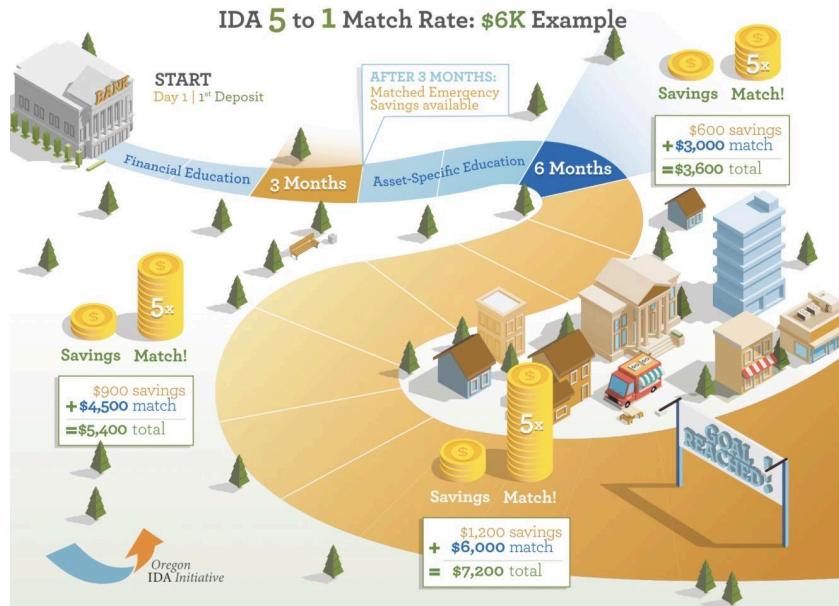
**Professor Lane asked Wally Fresh Cuts how he did it**, how did he reach a return on his investment in just 6-months? Wally stated, "just being prepared to be a professional out the gate and set myself apart from other Barbers... even if they've been in the industry... doing the craft longer than I had... just coming out the gate just being prepared and being trained".



## CASA of Oregon IDA Opportunity (As Available)

For eligible applicants, an education-based CASA of Oregon IDA support opportunity may be available. Availability and eligibility requirements apply, and support is not guaranteed. [CBI IDA waitlist here.](#)

For those evaluating financial support options, visit [cbi.life](#), the financial aid page provides clarity on what is currently available.



## Readiness & Next Steps

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**How to Proceed:** Use this admissions packet to gain clarity and take the next best step for you, today!

**Ready to confirm your readiness?**

[Take the 2026 Readiness Quiz](#)

**Not ready this year, join a future cohort waitlist**

[Join the 2027 Waitlist](#)



Same standard.    Same expectations.    Different starting points.

## The Healing Corner — An Unexpected Advantage

At CBI, we recognize that barbering is not only a technical craft. It is high-focus, high-contact work. In a rapidly shifting, high-stimulus world, the ability to remain clear, present, and consistent over time is becoming a professional advantage.

The Healing Corner introduces students to tools and practices that support **performance longevity**, the ability to sustain clarity, precision, and presence across long careers. This exposure supports focus, recovery, and decision quality in a profession that requires steady attention and human connection every day.

Barbering carries a ripple effect. When a barber is steady, their presence steadies the room. When identity is honored, people regulate. When people regulate, communities thrive.

This is not about comfort. It's about sustaining excellence without burnout.

Students are introduced to:

- Light therapy
- Pulsed Electromagnetic Field (PEMF) therapy
- Terahertz technology
- Healing harmonics for cellular and emotional balance

**Participation in the Healing Corner is optional and offered as educational exposure. It is not medical care, but a professional resource designed to support focus, longevity, and presence in a high-touch profession.**

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## **The 2026 cohort carries a clear tone: *The Standard*.**

We look forward to partnering with those prepared to uphold the legacy and meet what's ahead with clarity. **Be Great!**

