



Global Mentorship Program Initiative Briefing Paper 2017

What is the aim of your initiative?

The Global Mentorship Program, an initiative of the Global Wellness Institute, is the only international program connecting seasoned spa, wellness and hospitality executives with aspiring industry professionals to support the growth of our future leaders and increase the sustainability of our industry.

What or who are the current “news makers” or trends in the initiative’s industry/sector?

With the rapid global growth of the wellness economy, our resorts, hotels and day spas play an important role in disseminating lifestyle knowledge and education to their transient guests as well as in their community. Spa and wellness managers at these properties must be able to confidently and responsibly spread the word.

With massive investments in design, architecture, equipment, and marketing, what percentage of millions of dollars spent actually go into training/educating spa and wellness teams so they are able to steer change in their guests’ lives and coach them through adversities, while at the same time, giving clear orientation and inspiration to their team?

Name some (high level) challenges facing your industry/sector?

According to the research provided by the GWI, growth projections for the spa industry indicate that there will be an estimated 2.8 million persons employed by spas in 2018 (1 million in Asia-Pacific, 950,000 in Europe and 540,000 in North America). An additional 400,000 trained spa therapists and 70,000 experienced spa managers/directors will be needed by the industry in 2020.

Moreover, endemic staff turnover is a time- and money-consuming thorn in the side of recruiters. As it turns out, all new recruits are fully motivated, wanting to belong & give their very best. However, when disheartened & disillusioned therapists, receptionists, or managers leave, they do not quit their profession, they quit their boss.

In this sense, our industry not only needs better managers, but better leaders! In order to recruit and sustain our future industry leaders, we must give them the tools and support they need to be successful.

Where do you see the opportunities for industry/sector?

According to [Drew McLellan](#), mentored employees are five times more likely to get promoted and mentors are six times more likely! He adds that, *“When it comes to Millennials, 68 percent of those with mentors want to stay at their respective companies for more than five years, while only 32 percent without mentors feel the same way. You want to keep your employees – replacing them can cost 100- to 300-percent of their salaries.”*

The intersection of a mentor and a mentee provides the platform for creative dialogue; reviewing historical experiences, discussing new ways of thinking, and thus, fueling further passion for our industry. This connection is the catalyst for tremendous opportunities for the industry.

Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?

There are many heroes in our industry. If you ask any seasoned spa, wellness and hospitality executive, you will most likely get a different response. Some might cite the founders or visionaries of our industry. Others might mention a spa director or general manager that gave them their first chance. Our industry is known for the strong networking, sharing of ideas and for the collaborative approach to success. Yet, none of these people would refer to themselves as a “hero.”

Let’s all strive to be the change we want to see in the world. Let’s all be the ones we have been waiting for. Let’s all become the best version of ourselves so that our contagious passion can pollinate the spa/wellness/hospitality industry encouraging all to **establish clever and fruitful work conditions where humans (both guests and associates) can bloom and flourish.**

Is there noteworthy investment happening in your industry/sector?

Many years ago, spas were thought of as places of pampering – especially for the rich and famous. Clearly, that perception has changed today as we see more and more companies including spa/wellness/vitality into their mission and visions. Investments into the healthy lifestyle sector are on the upswing. Apartment buildings, communal living centers, farm-to-table restaurants, organic product businesses, improved product quality, greening initiatives, community awareness and education are just some examples of the investment umbrella named wellness.

Name any key accomplishments (milestones) made by your initiative?

With the support of our sponsors BIOLOGIQUE RECHERCHE, GHARIENI, ALTEARAH, SPA GENIE and TIP TOUCH International, the Global Mentorship Program has grown significantly since 2015. We now reach **40 countries with nine regional directors, one global community manager, 50 ambassadors, and an online platform for registration and mentor/mentee matching.**

Website: <http://www.mentorshipevidence.com/>

Platform: http://uduoapp.com/users/sign_up

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